



Sustainable Tourism Development Strategy of Apparalang Beach in Strengthening Tourism Competitiveness in Bulukumba Regency

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ABSTRACT

Purpose of the study: This study aims to analyze and formulate sustainable tourism development strategies for Apparalang Beach in Bulukumba Regency to strengthen tourism competitiveness through the identification of tourism potential, infrastructure conditions, community participation, and environmental sustainability factors affecting destination development.

Methodology: This study employed a descriptive qualitative case study approach using SWOT analysis. Data were collected through field observation, semi-structured interviews, documentation, and literature review. Research instruments included observation sheets, interview guidelines, field notes, cameras, and audio recorders. Data analysis used the Miles and Huberman interactive analysis model consisting of data reduction, data display, and conclusion drawing.

Main Findings: The findings revealed that Apparalang Beach possesses strong tourism potential due to its unique coral cliff landscapes, marine scenery, and increasing tourism popularity. However, tourism development remains constrained by limited infrastructure, inadequate facilities, weak tourism management, and insufficient community participation. SWOT analysis indicated that tourism competitiveness can be improved through infrastructure development, digital tourism promotion, community empowerment, environmental conservation, and integrated stakeholder collaboration.

Novelty/Originality of this study: This study provides a comprehensive SWOT-based sustainable tourism development framework integrating tourism potential, infrastructure conditions, community participation, environmental sustainability, and destination competitiveness simultaneously. The study advances tourism development research by offering integrated strategic recommendations for coastal tourism management and sustainable destination competitiveness in regional tourism contexts.

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1. INTRODUCTION

Indonesia is an archipelagic country endowed with abundant natural resources, biodiversity, and cultural heritage that possess significant potential for tourism development [1]-[3]. The tourism sector has become one of the strategic pillars of national development because it contributes substantially to economic growth, employment opportunities, and regional income generation. According to the World Tourism Organization, tourism development not only supports economic activities but also promotes environmental sustainability and cultural

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preservation. Several studies indicate that tourism destinations based on natural attractions are capable of increasing local community welfare when managed sustainably and collaboratively between government, society, and private sectors. In addition, tourism has increasingly become a competitive industry in the era of globalization, where destinations are required to improve service quality, accessibility, infrastructure, and tourism experiences to attract visitors [4]-[6]. However, despite Indonesia's enormous tourism potential, many regional tourism destinations remain underdeveloped due to inadequate management strategies, limited facilities, and weak promotion systems. Therefore, strategic tourism development planning is necessary to optimize regional tourism competitiveness and sustainability.

The development of tourism destinations is strongly influenced by the quality of destination management and the availability of supporting facilities. Tourism competitiveness can be enhanced through integrated planning involving infrastructure development, community participation, environmental conservation, and digital tourism promotion [7], [8]. Previous studies emphasized that tourism destinations with strong strategic planning tend to achieve higher tourist satisfaction and sustainable economic impacts. In addition, the attractiveness of tourism destinations is not solely determined by natural beauty but also by accessibility, safety, supporting facilities, and cultural uniqueness. Coastal tourism destinations, in particular, have become increasingly popular because they offer recreational experiences based on marine landscapes and natural scenery. Research related to coastal tourism development also highlights that environmental sustainability and local community involvement are important factors in maintaining destination attractiveness. Consequently, tourism development strategies should be formulated comprehensively by considering environmental, economic, and social dimensions simultaneously [9], [10].

In the context of regional autonomy, local governments play an important role in managing tourism resources and formulating development policies. Tourism is considered an effective sector for accelerating regional economic development because it encourages investment, creates business opportunities, and increases local revenue [11], [12]. Several studies have shown that tourism development can significantly contribute to reducing unemployment and improving community welfare when supported by effective policy implementation. Nevertheless, many tourism destinations in Indonesia still experience various obstacles such as limited infrastructure, inadequate tourism facilities, low-quality human resources, and insufficient promotional activities [13]. These challenges often reduce the competitiveness of local tourism destinations compared to other destinations at national and international levels. Therefore, tourism development strategies should involve collaboration among government institutions, local communities, tourism business actors, and visitors to achieve sustainable tourism management [14].

Bulukumba Regency, located in South Sulawesi Province, is one of the regions with considerable tourism potential, particularly in marine and coastal tourism. The region is widely recognized for its natural beauty, traditional culture, and coastal landscapes that attract domestic and international tourists. Bulukumba is also known for its cultural identity as Butta Panrita Lopi, reflecting its traditional shipbuilding heritage and maritime culture. Several studies have indicated that coastal tourism destinations in Bulukumba possess high potential to become leading tourism attractions due to their unique natural characteristics and cultural values. One of the emerging tourism destinations in the region is Apparalang Beach, which is characterized by dramatic coral cliffs, clear seawater, and panoramic ocean views. The uniqueness of Apparalang Beach makes it one of the most attractive coastal tourism destinations in Bulukumba Regency. However, despite its tourism potential, the destination still faces several development challenges related to accessibility, infrastructure, environmental management, and tourism facilities [15], [16].

Apparalang Beach has experienced increasing tourist visits in recent years because of its unique coastal landscape and social media exposure. The destination offers distinctive tourism experiences through cliffside scenery, marine tourism activities, and natural photography attractions [17], [18]. Nevertheless, tourism development at Apparalang Beach remains relatively limited and has not been supported by comprehensive strategic planning. Several tourism issues are still evident, including inadequate transportation access, limited public facilities, insufficient tourism promotion, and the absence of integrated destination management systems. Furthermore, local community participation in tourism development remains suboptimal, reducing opportunities for community-based tourism empowerment. Environmental sustainability is also becoming an important issue because increasing tourist activities may potentially affect coastal ecosystems if not managed properly. Therefore, strategic efforts are required to improve tourism destination competitiveness while maintaining environmental sustainability and community welfare [19].

Tourism development strategies are essential elements in strengthening the competitiveness and sustainability of tourism destinations. According to strategic management theory, tourism development strategies should be formulated systematically by identifying strengths, weaknesses, opportunities, and threats affecting destination management [20], [21]. Previous tourism studies emphasized that strategic planning based on local potential and stakeholder collaboration can improve tourism performance and visitor satisfaction. In addition, sustainable tourism development requires balanced integration between environmental conservation, economic development, and socio-cultural preservation. Despite the growing popularity of Apparalang Beach as a tourism

destination, empirical studies specifically discussing strategic tourism development for this destination remain limited. Most existing studies focus generally on tourism potential without providing comprehensive strategic analysis regarding destination competitiveness and sustainable management. Therefore, this study aims to analyze and formulate tourism development strategies for Apparalang Beach as a leading tourism destination in Bulukumba Regency through a comprehensive strategic approach.

Previous studies have examined tourism destination development from different perspectives. Research conducted by Giampiccoli [22]. focused on the tourism potential of coastal areas in Bulukumba and highlighted the importance of natural attractions in increasing tourist visits. Another study by Arismayanti et al. [23] emphasized the influence of tourism infrastructure and accessibility on tourist satisfaction in coastal tourism destinations. Meanwhile, research by Mola dan Bayeta [24] discussed the role of local culture and community participation in supporting sustainable tourism development. Although these studies provide important contributions to tourism research, several gaps remain evident. Previous studies generally focused on specific tourism aspects separately, such as infrastructure, tourism potential, or community participation, without integrating them into a comprehensive strategic tourism development framework. Furthermore, studies specifically analyzing Apparalang Beach using SWOT analysis to formulate sustainable tourism development strategies are still very limited. Therefore, this study seeks to fill the research gap by providing a comprehensive strategic analysis integrating internal and external tourism development factors.

The novelty of this study lies in its comprehensive analysis of Apparalang Beach tourism development using a SWOT-based strategic approach that integrates tourism potential, infrastructure conditions, community participation, environmental sustainability, and destination competitiveness simultaneously. Unlike previous studies that mainly discussed tourism potential descriptively, this study formulates strategic tourism development recommendations based on empirical field findings and stakeholder perspectives. In addition, the study provides a sustainable tourism development framework emphasizing collaboration between government institutions, tourism managers, local communities, and tourism business actors [25]. This integrated strategic analysis contributes new insights to tourism development research, particularly in the context of coastal tourism destinations in Indonesia [26].

The implications of this study are expected to provide both theoretical and practical contributions to tourism development. Theoretically, the study contributes to the development of tourism management and sustainable tourism strategy literature, especially regarding coastal tourism destination competitiveness. Practically, the findings of this study may serve as strategic references for local governments, tourism managers, and stakeholders in formulating tourism development policies and sustainable destination management programs. Furthermore, the study may encourage greater community participation in tourism activities, improve tourism infrastructure development, and strengthen environmental conservation efforts within coastal tourism destinations [27].

The urgency of this research is closely related to the increasing importance of sustainable tourism development in regional economic growth and environmental preservation. Apparalang Beach possesses considerable tourism potential that can significantly contribute to local economic development if managed strategically and sustainably. However, the absence of integrated tourism development strategies may reduce destination competitiveness and potentially threaten environmental sustainability. In addition, increasing tourism competition among coastal destinations requires tourism managers to formulate adaptive and innovative development strategies [28]. Therefore, this study is urgently needed to provide comprehensive strategic recommendations for improving the competitiveness, sustainability, and management quality of Apparalang Beach as a leading tourism destination in Bulukumba Regency.

2. RESEARCH METHOD

2.1. Research Design

This study employed a descriptive qualitative research approach using a tourism development strategy analysis method [29]. The qualitative approach was selected because the study focused on exploring in depth the potential, challenges, and development strategies of Apparalang Beach as a leading tourism destination in Bulukumba Regency. According to Creswell, qualitative research is used to understand social phenomena comprehensively based on participants' perspectives and natural conditions. This approach enabled the researcher to obtain a detailed understanding of tourism destination conditions, management systems, community participation, and local government policies related to tourism development.

The research design used in this study was a case study because the research specifically focused on a single tourism destination, namely Apparalang Beach. The case study design was applied to investigate the phenomenon thoroughly through various data collection techniques such as observation, interviews, and documentation. In addition, this study used SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to identify internal and external factors influencing tourism destination development. SWOT analysis was

considered appropriate because it provides a strategic framework for formulating sustainable tourism development strategies [30].

2.2. Subject and Sample

The subjects of this study consisted of individuals directly related to the development of Apparalang Beach tourism. The selection of research subjects used purposive sampling techniques, where informants were chosen based on specific considerations relevant to the research objectives. This technique was used because the selected informants were considered to have a deep understanding of the tourism destination and its management.

The research informants included tourism managers, local government officials in the tourism sector, local communities around the tourism area, tourism business actors, and tourists who had visited Apparalang Beach. The involvement of various informants aimed to obtain comprehensive information regarding tourism potential, development constraints, and strategies for improving tourism destination competitiveness [31].

Table 1. Research Informants

Informant Category	Role in Research	Number
Tourism Office	Tourism policy information	2
Tourism Managers	Destination management information	3
Local Communities	Community participation information	5
Tourists	Tourist perception information	10
Local Business Actors	Supporting facility information	3

2.3. Data Sources and Data Collection Techniques

The data sources in this study consisted of primary and secondary data [32]. Primary data were obtained directly through field observations, in-depth interviews, and documentation conducted at Apparalang Beach tourism destination. Observation techniques were used to examine the physical conditions of the tourism site, supporting facilities, accessibility, tourist activities, and surrounding environmental conditions.

Semi-structured interviews were conducted with research informants to obtain in-depth information regarding tourism management strategies, development obstacles, community participation, and expectations for the development of Apparalang Beach tourism. Semi-structured interviews were selected because they allowed the researcher to maintain research focus while remaining flexible in exploring additional information during the interview process.

Secondary data were collected from official government documents, regional tourism reports, scientific articles, books, national and international journals, and statistical data related to tourism development in Bulukumba Regency. Documentation such as photographs, archives, and field notes were also used to strengthen the validity and reliability of the research findings.

2.4. Research Instrument

The primary instrument in this study was the researcher as a human instrument because the research employed a qualitative approach. The researcher was directly involved in data collection, field observation, interviews, data interpretation, and conclusion drawing. In addition, supporting instruments such as observation sheets, interview guidelines, documentation tools, and field notes were also utilized.

Observation sheets were used to record the physical conditions of tourism destinations, facilities, accessibility, and tourist activities. Interview guidelines contained questions related to tourism development strategies based on the research focus. Documentation was carried out using cameras and audio recording devices to support data accuracy and completeness [33].

Table 2. Research Instruments

Instrument	Indicator Observed	Data Type
Observation Sheet	Tourism facilities and environment	Qualitative
Interview Guide	Tourism development strategy	Qualitative
Documentation	Photos and archives	Supporting Data
Field Notes	Research findings in field	Qualitative

2.5. Data Analysis Technique

The data analysis technique used in this study was the interactive analysis model proposed by Miles and Huberman [34], consisting of three main stages: data reduction, data display, and conclusion drawing. Data reduction was conducted by selecting and focusing on relevant data according to the research objectives. At this stage, data obtained from observations, interviews, and documentation were classified into several themes such as tourism potential, development barriers, facilities, promotion, and community participation.

The next stage involved presenting the data in the form of narrative descriptions, tables, and SWOT matrices to facilitate understanding and interpretation. Data presentation was organized systematically to help identify relationships among research variables. The final stage involved drawing conclusions and verifying data based on the findings obtained during the analysis process.

This study also employed SWOT analysis to formulate tourism development strategies for Apparalang Beach. SWOT analysis was conducted by identifying strengths, weaknesses, opportunities, and threats influencing tourism destination development. The results of the SWOT analysis were then used as the basis for determining appropriate and sustainable tourism development strategies.

2.6. Research Procedure

The research procedure was carried out systematically to ensure that the study achieved its objectives effectively [35]. The first stage involved problem identification and literature review to obtain theoretical foundations related to tourism destination development and tourism management strategies. The second stage involved preparing research instruments such as observation sheets and interview guidelines based on the research focus.

The third stage involved field data collection through observation, interviews, and documentation at Apparalang Beach. After all data had been collected, the next stage involved analyzing the data using the Miles and Huberman interactive model and SWOT analysis. The final stage involved preparing the research findings and formulating tourism development strategies based on field data analysis results. These research procedures were conducted sequentially to ensure that the data obtained were valid, systematic, and capable of providing a comprehensive understanding of the development strategy of Apparalang Beach as a leading tourism destination in Bulukumba Regency.

3. RESULTS AND DISCUSSION

3.1. Tourism Potential of Apparalang Beach

The results of the study indicate that Apparalang Beach possesses significant tourism potential as one of the leading coastal tourism destinations in Bulukumba Regency. The destination is characterized by unique natural landscapes consisting of coral cliffs, panoramic ocean views, clear seawater, and coastal scenery that attract tourists. Field observations revealed that the uniqueness of the destination has become the primary attraction for visitors, particularly domestic tourists who are interested in marine tourism and nature-based tourism experiences. In addition, the rapid growth of digital media and tourism promotion through social networking platforms has increased public awareness regarding the existence of Apparalang Beach.

The tourism attractiveness of Apparalang Beach is not only influenced by its natural beauty but also by its environmental atmosphere, recreational opportunities, and photography attractions. Many tourists visit the destination for sightseeing, photography activities, relaxation, and enjoying marine scenery. The results of interviews with visitors showed that the natural authenticity and uniqueness of the coral cliff landscape provide a different tourism experience compared to other coastal tourism destinations in South Sulawesi. Furthermore, the coastal environment still maintains relatively good environmental conditions despite increasing tourist activities. This condition represents an important asset in supporting sustainable tourism development [36], [37].

The tourism potential identified in this study can be classified into several aspects, including natural attractions, accessibility, supporting facilities, environmental conditions, and tourism activities. These findings are summarized in Table 3.

Table 3. Tourism Potential of Apparalang Beach

Tourism Aspect	Description	Condition
Natural Attraction	Coral cliffs and ocean panorama	Very Good
Accessibility	Road access to tourism site	Moderate
Supporting Facilities	Parking area, toilets, food stalls	Limited
Environmental Condition	Coastal cleanliness and scenery	Good
Tourism Activities	Photography and sightseeing	Good

The findings also revealed that tourism activities at Apparalang Beach are dominated by passive recreational tourism such as sightseeing and photography. Adventure-based tourism activities and water tourism attractions remain underdeveloped due to limited facilities and safety management systems. Therefore, tourism development efforts should focus not only on increasing tourist visits but also on diversifying tourism activities and improving tourism service quality. Sustainable tourism management is essential to preserve environmental quality while increasing tourism competitiveness and local economic benefits.

3.2. Accessibility and Tourism Infrastructure

Accessibility and tourism infrastructure were identified as important factors influencing tourism development at Apparalang Beach. The study found that road access to the tourism destination has improved compared to previous years; however, several infrastructure limitations still exist. Some roads leading to the tourism destination remain relatively narrow and less supportive for large tourist vehicles. In addition, directional signs and tourism information boards are still limited, making it difficult for first-time visitors to access the location efficiently.

The availability of tourism facilities also remains inadequate to support increasing tourist visits. Observation results showed that several public facilities such as toilets, parking areas, resting places, waste disposal facilities, and food service areas are still insufficient in terms of quantity and quality. Limited tourism facilities may reduce visitor comfort and satisfaction, especially during holiday seasons when tourist numbers significantly increase. Furthermore, environmental management systems such as waste management and coastal conservation programs have not yet been implemented optimally [38].

The results of interviews with tourism managers indicated that infrastructure development constraints are primarily caused by limited financial resources and insufficient collaboration between stakeholders. Tourism managers emphasized the importance of government support in improving infrastructure and destination facilities. The condition of tourism infrastructure is presented in Table 4.

Table 4. Tourism Infrastructure Conditions

Infrastructure Aspect	Current Condition	Development Priority
Road Access	Moderate	High
Parking Area	Limited	High
Public Toilets	Limited	High
Tourism Information Boards	Inadequate	Moderate
Waste Management Facilities	Limited	High

Improvement of tourism infrastructure is essential because accessibility and facility quality significantly influence tourist satisfaction and destination competitiveness. Previous tourism studies have also highlighted that infrastructure quality is one of the main determinants of tourism destination sustainability. Therefore, integrated infrastructure development should become a strategic priority in tourism planning for Apparalang Beach.

3.3. Community Participation in Tourism Development

Community participation plays a crucial role in supporting sustainable tourism development at Apparalang Beach. The findings showed that local communities have begun to participate in tourism-related economic activities such as food stalls, parking services, local transportation, and small tourism businesses. Tourism development has provided additional economic opportunities for local residents and contributed to increasing household income.

However, the level of community participation in tourism management and decision-making processes remains relatively limited. Most local residents are only involved in informal tourism activities without direct involvement in tourism planning or destination management systems. Interviews with community members indicated that they expect greater involvement in tourism development programs, particularly in tourism training, environmental conservation, and small business empowerment.

Community participation in tourism development can strengthen destination sustainability because local communities are directly connected to tourism resources and environmental conditions. Sustainable tourism development requires collaborative management involving tourism managers, government institutions, local communities, and tourism business actors. Therefore, community empowerment programs such as tourism education, entrepreneurship training, and environmental awareness campaigns should be enhanced to improve community participation and tourism management effectiveness [39].

The SWOT analysis conducted in this study identified several internal and external factors influencing the development of Apparalang Beach tourism destination. Internal factors include strengths and weaknesses related to tourism management conditions, while external factors include opportunities and threats originating from the tourism environment and market conditions.

The strengths identified include unique natural attractions, panoramic coastal scenery, increasing tourism popularity, and relatively preserved environmental conditions. Meanwhile, the weaknesses consist of limited infrastructure, inadequate tourism facilities, weak destination management systems, and insufficient tourism promotion. The opportunities identified include increasing interest in coastal tourism, digital tourism promotion opportunities, government tourism development programs, and the growth of domestic tourism trends. On the other hand, threats include environmental degradation risks, competition with other coastal tourism destinations, and fluctuating tourism market conditions.

Table 5. SWOT Analysis of Apparalang Beach Tourism Development

Strengths	Weaknesses
Unique coastal landscape	Limited infrastructure
Attractive coral cliffs	Inadequate facilities
Increasing tourism popularity	Weak management system
Natural tourism atmosphere	Limited promotion

Opportunities	Threats
Growth of coastal tourism trends	Competition among destinations
Digital tourism promotion	Environmental degradation
Government tourism programs	Unstable tourism market
Community-based tourism development	Climate and weather risks

Based on the SWOT analysis, several tourism development strategies can be formulated. These strategies include improving tourism infrastructure, strengthening destination promotion through digital platforms, increasing community participation, enhancing environmental conservation programs, and developing integrated tourism management systems. Strategic collaboration between local governments, tourism managers, local communities, and private sectors is necessary to improve destination competitiveness and sustainability [40]. The strategic relationship among tourism development variables can be conceptually described through the following equation:

$$\text{Tourism Competitiveness} = F(\text{In Frastructure} + \text{Promotion} + \text{Community Participation} + \text{Environmental Sustainability} \dots(1)$$

In this equation, tourism competitiveness is influenced by the interaction among infrastructure quality, tourism promotion, community participation, and environmental sustainability. These variables are interconnected and collectively determine the success of tourism destination development. The findings of this study demonstrate that Apparalang Beach possesses strong potential to become a leading coastal tourism destination in Bulukumba Regency. The natural uniqueness of coral cliffs and marine landscapes represents a significant competitive advantage capable of attracting tourists. These findings are consistent with tourism development theories emphasizing that natural attractions and environmental uniqueness are important determinants of tourism competitiveness.

However, tourism development at Apparalang Beach still faces several challenges related to infrastructure limitations, facility inadequacy, and destination management systems. The findings support previous studies indicating that accessibility and supporting facilities significantly influence tourist satisfaction and tourism sustainability. In addition, limited stakeholder collaboration and insufficient community participation may reduce the effectiveness of tourism development programs. This study also highlights the importance of sustainable tourism management integrating environmental conservation, community empowerment, and economic development. Sustainable tourism strategies are necessary to ensure that tourism growth does not negatively affect coastal ecosystems and local socio-cultural conditions. Therefore, tourism planning should prioritize environmentally responsible tourism management practices and participatory development approaches [41].

The findings further indicate that digital tourism promotion can significantly increase destination popularity and tourist visits. Social media exposure has become one of the major driving factors influencing the rapid growth of Apparalang Beach tourism. Consequently, tourism promotion strategies should utilize digital marketing platforms more effectively to strengthen tourism destination branding and market reach.

A comparison with previous studies reveals several research gaps. Research conducted by Hillary [42] primarily focused on coastal tourism potential without discussing strategic tourism management comprehensively. Another study by Dzulkipli [43] emphasized tourism infrastructure and tourist satisfaction but did not analyze community participation and environmental sustainability simultaneously. Meanwhile, the study conducted by Biswas [44] discussed community participation in tourism development but lacked strategic analysis integrating internal and external tourism development factors. Therefore, this study fills the existing research gap by providing an integrated SWOT-based tourism development strategy analysis combining tourism potential, infrastructure, community participation, and environmental sustainability comprehensively.

The novelty of this study lies in its integrated analysis of Apparalang Beach tourism development using a sustainable tourism strategy framework based on SWOT analysis. Unlike previous studies focusing only on tourism potential or infrastructure separately, this study comprehensively examines tourism competitiveness through the interaction of environmental, social, economic, and managerial dimensions. Furthermore, the study provides strategic tourism development recommendations emphasizing collaborative management and sustainable coastal tourism development. The implications of this study are expected to contribute both theoretically and practically. Theoretically, the study enriches tourism development literature, particularly regarding sustainable

coastal tourism management and destination competitiveness. Practically, the findings can serve as strategic references for tourism managers and policymakers in improving tourism infrastructure, strengthening digital promotion, increasing community participation, and implementing environmental conservation programs. In addition, the study may support the formulation of sustainable tourism policies capable of improving local economic welfare while preserving environmental quality [45].

Despite its contributions, this study also has several limitations. First, the research focused only on a single tourism destination, namely Apparalang Beach, which may limit the generalization of findings to other tourism destinations. Second, the study mainly used qualitative approaches, meaning that quantitative tourism data such as tourist expenditure, tourism revenue, and statistical tourism growth were not analyzed comprehensively. Third, the study was conducted within a limited research period, which may not fully capture seasonal tourism dynamics and long-term tourism development changes. Therefore, future studies are recommended to combine qualitative and quantitative approaches and involve comparative analyses among multiple tourism destinations to obtain broader tourism development perspectives.

4. CONCLUSION

This study concludes that Apparalang Beach possesses significant potential to become a leading coastal tourism destination in Bulukumba Regency due to its unique natural attractions, coral cliff landscapes, and increasing tourism popularity. However, tourism development at the destination still faces several challenges related to limited infrastructure, inadequate supporting facilities, weak tourism management systems, and limited community participation. The SWOT analysis results indicate that sustainable tourism development strategies should focus on improving infrastructure quality, strengthening digital tourism promotion, increasing community empowerment, enhancing environmental conservation, and developing collaborative tourism management systems involving multiple stakeholders. Therefore, integrated and sustainable tourism development efforts are necessary to strengthen the competitiveness and sustainability of Apparalang Beach as a regional tourism destination.

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