MALUKU'S TOURISM DEVELOPMENT: AN ANALYSIS OF TOURIST DESTINATION IN AMBON

Charly Hongdiyanto
International Business Management, Ciputra University
email: charly@ciputra.ac.id

Abstract
The purpose of this study is to analyse the development of the tourism industry in Maluku, focusing on tourist destinations in the city of Ambon. In general, Maluku province is blessed with natural charm, especially the beautiful beaches that make Maluku famous with maritime tourist attraction. With the spread of many beautiful beach destinations, it should have made tourism industry in Ambon, the capital of Maluku blossom, but on the contrary, this sector is still not developed optimally. The researcher conducts this conceptual research to analyse the factors that influence the development of the tourism sector. Data obtained from secondary references along with personal experiences of the researcher are used to make the analysis. The results is tourism sector in Ambon will be more developed when local government able to develop and implement a comprehensive tourism strategy with the involvement of local residents.

Keywords: Tourism, Industry, Strategy, Maluku.