

Visitors' Perceptions of Tirang Beach as a Tourist Destination in Semarang City

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ABSTRACT

Tirang Beach in Semarang City has the potential to develop as a sustainable coastal tourism destination, but its development depends on visitor perceptions of the destination's attractions, facilities, accessibility, and supporting services. This study aims to analyze visitors' perceptions of Tirang Beach using the 4A framework, comprising Attraction, Accessibility, Amenities, and Ancillary Services. A descriptive research method was employed, with data collected through questionnaires from 30 visitors during weekends using accidental sampling. The data were organized and analyzed descriptively. The findings indicate that visitors appreciate the beach's natural beauty, atmosphere, food stalls, toilets, parking facilities, and security. However, several shortcomings remain, including inadequate cleanliness, limited cultural and entertainment activities, a lack of accommodation and souvenir shops, poor road conditions, limited public transportation, and insufficient information about destination management and promotional activities. These findings suggest that improving environmental cleanliness, supporting facilities, road infrastructure, public transportation, institutional communication, and destination marketing should be prioritized. Addressing these issues could strengthen Tirang Beach's appeal and support its development as a more competitive and sustainable coastal tourism destination.

Keywords: Beach Tourism, Visitor Perceptions, 4A Tourism Components, Sustainable Tourism, Destination Marketing.

I. Introduction

Coastal tourism plays an important role in the tourism industry because beaches offer natural landscapes, recreational opportunities, and spaces for local economic activities. However, the long-term viability of coastal destinations depends not only on their natural attractiveness but also on environmental quality, accessibility, visitor facilities, and destination management. Coastal areas are particularly vulnerable to climate-related hazards, including sea-level rise, erosion, and extreme weather events, which can affect ecosystems and the socioeconomic activities of coastal communities (Nicholls et al., 2007). These challenges highlight the need to develop coastal tourism through approaches that balance tourism activities, environmental protection, and community welfare. Sustainable destination development therefore requires attention to both the resources that attract visitors and the conditions that shape their overall experience. The relationship between environmental conditions and tourism development is particularly relevant to destinations that rely on natural attractions. Amelung et al. (2007) demonstrate that climate change can influence tourism patterns and seasonality, emphasizing the importance of considering environmental

conditions in tourism planning. Beyond environmental vulnerability, destinations must also provide adequate services and infrastructure to meet visitor needs. Poor access, inadequate facilities, and ineffective management can constrain the use of tourism resources even when a destination possesses considerable natural potential. Consequently, evaluating a coastal destination requires a comprehensive assessment of its physical attractions and the supporting conditions that determine whether visitors can access, use, and appreciate those attractions.

Tirang Beach, located in Tugurejo, Tugu District, Semarang City, Central Java, Indonesia, illustrates these development challenges. The beach offers natural scenery and the potential to become a more prominent coastal tourism destination. Its management has involved local community participation, reflecting the role of community-based initiatives in developing tourism resources. Nevertheless, Tirang Beach remains relatively underdeveloped in terms of public recognition and supporting infrastructure. Research by Muttaqin et al. (2023) examined the destination's internal and external conditions and formulated development strategies, identifying the need to address existing limitations and strengthen cooperation with external stakeholders. These findings establish an important local context for understanding the opportunities and constraints affecting the destination. Several practical issues may influence visitors' assessments of Tirang Beach. Access-road conditions and limited public transportation can create difficulties for visitors, particularly those without private vehicles. Meanwhile, cleanliness, the availability of accommodation and souvenir shops, and the provision of recreational or cultural activities can shape the quality and variety of the visitor experience. These issues are interconnected: attractive natural scenery may encourage visits, but shortcomings in infrastructure and supporting services can reduce the overall appeal of the destination. Understanding how visitors evaluate these different aspects is therefore important for identifying which existing strengths should be maintained and which deficiencies require priority attention.

Visitor perceptions provide a useful basis for evaluating tourism destinations because they reflect how people interpret the attractions, facilities, and services they encounter. Rather than assessing development solely through the availability of tourism resources, perception-based analysis considers whether those resources are experienced as accessible, adequate, and satisfactory. The 4A framework offers a structured approach to this assessment through four interrelated components: Attraction, Accessibility, Amenities, and Ancillary Services. Alfitriani et al. (2021) applied these components to examine their relationship with tourists' revisit intentions at Bayt Al-Qur'an Al-Akbar in Palembang. Their findings showed that the contribution of the components varied, indicating that tourism development should consider the characteristics and requirements of each destination rather than assume that all components operate in the same way. The usefulness of the 4A framework is also demonstrated by destination assessment research. Yuliardi et al. (2021) used the framework to examine the feasibility of natural tourism attractions in Semarang Regency, illustrating its application in evaluating tourism potential and destination readiness. More recent research by Muhammad et al. (2026) applied the 4A concept to a mangrove ecotourism destination and identified challenges involving facility quality, accessibility, and institutional support. Together, these studies suggest that the 4A framework can help organize destination assessments while revealing differences in the strengths and weaknesses of individual tourism sites. However, findings from other destinations cannot automatically explain how visitors perceive the specific conditions of Tirang Beach.

Although previous research has addressed tourism development strategies at Tirang Beach and applied the 4A framework to other destinations, a focused description of visitors' positive and negative perceptions across all four components remains important. This study addresses that need by examining visitors' perceptions of Tirang Beach through the 4A framework. Using responses from 30 weekend visitors, the study identifies perceived strengths and shortcomings in attractions, accessibility, amenities, and ancillary services. Its contribution is primarily diagnostic rather than causal: it provides a structured account of visitors' evaluations rather than testing the statistical effects of the four components on revisit intentions or satisfaction. The study is significant because its findings can inform more targeted destination management. By distinguishing the features visitors appreciate from the conditions they consider inadequate, the analysis can help identify practical priorities for improving cleanliness, supporting facilities, road access,

transportation, institutional communication, and promotion. The findings may also provide a reference for local managers and stakeholders seeking to align tourism development with visitor needs while maintaining the beach's natural appeal. Ultimately, this study contributes a site-specific assessment of visitor perceptions that can support more informed planning for Tirang Beach as a developing coastal tourism destination.

II. Literature Review and Hypothesis Development

2.1. Ecotourism and Sustainable Coastal Destination Management

Ecotourism emphasizes responsible travel to natural areas while supporting environmental conservation, local communities, and educational experiences. Its contribution to destination development depends on how tourism activities are planned and managed, rather than on the natural attractiveness of a location alone. Buckley (2009) explains that ecotourism can generate conservation benefits, but its environmental outcomes vary according to management practices, the scale of tourism, and the effectiveness of conservation measures. This perspective indicates that ecotourism should not automatically be considered sustainable simply because it takes place in a natural environment. Sustainable tourism also requires coordination among destination managers, government institutions, businesses, local communities, and visitors. Bramwell and Lane (2011) emphasize the importance of governance in translating sustainability principles into practical destination management. In coastal and marine tourism, sustainability is particularly complex because tourism activities interact with environmental conditions, community interests, and multiple institutional responsibilities. A multi-stakeholder perspective therefore provides a useful foundation for understanding the development of coastal destinations (Dodds & Butler, 2019; *Understanding coastal and marine tourism sustainability*, 2021). For destinations such as Tirang Beach in Semarang City, ecotourism development needs to consider both the conservation of natural attractions and the quality of the visitor experience. Natural scenery may constitute the destination's principal strength, but poor cleanliness, inadequate infrastructure, or limited supporting services can weaken its overall appeal. Consequently, sustainable destination management requires an assessment of existing resources, service conditions, and management arrangements. These considerations provide the broader context for examining visitors' perceptions of Tirang Beach.

2.2. Visitor Perceptions of Tourism Destinations

Visitor perception refers to how tourists interpret and evaluate the characteristics of a destination based on the information and experiences available to them. Such evaluations may include natural scenery, environmental cleanliness, accessibility, facilities, safety, and service quality. Destination image research demonstrates that perceptions are shaped by multiple attributes and can influence destination evaluations and behavioral intentions. Wang et al. (2023), in their review of destination image research published between 2012 and 2023, identify destination image as a continuing area of tourism research involving perceived image, information sources, and tourist behavior. The relationship between destination perceptions and visitor behavior has also been examined empirically. Phillips et al. (2013) found that destination image influenced perceived value and revisit intentions in rural tourism, while also contributing indirectly to satisfaction and recommendation intentions. Rasoolimanesh et al. (2025) examined tourists' perceptions of destination sustainability and their relationships with satisfaction and revisit intention. Their findings indicate that perceived sustainability dimensions do not necessarily contribute equally to visitor outcomes. These studies support the importance of understanding visitor evaluations while also demonstrating that findings from behavioral research should not automatically be interpreted as evidence of causal relationships in descriptive studies.

For the present research, visitor perception is treated as an evaluative perspective rather than as a separate psychological variable tested against revisit intention. Positive perceptions may reveal the

destination attributes that visitors appreciate, whereas negative perceptions may identify deficiencies requiring attention. Liew et al. (2021), for example, examined tourism destination attributes from the perspective of senior tourists and highlighted safety, cleanliness, leisure facilities, and accessible public transportation as important considerations. Their findings illustrate that visitor evaluations can help managers identify practical priorities, although the importance of specific attributes may differ across visitor groups and destinations. In the context of Tirang Beach, perception analysis is relevant because visitors may appreciate the natural landscape while simultaneously expressing concerns about road conditions, public transportation, cleanliness, accommodation, or supporting facilities. Assessing these evaluations systematically can provide a more detailed understanding of destination conditions than relying exclusively on general descriptions of tourism potential. Visitor perceptions can therefore serve as a diagnostic basis for identifying both strengths and shortcomings in destination management.

2.3. The 4A Framework for Tourism Destination Assessment

The 4A framework organizes destination attributes into four interconnected components: Attraction, Accessibility, Amenities, and Ancillary Services. It provides a structured approach for evaluating whether a destination possesses attractive resources, can be reached conveniently, provides adequate visitor facilities, and is supported by appropriate management and services. Although the framework is widely used in Indonesian destination studies, the condition and contribution of each component must be examined in the specific context of the destination under investigation.

- a. Attraction refers to the natural, cultural, and human-made features that motivate visitors to consider a destination. In coastal tourism, natural scenery, beach landscapes, environmental conditions, and recreational opportunities may constitute important attractions. Tsani et al. (2021), in their assessment of Liwa Botanical Garden, found that attraction was the strongest component among the four evaluated, while other destination components required improvement. This finding illustrates that a destination's main attraction can be relatively strong even when supporting conditions remain inadequate. Research on coastal destinations also emphasizes that environmental characteristics contribute to destination image and environmentally responsible visitor behavior (*Understanding tourists' environmentally responsible behavior at coastal tourism destinations*, 2022).
- b. Accessibility concerns the ease with which visitors can reach and move around a destination. It includes road conditions, transportation availability, directional information, and the convenience of travel. Accessibility is important because natural attractions may remain difficult to enjoy when the journey involves poor infrastructure or limited transport options. Yuliardi et al. (2021) applied the 4A framework to assess natural tourism attractions in Semarang Regency, demonstrating the usefulness of examining access alongside the destination's other characteristics. Similarly, Anargya and Sunarta (2024) assessed the four tourism components at Bali Zoo, illustrating the application of the framework in a different destination context. These studies support the inclusion of accessibility as an essential dimension of destination evaluation.
- c. Amenities comprise facilities and services that support visitors during their stay, including toilets, food and beverage outlets, accommodation, parking, resting areas, and other relevant infrastructure. The availability of facilities alone does not guarantee a satisfactory visitor experience because their condition, cleanliness, capacity, and convenience also matter. Tsani et al. (2021) identified several supporting facilities that could be improved at Liwa Botanical Garden, including public transportation, food outlets, accommodation, toilets, and souvenir facilities. Such findings illustrate why amenity assessment should consider visitors' perceptions of both availability and adequacy rather than merely recording whether facilities exist.
- d. Ancillary Services refer to institutional and organizational support for destination development. These services include destination promotion, information provision, security arrangements,

coordination among stakeholders, and the management of tourism activities. Effective destination governance is particularly important when tourism depends on collaboration between local communities and public institutions. Bramwell and Lane (2011) explain that governance arrangements influence the implementation of sustainable tourism, while Dodds and Butler (2019) highlight the wider challenges involved in managing tourism responsibly. At the destination level, inadequate communication or unclear institutional responsibilities can limit public awareness and weaken the effectiveness of promotional activities.

The four components should therefore be understood as interrelated dimensions rather than isolated attributes. A strong attraction may be undermined by poor accessibility; adequate access may not produce a positive experience when facilities are insufficient; and the availability of both attractions and facilities may not translate into effective destination development without appropriate management and promotion. Cahyanti et al. (2026), in their literature review of the 4A framework, identify attraction as a common destination strength while noting recurring challenges involving accessibility, facility quality, and ancillary services. Muhammad et al. (2026) similarly identify the need to strengthen the integration of the four components at a mangrove ecotourism destination.

III. Research Method

This study employed a descriptive quantitative approach to examine visitors' perceptions of Tirang Beach in Semarang City, Central Java, Indonesia. Data were collected directly at the research site on weekends using a questionnaire administered to visitors. A total of 30 respondents participated in the survey, selected through accidental sampling. Respondents were approached at the destination and invited to complete the questionnaire. The study was conducted at Tirang Beach, located in Tugurejo, Tugu District, Semarang City. Visitors' perceptions were examined using the 4A tourism framework, comprising Attraction, Accessibility, Amenities, and Ancillary Services. These four dimensions served as the basis for organizing and examining respondents' assessments of the destination. The collected responses were recorded, organized, and processed using Microsoft Excel. Descriptive analysis was then used to summarize the responses systematically. The findings were grouped according to the four dimensions of the 4A framework, with positive and negative perceptions presented to identify aspects that visitors considered satisfactory and those requiring improvement. The use of accidental sampling and a sample of 30 respondents limits the extent to which the findings can be generalized to all visitors to Tirang Beach. Therefore, the results are interpreted as descriptive evidence of the perceptions reported by the surveyed visitors rather than as representative estimates of the entire visitor population.

IV. Result and Discussion

4.1. Results

The survey results from 30 visitors to Tirang Beach are presented according to the four components of the 4A tourism framework: Attraction, Amenities, Accessibility, and Ancillary Services. The table summarizes the positive and negative perceptions reported by respondents for each destination attribute.

Table 1. Visitors' Perceptions of Tirang Beach Based on the 4A Framework

No.	4A	Description	Positive Perceptions	Negative Perceptions
1	Attraction	Attraction	Natural beauty and scenery (53.33%); cleanliness and comfort (16.67%); nearby location (13.33%)	

		Preservation of naturalness	Well maintained (33.33%)	Not well maintained (26.67%); slightly maintained (3.33%)
		Coastal natural conditions	Attractive (36.67%); adequate (26.67%); cool (6.67%)	Less attractive (10%); less clean (10%)
		Events and activities	Available (13.33%); sports (13.33%); exhibitions (6.67%)	Most respondents reported no events (50%); poor (3.33%)
2	Amenities	Accommodation	Available/adequate (6.67%); attractive (3.33%)	Mostly reported unavailable/not provided (76.67%); inadequate (3.33%)
		Food and beverage stalls	Available (33.33%); available and affordable (6.67%); adequate and tasty (13.33%)	Considered expensive (3.33%); available but unattractive (3.33%)
		Entertainment facilities	Attractive and beautiful (10%); enjoyable (6.67%); available and adequate (6.67%)	Unavailable/not provided (3.33%); poor (3.33%)
		Souvenir shops	Available (20%); attractive (6.67%); unique (3.33%)	Mostly reported unavailable/not provided (56.67%); poor (3.33%)
		Toilet availability	Mostly reported available (66.67%); clean and adequate (6.67%); fairly good (3.33%)	Adequate but expensive (3.33%); poor/unclean (6.67%)
		Parking availability	Mostly reported available (70%); spacious and adequate (10%); adequate (6.67%)	Unavailable (3.33%)
3	Accessibility	Road quality	Good/adequate (23.33%); unique/attractive (6.67%)	Mostly reported poor, inadequate, or bad (66.67%)
		Directional signs	Available and adequate (63.33%); GPS/maps (6.67%)	Inadequate (10%); unavailable (16.67%)
		Public transportation to the destination	Available/adequate (26.67%)	Mostly reported unavailable/not provided (60%); somewhat difficult (3.33%)
4	Ancillary	Perception of ecotourism destination management	Available/adequate (43.33%)	Inadequate (13.33%); not available (3.33%); do not know (6.67%)
		Perception of responsible security personnel	Mostly reported available/good/adequate (76.67%); attractive (3.33%)	Poor (10%); do not know (6.67%)
		Perception of the responsible institution	Available (30%)	Not available (43.33%); not available (3.33%); insufficient (3.33%)

4.2. Discussion

a. Attraction: Natural Beauty and Environmental Maintenance

The results indicate that natural scenery is the most prominent perceived attraction of Tirang Beach, with 53.33% of respondents identifying natural beauty and scenery as a positive attribute. This finding suggests that the beach's natural landscape is central to its current appeal. However, perceptions of environmental maintenance are mixed: 33.33% considered the natural environment well maintained, whereas 26.67% reported that it was not well maintained. In addition, half of the respondents reported that events or organized activities were absent. These findings highlight a distinction between the attractiveness of a natural resource and the quality of its management. A beach may offer appealing scenery, but litter, poor maintenance, and limited activities can affect the overall visitor experience. Sustainable tourism scholarship emphasizes that tourism destinations depend on the quality and long-term management of environmental resources, rather than on the presence of natural attractions alone (Saarinen, 2006; Buckley, 2009). Research on tourism governance also stresses the importance of integrating environmental management and stakeholder coordination into destination development (Bramwell & Lane, 2011).

Destination image is another relevant consideration. Chen and Tsai (2007) found that destination image and evaluative factors are associated with tourists' behavioral intentions. Afshardoost and Eshaghi's (2020) meta-analysis similarly found an association between destination image and tourist behavioral intentions. These findings provide a basis for interpreting why the natural scenery of Tirang Beach matters, but they do not establish that respondents in the present study will revisit the destination. The current survey measures perceptions, not actual repeat visits or future intentions. For destination management, the immediate priority should be to protect the natural features that visitors already value. Regular waste collection, clear waste-disposal facilities, routine beach cleaning, and environmental awareness activities could help maintain the scenic quality of the area. The limited availability of cultural and recreational activities may also justify exploring community-led events, coastal education, or low-impact recreation. These activities should be developed in line with local needs and environmental conditions rather than introduced solely to increase visitor numbers.

b. Amenities: Basic Facilities and Visitor Needs

The findings on amenities reveal different levels of perceived availability across facilities. Toilets and parking were reported as available by 66.67% and 70% of respondents, respectively. Food stalls also received positive responses, particularly in terms of availability and affordability. In contrast, 76.67% of respondents reported that accommodation was unavailable or not provided, while 56.67% reported that souvenir shops were unavailable. This pattern suggests that basic facilities are more visible to visitors than facilities associated with longer stays or souvenir purchases. Nevertheless, availability should not be equated with quality. Toilets may exist but still require improvements in cleanliness, maintenance, and affordability. Similarly, the presence of food stalls does not by itself establish that all visitors are satisfied with hygiene, service, or price.

Studies applying the 4A framework demonstrate its usefulness in organizing assessments of destination attributes and identifying areas for improvement (Tsani et al., 2021; Yuliardi et al., 2021; Alfitriani et al., 2021). Research at other destinations has also used the framework to assess how attraction, amenities, accessibility, and ancillary services contribute to tourism development (Anargya & Sunarta, 2024; Utomo et al., 2024). However, the relative importance of each component depends on the characteristics of the destination and the needs of its visitors. For Tirang Beach, management efforts should first ensure that existing facilities are clean, functional, safe, and affordable. The reported lack of accommodation and souvenir shops deserves attention, but the survey does not measure demand for overnight stays or local products. Therefore, large-scale construction cannot be justified by these responses alone. A more appropriate approach would be to assess visitor demand and feasibility and to explore opportunities for local small businesses to provide food, locally produced souvenirs, and other suitable services. Such development should also consider environmental constraints. Coastal tourism can create additional pressure on waste systems, water resources,

and the surrounding ecosystem if facilities expand without adequate planning (Buckley, 2009). The aim should be to improve visitor comfort while maintaining the environmental qualities that make Tirang Beach attractive.

c. Accessibility: Road Conditions and Public Transportation

Accessibility is one of the clearest areas of concern in the survey. A total of 66.67% of respondents described the road conditions as poor or inadequate, while 60% reported that public transportation to the destination was unavailable. By comparison, 63.33% considered directional signs adequate, and 6.67% mentioned GPS or digital maps. These results suggest that visitors may be able to identify the destination but still experience difficulties reaching it. This distinction is important because destination accessibility involves more than the availability of directions. It also concerns the practicality, convenience, and reliability of the journey. Research on destination assessment has included accessibility as one of the core components of tourism development (Tsani et al., 2021; Yuliardi et al., 2021). Studies applying the 4A framework to other destinations likewise show that accessibility should be assessed alongside attractions, facilities, and supporting services rather than in isolation (Utomo et al., 2024; Anargya & Sunarta, 2024).

The findings at Tirang Beach point to two practical priorities: improving the road leading to the destination and assessing feasible transportation options for visitors without private vehicles. These actions require coordination between the destination manager, local communities, landholders where relevant, transport providers, and government agencies. Clear information about routes, parking, and transport availability could also help visitors plan their trips more effectively. However, the current data do not measure travel time, transport costs, traffic conditions, or the number of potential visitors deterred by access problems. Therefore, the results identify perceived barriers rather than quantify their actual effect on visitation. Follow-up research could investigate these factors and compare perceptions among visitors who use private vehicles and those who rely on public transportation.

d. Ancillary Services: Management, Security, and Communication

The results for ancillary services show a difference between visitors' perceptions of security and their awareness of destination management. Security personnel received a relatively positive assessment, with 76.67% of respondents reporting that they were available, good, or adequate. In contrast, 43.33% reported that they perceived no responsible institution, while other respondents indicated that management was inadequate or that they did not know whether a management body existed. This contrast may indicate that visitors recognize visible services more readily than the organizational structures behind them. Nevertheless, respondents' lack of awareness does not prove that a management institution is absent. It indicates that the institution's presence, role, or responsibilities may not be sufficiently clear to some visitors.

Tourism governance research emphasizes the importance of coordination, accountability, and participation in sustainable destination management (Bramwell & Lane, 2011). These considerations are particularly relevant to coastal destinations, where tourism development must be coordinated with environmental protection and local community interests (Saarinen, 2006; Ali et al., 2024). The 4A framework also recognizes ancillary services as part of the support system required for a destination to function effectively (Tsani et al., 2021; Utomo et al., 2024). For Tirang Beach, management communication could be improved through information boards, visitor guidelines, clear contact details, and updated digital information. These materials could explain the responsible management body, available facilities, security procedures, and environmental rules. Such communication would help visitors understand how the destination is managed and how to report problems or request assistance. Promotion should be connected to these improvements. Research on destination image indicates that how visitors perceive a destination is associated with their behavioral intentions (Chen & Tsai, 2007; Afshardoost & Eshaghi, 2020). A review by Wang et al. (2023) also highlights the continuing relevance of destination image in tourism research. However, marketing should accurately represent the destination's facilities and activities. Promotion alone cannot resolve concerns about

road conditions, cleanliness, or limited amenities; it should be coordinated with tangible improvements in visitor services.

e. Integrating the Four Dimensions for Destination Development

Considered together, the findings reveal a destination with a clear natural attraction but uneven supporting conditions. Visitors value the scenery and report positive perceptions of several basic facilities and security services. At the same time, they identify concerns about environmental maintenance, the availability of activities, accommodation and souvenir shops, road quality, public transportation, and awareness of management institutions. The findings support the use of the 4A framework as a diagnostic tool for organizing destination development priorities. Previous studies have applied this framework to evaluate tourism destinations and identify gaps in their attractions, amenities, accessibility, and ancillary services (Alfitriani et al., 2021; Tsani et al., 2021; Yuliardi et al., 2021). Research on other destinations has similarly used the four components to structure tourism assessments and inform development planning (Pratiwi, 2023; Anargya & Sunarta, 2024; Utomo et al., 2024). These studies provide a relevant comparative basis, although their findings should not be assumed to apply identically to Tirang Beach.

Three priorities emerge from the present findings. First, environmental cleanliness and maintenance should be strengthened to protect the natural scenery visitors already appreciate. Second, road conditions and transportation options require attention because they are among the most frequently reported negative aspects. Third, existing facilities and management communication should be improved before pursuing extensive facility expansion or promotional campaigns. These priorities also reflect the broader challenge of sustainable coastal tourism: destination development should improve visitor experience without compromising environmental quality or overlooking local community interests (Buckley, 2009; Bramwell & Lane, 2011; Ali et al., 2024). The reported results do not establish which intervention would produce the largest increase in visitation, satisfaction, or local income. Those outcomes would need to be assessed in future studies. The study also has methodological limitations. It includes 30 respondents selected through accidental sampling during weekends. The results therefore describe the perceptions of the surveyed visitors and may not represent all visitors to Tirang Beach. The descriptive design also does not establish causal relationships between the four destination components and outcomes such as satisfaction or revisit intention. Future research could involve a larger sample collected on both weekdays and weekends, document visitor characteristics, and combine questionnaire data with interviews and direct observations of facilities and environmental conditions. Such evidence would provide a stronger basis for evaluating development priorities and monitoring changes over time.

V. Conclusion

This study examined visitors' perceptions of Tirang Beach in Semarang City using the 4A tourism framework. The findings indicate that natural scenery is the destination's main perceived strength, while the availability of food stalls, toilets, parking facilities, and security services received relatively positive assessments. However, visitors also reported concerns about environmental cleanliness, limited cultural and recreational activities, the lack of accommodation and souvenir shops, poor road conditions, limited public transportation, and insufficient awareness of the institution responsible for destination management. These findings suggest that Tirang Beach has tourism potential, but the visitor experience remains constrained by shortcomings in environmental maintenance, accessibility, supporting facilities, and destination communication. The findings imply that destination development should focus on coordinated improvements across the four 4A components. Immediate priorities include maintaining environmental cleanliness, improving road access, assessing feasible public transportation options, and ensuring that existing facilities are clean, functional, and affordable. Further development of recreational activities, local products, and promotional channels should be aligned with community participation, visitor needs, and the environmental conditions of the coastal area. Clearer information about destination management

responsibilities could also improve communication with visitors. These measures provide practical directions for destination planning, although their effectiveness should be evaluated rather than assumed. This study has limitations because the survey involved only 30 respondents selected through accidental sampling during weekends. Consequently, the findings may not represent visitors with different characteristics or those visiting at other times, and the descriptive design does not establish causal relationships between the 4A components and visitor satisfaction or revisit intention. Future research should include a larger and more diverse sample collected on weekdays and weekends, examine visitor characteristics and travel patterns, and combine questionnaires with interviews or direct observations. Such research could provide a more comprehensive understanding of visitor needs and help determine which improvements should receive priority in the sustainable development of Tirang Beach.

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