

Sustainable Ecotourism Development Strategy in Nusaniwe Village Ambon City

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Abstract Sustainable development can be defined as sustainability involving physical, social, political and economic aspects by taking into account the management of natural resources which include forests, land and water, environmental impact management, and human resource development. The tourism sector is one of the sources of foreign exchange earnings that can encourage economic transformation from a traditional agricultural country character to a modern industrial society. Besides that, it contributes positively to the creation of job opportunities for the surrounding community and at the same time brings in foreign exchange that supports the achievement of regional original income in a region. National tourism development is expected to answer the needs and demands of sustainable development, so that existing data from various tourism destinations, especially ecotourism in an area is needed to formulate a development strategy. The results showed that Nusaniwe Village, Ambon City has a very potential ecotourism destination with varied natural conditions for its promotion and development. Several strategies formulated for ecotourism development in Nusaniwe Village are promoting the potential value of ecotourism; increase the role and performance of stakeholders in the management of coastal and marine ecotourism; improve the people's economy and community empowerment as well as formulate regional policies on the management of tourist destinations in Nusaniwe Village.

Keywords: development ;destination; ecotourim; sustainable; strategy

Abbreviations: SWOT- Strength Weakness Oppourtunity ThreatsCorresponding author: Dr Debby Vemiancy Pattimahu.,S.Hut.,MSi

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I. Introduction

Tourism as one of the development sectors that cannot be separated because it is closely related to sustainable development that has been proclaimed by the government in accordance with national development goals. Tourism has the potential that allows for the formulation of development strategies in developing countries, so it is considered as an entry point for people's welfare. Apart from being a source of foreign exchange earnings, tourism is also felt to have many elements that can encourage economic transformation, from a traditional agricultural country character to a modern industrial society.

Sustainable tourism development, can be said as development that supports ecologically as well as economically feasible, as well as ethically and socially fair to the community. In accordance with the contents of Article 5 of Law no. 5 of 1990 concerning the conservation of living natural resources and their ecosystems, the development of ecotourism in nature conservation areas such as national parks, grand forest parks and protected forests must fulfill three principles, namely firstly ensuring the protection of life support systems, secondly maintaining the preservation of the diversity of plant and animal species along with ecosystem, the third concerns the sustainable use of biological resources. With the tourism sector, it is very important to be developed together both from the government and from all parties.

The development of Indonesian tourism must always refer to religious norms and cultural values in every aspect of life. A comparative advantage of tourism development in Indonesia is the existence of basic norms and values that characterize the behavior of national tourism development in the context of realizing ideological, political, economic, social, cultural and defense and security life.

The philosophy of national tourism development is based on the concept of a balanced Indonesian life, namely :

- 1) Human relationship with God Almighty,
- 2) The relationship between human beings
- 3) Human relations with the natural environment, both in the form of the natural resource environment

and the geographical environment.

The nature of Indonesian tourism rests on the uniqueness and distinctiveness of culture and nature, as well as human relationships. Through tourism development, it is hoped that it can strengthen national identity and preserve environmental functions. However, the development of Indonesian tourism still places diversity as an essential thing within the framework of the Unitary State of the Republic of Indonesia. Indonesia's tourism development as an integral part of national development is carried out in a sustainable manner with the aim of contributing to the improvement of human and community capabilities in Indonesia.

The development of culture and tourism is part of the national development process in order to achieve the ideals of the Indonesian nation as an independent, advanced, just and prosperous nation. The development of culture and tourism is a series of sustainable development efforts covering all aspects of the life of the community, nation and state, to carry out the task of realizing national goals as formulated in the Preamble to the 1945 Constitution of the Republic of Indonesia. This study aims to: identify tourist destinations in the village Nusaniwe and to formulate a sustainable ecotourism development strategy. Through this research, it is hoped that it can provide input of information and data related to the potential of ecotourism in Nusaniwe Village, as well as the basis for sustainable ecotourism management in Ambon City.

II. Materials and Methods

This research was conducted in Nusaniwe Village, Ambon City, in September-October 2021. The research was conducted using non-experimental methods, namely exploratory descriptive, field observations (observations) and literature study to collect the required data. The types of data used include primary and secondary data. Sampling of community respondents was done by purposive sampling. Purposive taking is defined as taking respondents with the desired conditions (Nazir, 1983).

Observation is a basic data collection method that is very basic in conducting an inventory of vegetation and tourism potential at the research location. The elements observed include the existence and uniqueness, the potential of flora and fauna, accessibility, local wisdom from the surrounding community. Interviews are one way to collect basic data in the field, which aims to obtain information about the research area and the readiness of managers and parties related to local ecotourism development. Socio-economic and cultural data of the local community was carried out by means of interviews and distributing questionnaires. The questionnaire contains local community data including:

a. Age

Age is one aspect that affects a person's biological and psychological functions. Age is the age of the respondent which is calculated from the date of birth until the time of the interview. The age of the respondent at the time of the study was assessed based on the age interval:

- 1) 17 – 35 years old
- 2) 36 – 55 years old
- 3) 55 years and over

b. Work

Is the work of the respondent which is measured by giving a value to each type of work, namely:

- 1) Farmer
- 2) Merchants
- 3) Teacher
- 4) And others

c. formal education

Formal education is the official level of education, in accordance with applicable regulations, which the respondent has attended. Formal education levels are grouped into:

- 1) Did not finish elementary school (TTSD)
- 2) Elementary level
- 3) Middle school level
- 4) High school level
- 5) College

Data analysis was carried out using a qualitative descriptive method, besides that, a SWOT analysis was also carried out to determine the management strategy

III. Results and Discussion

Natural Tourist Attractions

The natural tourist attraction owned by Ambon City is almost mostly dominated by beach tourism, this cannot be separated from the physical condition of Ambon City which is mostly surrounded by waters and bays, such as the Banda Sea, Ambon Bay, Teluk Dalam and Bay Baguala. With the potential of waters and bays and supported by natural conditions that offer natural beauty, of course Ambon City has great potential to be

developed in the tourism sector. The following is a profile of several locations that have tourism potential (natural and artificial) that can be used as Ambon City Tourism Objects now and in the future.

1. City Door Beach

City door Beach tourist attraction is located in Airlouw, Nusaniwe Country, Nusaniwe District. Accessibility to this location is easy, you can use two-wheeled and four-wheeled vehicles through the road with good quality. Pintu Kota Beach is one of the popular tourist destinations for tourists.



Figure 1. City door Beach in Airlouw

It has main attractions, such as cliffs eroded by waves and large holes that form "doors" and beautiful waves. Besides that, it has the uniqueness of a large hole that breaks through the cliffs until it penetrates on both sides so that it forms like a "door".

The available amenity is to have several small huts to sell along the beach, so tourists can sit along the beach, especially at high tide. There is a road to reach the top of the steep rock and enjoy the beautiful scenery, which can be used for rock climbing activities. Biodiversity of fish and other aquatic biota can be found at a depth of about 10 – 20 m including various Napoleon fish, one of the protected reef fish, jack fish, including a group of surgeon fish and a group of fusiliers and white tip sharks that roam around this location.



Figure 2. Napoleon Fish

2. Felawatu Beach

Felawatu Beach tourism object is located in Airlouw Hamlet, Nusaniwe Village, Kec. Nusawine, east of Latuhalat Village, and south of Ambon Island, + 15 Km from Ambon City Center and can be reached by two-wheeled or four-wheeled vehicles in + 35 minutes. Felawatu Beach is a beach that has a relaxed, calm atmosphere, away from noise and has natural coolness because it blends with the hills so that this beach is always used as a place for meetings, discussions and seminars, even garden parties. In addition, the attraction found in the Felawatu Beach tourist attraction is in the form of fishing and swimming sports.



Figure 3. Felawatu Beach

he quality of the road to Felawatu Beach tourism object is in the form of cement, soil, sand and rock, in addition to the availability of modes of transportation to the Felawatu Beach tourism object, there are signs indicating directions to Namalatu tourism object, although the number is still limited.

3. Oxana Cliff

Oxana Cliff is a suitable place to visit for tourists who want to enjoy the beautiful sea view with a view from a beautiful cliff. The combination of white cliffs and greenish sea water makes tourists feel like they are in "Greece". Oxana Cliff also provides many photo spots for tourists so this place is suitable for gathering with family or friends.



Figure 4. Oxana Cliff

This destination has the main attraction in the form of beautiful instagramable photo spots, beach views from the top of the cliff with a unique combination of white cliffs and green sea water so as to produce a beautiful blend.

4. Paralayang Hill

Paragliding Hill is a hill located in Nusaniwe Village and has a height of approximately 100 meters above sea level facing directly to the Seri sea. Paragliding Hill is a tourist destination that is very suitable for tourists to visit for Paragliding sports and take pictures with views of the Seri sea.



Figure 5. Paralayang Hill

The main attraction and uniqueness of this tourist destination is the place for Paragliding and the natural scenery of the mountains and sea views that lead to Seri Beach. Its uniqueness is in particular because it is located in the highlands so that it presents beautiful views of the mountains and sea. Paralayang Hill is also the place for the first Paragliding Sports in Ambon City and is currently the only place for Paragliding in Maluku.

5. Eri . Marine Park

Eri marine park is located in Nusaniwe State, Nusaniwe District. Accessibility to Eri Marine Park. It is quite easy because there are land transportation modes with good road quality.



Figure 6. Eri Marine Park

is marine park is very interesting because at a depth of about 10 m found various types of reef fish. The location of the Eri marine park is in front of Eri Country, its position is open to ocean currents from Ambon Bay. In the rainy season this location gets the influence of waves that are quite large, even reaching the highway.

Ecotourim Development StrategySWOT Analysis

SWOT analysis is a qualitative analysis used to identify various factors systematically to formulate the strategy of an activity. This analysis is based on logic that can maximize the strengths and opportunities of an activity, which can simultaneously minimize weaknesses and threats (Rangkuti, 2006).

Identification of Internal and External Factors

Several internal and external factors that are considered to determine the priority of management strategies and development opportunities for the protected forest area of Mount Sirimau are:

a. Strengths

1. The beauty of the scenery (landscapes, cool air) and the hydrological potential is quite large.
2. High potential for biodiversity (flora and fauna).
3. The distinctiveness of regional culture that stands out.
4. Public participation is quite high.
5. Accessibility is easy to reach.

b. Weakness

1. The potential of natural resources and ecosystems has not been used optimally.
2. Inadequate availability of data and information.
3. Supervision of the area has not been intensive.
4. Lack of maintenance of facilities and infrastructure.
5. There is no promotion of coastal tourism potential.

c. Opportunity

1. Domestic policy for tourism development.
2. Availability of partners to assist in marketing through seminar forums.
3. Opportunity to serve as a beach tourist attraction.
4. Potential for income and profit.

d. Threats

1. Foreign policy policies that affect the number of tourist visits.
2. Uncertain security stability.
3. The high cost of promotion.
4. Damage to tourist attractions.
5. Pandemic Covid-19

Strategy Analysis with SWOT Approach

To obtain the right strategy formulation, a SWOT analysis is used, which begins with identifying internal and external factors. Based on the results of the identification of internal and external factors, then the weighting, ranking and score of each element is carried out, which is complete and followed by determining the development strategy using the SWOT Matrix.

Table 1. Internal Strategic Factors

Internal Dimension Factor		Weight	Rating	Score
Strength(S)				
1.	The beauty of the scenery and the hydrological potential is quite large.	0,1233978	3,75	0,4627
2.	High potential for biodiversity (flora and fauna)	0,1194916	3,63	0,4331
3.	The distinctiveness of the regional culture that stands out.	0,1232795	3,75	0,4623
4.	The community participation is quite high.	0,1068386	3,25	0,3472
5.	Accessibility is easy to reach.	0,1106265	3,38	0,3733
				1,7314
Weakness (W)				
1.	The potential of natural resources and ecosystems has not been used optimally.	0,0409722	1,25	0,0512
2.	Inadequate availability of data and information.	0,0571273	1,75	0,0999
3.	Supervision of the area has not been intensive.	0,0530951	1,63	0,0862
4.	Lack of maintenance of facilities and infrastructure	0,0448785	1,38	0,0617
5.	There is no promotion of coastal tourism potential	0,0489107	1,50	0,0733
TOTAL				0,3723

Table 2. External Strategic Factors

External Dimension Factor		Weight	Rating	Skor
Opportunity (O)				
1.	Domestic policy for tourism development.	0,0825408	2,63	0,2163
2.	Availability of partners to assist in marketing through seminar forums	0,0825408	2,63	0,2167
3.	Opportunity to be used as a beach tourist attraction	0,1103017	3,50	0,3861
4.	Potential for income and profit.	0,0787606	2,50	0,1969
				1,0160
Threats (T)				
1.	Foreign policy policies that affect the number of tourist visits	0,0827706	2,63	0,2172
2.	Uncertain security stability	0,0826669	2,63	0,2170
3.	High cost for promotion	0,0788790	2,50	0,1972
4.	Damage to attractions	0,0548984	1,75	0,0961
5.	COVID-19 pandemic	0,0745863	2,38	0,1771
TOTAL				0,8085

Value of Internal Strategic Factor Evaluation Matrix:
 Total Strength – Total Weakness
 $1,7314 - 0,3723 = 1,3591$

Value of External Strategic Factor Evaluation Matrix:
 Total Opportunity – Total Threats
 $1,0160 - 0,8085 = 0,2075$

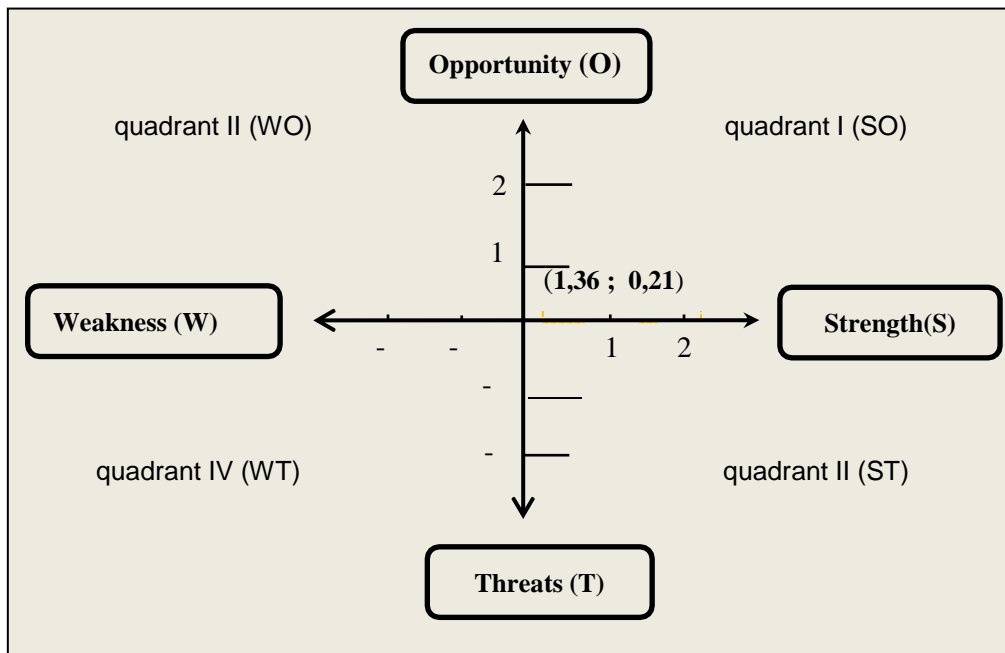


Figure 7. Quadrant Analysis Results

Based on Figure 7, the results of the quadrant analysis show that the position of ecotourism development in Nusaniwe Village is in Quadrant I. This position describes management facing various kinds of threats, but still has internal strength. The strategy that needs to be developed is to use strengths to take advantage of opportunities so as to overcome weaknesses. Strategies that can be formulated for ecotourism development in Nusaniwe Village are:

1. Promoting the potential value of ecotourism.

The potential value of ecotourism in Nusaniwe Village is very diverse, ranging from the beauty of natural scenery, the diversity of flora and fauna and beautiful marine parks with their own uniqueness.

Types of tourism activities that can be offered at the Nusaniwe Village ecotourism location, one of which is educational tourism, namely:

- Introduction to the types of vegetation contained in the area, this introduction starts from the name of the type, characteristics and benefits or peculiarities that are owned starting from the shape of flowers, fruits, leaves, ecology and distribution.
- Observation of the types of fish found in the marine park.
- Mountain climbing tours to enjoy the beauty of landscapes and campgrounds. Nature tourism is largely determined by the behavior and nature of objects of natural attraction. Natural attractions can be done in certain objects in natural tourism areas in the form of mountains, beaches, rivers, forests, valleys, caves, forests, waterfalls (Fandeli, *etal*, 2000).

2. Increasing the role and performance of stakeholders in the management of coastal and marine ecotourism.

Tourism development activities, like the development of other sectors in general, essentially involve the role of all existing stakeholders. The stakeholders referred to include 3 (three) parties, namely: the government, the private sector and the community, with all their respective roles and functions. Therefore, within the framework of tourism development activities, every development effort or program carried out must take into account the position, potential and role of the community as the subject or actor of development. Within the framework of tourism development, one of the fundamental aspects for the success of tourism development is the creation of a conducive environment and atmosphere that encourages the growth and development of tourism activities in a place. This conducive climate is mainly associated with the realization of Awareness of Tourism and Sapta Pesona which is developed consistently among the people who live around tourism destinations. The

government has the authority to regulate, provide and allocate various infrastructures related to tourism needs. Not only that, the government is responsible for determining the direction of tourism travel. The macro policy adopted by the government is a guide for other stakeholders in playing their respective roles (Damanik and Weber, 2006).

3. Improving the people's economy and community empowerment

Community participation in maintaining and preserving coastal and marine ecotourism as a first step provides opportunities for them to play a role in ecotourism development in the area. selling souvenirs/culinary typical of Ambon City.

Conservation-based tourism activities (ecotourism) are oriented to the development of small-scale production, so that they can be managed by local economic actors and empower local communities (Hendarto, 2003). Brown, (2002) said that tourism can provide alternative livelihoods for the community, so that it can economically provide incentives for conservation, and help to meet their needs.

4. Formulate regional policies regarding the management of tourist destinations in Nusaniwe Village

The government has a strategic role in developing tourism sector policies and their supports. Policies include strategic legislation such as spatial conservation planning to technical instruments regarding services, which are played by the central government to the local (local) government. In this position, the government establishes basic rules regarding territorial boundaries, potential, protection and rescue, management planning, infrastructure for private sector participation, and empowerment of local residents. Apart from the availability of infrastructure (electricity, telecommunications, transportation and clean water), the main attraction comes from taxes and land use (Iwan Nugroho and Rokhim Dahuri, 2004). The government also has an interest in the development of ecotourism or tourism areas in general, not only for reasons of earning foreign exchange and taxes, more than that, tourism is an entry point for the development of national culture.

IV. Conclusion

From the description of the discussion above, it can be concluded as follows:

1. The ecotourism potential found in Nusaniwe Village is generally dominated by coastal and marine ecotourism with the uniqueness of their tourism objects.
2. Strategies that can be implemented for the development of ecotourism in Nusaniwe Village are as follows:
 - a). Promoting the potential value of ecotourism
 - b) Increasing the role and performance of stakeholders in the management of coastal and marine ecotourism
 - c). Improving the people's economy and community empowerment
 - d). Formulate local policies on the management of tourist destinations in Nusaniwe Village

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