

ECOTOURISM ATTRACTIVENESS AND THE NEED TO REVIEW THE COMPETITIVENESS POTENTIAL OF ECOTOURISM DEVELOPMENT

Sulistya Rini Pratiwi¹⁾, Meylin Rahmawati²⁾, Kartini³⁾

¹⁾Ekonomi, Universitas Borneo Tarakan
email: sr.pratiwi@borneo.ac.id

²⁾Ekonomi, Universitas Borneo Tarakan
email: rahmawatimeylin@borneo.ac.id

³⁾Ekonomi, Universitas Borneo Tarakan
email: Kartini96@borneo.ac.id

Abstract

Community-based potential development in an area helps support a region's development. This research aims to analyze community-based ecotourism development strategies in Tarakan City. This study uses a qualitative method. The analytical method used is SWOT analysis (Strength, Weakness, Opportunity, Threat). The study results explain the strategy to be used in developing tourism Objects of the Persemaian in Tarakan City. Is to be in quadrant II, using the strengths to take advantage of long-term opportunities to cover existing weaknesses. From the SWOT analysis results, it is known that the area's management is good at improving infrastructure maintenance and the importance of increasing the marketing strategy to encourage the Tourism Object of the Persemaian in Tarakan City.

Keywords: SWOT; Community-based ecotourism

JEL classification: 010, Z32

1. INTRODUCTION

Natural resource economics is the science that studies how humans, individually or in groups, meet their needs and use natural resources either directly or indirectly (Braat & Groot, 2012). Resources are useful and valuable in a situation we are involved in. In original or modified terms, a resource is an input in producing something of value (Hultman, et al., 2021).

Tourism is one of the priority sectors in economic development, especially in Indonesia (Aliansyah & Hermawan, 2019; Mejjad, Rossi, & Pavel, 2022). Tourism is expected to be the main driver in accelerating economic growth in Indonesia through job creation and business opportunities, foreign exchange earnings, and infrastructure development (Habibi, Rahmati, & Karimi, 2018; KC, Dhungana, & Dangi, 2021). In addition, tourism can also be used to introduce national identity and culture. The tourism sector is one of the leading sectors and contributes significant non-oil and gas commodity foreign exchange. The tourism sector is the dominant sector that can drive life and the national economy that is rooted and becomes a culture in society (Sitorus, Pakpahan, & Aritonang, 2022).

Tourism is the movement of people temporarily and in the short term to destinations outside the places where they usually live and work, as well as their activities while living in a goal (Damanik & Weber, 2006). Community-based ecotourism is the development of ecotourism that supports and allows full involvement by the local community in planning, implementing, and managing ecotourism businesses and all the benefits they derive (Coria & Calfucura, 2012; Adom, 2019). Community-based tourism refers to tourism development that enables the community to

make decisions. One of the roles of the community in tourism development is to strive for the creation of culture and natural beauty, as well as foster a sense of love for the motherland and nation (Risky, 2022; Aquino, 2022).

The city of Tarakan has many tourist objects including Nursery Tourism, a tourist spot in the Karang Harapan Village, which was once very well known to the people of Tarakan, and in northern East Kalimantan. However, natural attractions are now deserted and seem neglected. The impression we get when we enter the natural tourist area covering an area of about 95 hectares is that apart from the lack of visitors, several rare pets and plants that once existed are no longer visible. Also, many of the once-available entertainment facilities have been damaged by age, such as swings, children's playgrounds, and others.

Seeing some of the problems above, a study related to community-based ecotourism development strategies in Tarakan City Nursery Tourism is needed. Through the formulation of community-based ecotourism development as a recommendation for local governments in making development policies. The development of community-based ecotourism in Tarakan City is based on the principle of developing tourist destinations to be economically, socially, and environmentally sustainable (Masud, Aldakhil, Nassani, & Azam, 2017; Arsalan, Gravitiani, & Irianto, 2018; Aneseyee, Abebaw, & Haile, 2022). This is done by forming an ecotourism organization consisting of people who are competent in ecotourism and involving the community in implementing ecotourism services and developing local community institutions and partnerships. Partnerships with the community in the form of tour operators, for example by making travel guides so that tourists can behave according to the ethics written in the guide and respect the culture and way of life of the people. This partnership also ultimately has an impact on improving the community's economy. A community-based economy can also be made by making people's homes as homestays for the sake of increasing welfare and educating tourists about culture and conservation with the community as guides (Kunjuraman, Hussin, & Aziz, 2022).

2. RESEARCH METHOD

This study uses a qualitative method. According to Moleong (2011) qualitative research is research that intends to understand phenomena about what is experienced by research subjects, such as behavior, perceptions, motivations, actions, and others, holistically and using descriptions in the form of words and language, in a special natural context by utilizing various natural methods (Moleong, 2011). This research was conducted in Tarakan City as a recommendation for developing ecotourism. The population in this study was all residents in the nursery area of Tarakan City using an interview approach.

The analytical method used is SWOT analysis. SWOT analysis is a systematic identification of various factors to formulate a strategy. This analysis is based on a logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats. This is called a situation analysis. The most popular model for situation analysis is the SWOT analysis (Rangkuti, 2015).

The selection of external and internal strategic factors is determined based on conditions in the field, namely the assessment of Tourism Objects and Attractions (ODTW) and community readiness in developing ecotourism, as well as data collected both primary and secondary. Furthermore, external and internal strategic factors are prepared based on the SWOT matrix.

Table 1.
Matrix SWOT

Internal Factor (IFAS) Eksternal Faktor (EFAS)	S (Strength)	W (Weakness)
	Determine Internal strength factors.	Determine the internal weakness factors.
O (Opportunity) Determine the external opportunity factors.	SO Strategy: Create strategies that use strengths to take advantage of opportunities.	WO Strategy: Create strategies that minimize weaknesses to take advantage of opportunities.
T (Threat) Determine the external threat factors.	ST Strategy: Create strategies that use strengths to overcome threats.	WT Strategy: Create strategies that minimize weaknesses and avoid threats.

The SWOT matrix can clearly describe how the external threat opportunities faced can be adjusted to the strengths and weaknesses they have. So, the formulation of a strategy is based on existing external and internal strategic factors. From the SWOT analysis, four strategies were produced, namely SO, ST, WO, and WT strategies. Then, the next step is to determine which priority strategy is preferred. You do this by adding up the weighting code values of each strategy that has been determined in the SWOT matrix. The highest total score becomes the most important strategic priority and the next strategy sequence is based on the order of the total score. SWOT analysis is carried out to determine alternative development strategies by:

1. Identify the strengths and weaknesses (internal factors) and opportunities (external factors) that exist in the Tarakan City Nursery Tour.
2. Analyze the SWOT. This analysis was carried out by determining the internal factors (strengths-weaknesses) and external factors (opportunities-threats) that exist in the Tarakan City Nursery Tour.
3. Summarize the SWOT analysis results by compiling the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) tables.

3. RESULTS AND DISCUSSION

SWOT analysis is an instrument for identifying various factors formed systematically and used to formulate community-based ecotourism development strategies in Nursery Tourism in Tarakan City, both internal factors (strengths and weaknesses) and external factors (opportunities and threats). The indicators of the strengths, weaknesses, opportunities, and threats are described in table 2 below:

Table 2
Matrices of Internal and External Factors of Nursery Tourism in Tarakan City

Internal Factor	External Factor
Strength: <ol style="list-style-type: none"> 1. The Nursery Tourism Object has a superior attraction in the form of natural beauty 2. The attractiveness of the area is in demand by tourists of all ages 3. Accessibility to tourist sites is easy to reach 	Opportunity: <ol style="list-style-type: none"> 1. Become a conservation location for flora species 2. The number of local tourists who want to visit 3. Increasing tourism products and attractions by utilizing the potential of local communities. 4. The number of visitors who do outbound and camping activities in the Nursery Tourism environment.
Weakness: <ol style="list-style-type: none"> 1. The level of cleanliness of tourist objects is not optimal 2. Promotion of tourist objects that are less than optimal 3. Government agencies have not focused on tourism development 	Threat: <ol style="list-style-type: none"> 1. There are more interesting tourist attractions 2. Reduced tourist interest 3. Lack of awareness of tourists in protecting the environment of Nursery Tourism objects .

Source: Data Primary, 2022

1) Matrix of Internal Strategic Factors Analysis Summary (IFAS)

The IFAS matrix describes how internal factors are considered to formulate a community-based ecotourism development strategy in the Tarakan City Nursery Tourism. Internal factors are divided into two categories, namely: indicators of strength and indicators of weakness. The weighting of the indicators of strengths and weaknesses is obtained from the processed questionnaire data.

Table 3
Internal Strategic Factors Analysis Summary for Nursery Tourism in Tarakan City

NO	Internal Strategy Factors	Bobot	Rating	BxR
Strength				
1	The Nursery Tourism Object has a superior attraction in the form of natural beauty	0.17	3.18	0.54
2	The attractiveness of the area is in demand by tourists of all ages	0.17	3.24	0.54
3	Accessibility to tourist sites is easy to reach	0.17	3.22	0.54
Quantity				1.62

NO	Internal Strategy Factors	Bobot	Rating	BxR
Weakness				
1	The level of cleanliness of tourist objects is not maximized	0.17	3.38	0.57
2	Less maximum promotion of tourist objects	0.17	3.42	0.57
3	Government agencies have not focused on tourism development	0.16	3.48	0.56
			Quantity	1.69
Total		1.00		3.32

Source: Data Primary, 2022

Based on table 3, it can be seen that the score is the result of the multiplication of the weights and rating factors of the internal strategy of Nursery Tourism in Tarakan City, namely a strength score of 1.62 and a weakness score of 1.69.

2) Matrix of External Strategic Factors Analysis Summary (EFAS)

The EFAS matrix describes how external factors are considered to formulate a strategy for developing a Nursery Tourism Object in Tarakan City. External factors are divided into two categories, namely: opportunity indicators and threat indicators. The weighting of the indicators of opportunities and threats is obtained from the processed questionnaire data.

Table 4
External Strategic Factors for Nursery Tour in Tarakan City

NO	External Strategy Factors	Bobot	Rating	BxR
Opportunity				
1	Become a conservation location for flora species	0.14	3.40	0.48
2	The number of local tourists who want to visit	0.15	3.26	0.48
3	Increasing tourism products and attractions by utilizing the potential of local communities	0.15	3.40	0.50
4	The large number of visitors who do outbound and camping activities in the Nursery Tourism environment	0.14	0.54	0.50
			Quantity	1.97
Threat				
1	There are more interesting tourist attractions	0.14	3.32	0.46
2	Reduced tourist interest	0.14	3.28	0.47
3	Lack of awareness of tourists in protecting the environment of Nursery Tourism objects.	0.14	3.44	0.48

NO	External Strategy Factors	Bobot	Rating	BxR
			Quantity	1.40
	Total	1.00		3.38

Source: Data Primary, 2022

Table 4 shows that the score of the multiplication of the weights and the rating of external strategic factors for Nursery Tourism in Tarakan City is an opportunity score of 1.97 and a threat score of 1.40.

3) Matrix SWOT

To find out the location of the strategy quadrants that will be determined in the development of community-based ecotourism in Tarakan City Nursery Tourism, the X and Y axis formulations are used, where the X axis is EFAS (Opportunities-Threats) and the Y axis is IFAS (Strengths-Weaknesses) which are stated in the table as follows.

Table 5
Recapitulation of Strengths, Weaknesses, Opportunities, and Threats Calculation Results

Description	Score	Description	Score
Internal Factor:		External Factor:	
1. Strength	1. 1.62	1. Opportunity	1. 1.97
2. Weakness	2. 1.69	2. Threats	2. 1.40

Source: Data Primary, 2022

Based on Table 5 it can be seen from the calculation results that Nursery Tourism in Tarakan City has dominant weaknesses compared to strengths and opportunities that are greater than threats with the following values:

Strengths-Weaknesses (internal factors): $1.62 - 1.69 = -0.07$

Opportunities-Threats (external factors): $1.97 - 1.40 = 0.57$

If these values are included in the SWOT analysis quadrant, it can be seen that the development position of Nursery Tourism in Tarakan City is in quadrant II.

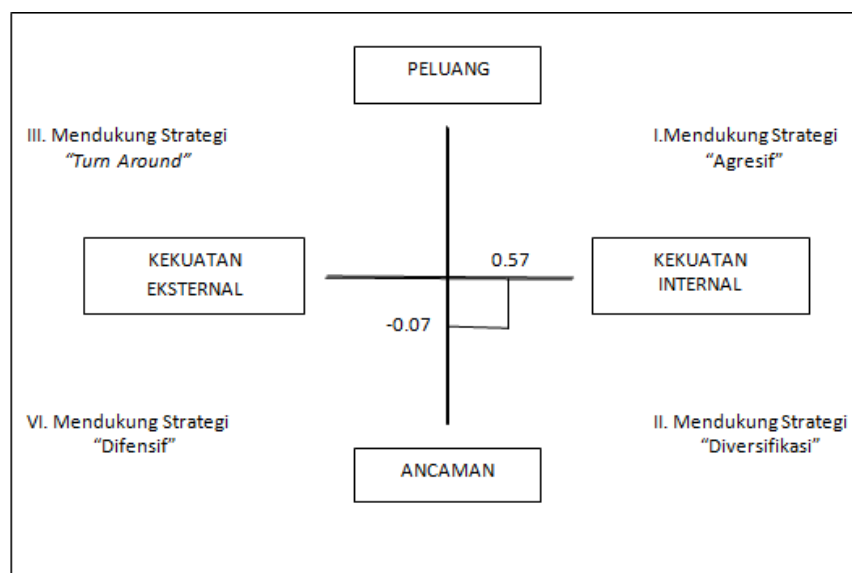


Figure 1. SWOT Analysis Quadrant Layout Graph

Based on the location of the quadrants in Figure 1 above, the strategy that will be used in developing Nursery Tourism in Tarakan City is to be in quadrant II, namely using the strengths you have to take advantage of long-term opportunities to cover existing weaknesses. Next, a SWOT matrix is prepared to describe how the external opportunities and threats faced by the Nursery Tourism Object can be adjusted to the strengths and weaknesses they have (Hosseini, Paydar, & Triki, 2021). The SWOT matrix can produce four groups of possible alternative strategies as shown in table 6.

Table 6
SWOT Matrix Analysis of Internal Factors and External Factors of the Orchid Botanical Garden in Tarakan City

INTERNAL EXTERNAL	STRENGTH (S)	WEAKNESS (W)
	<ol style="list-style-type: none"> 1. The Nursery Tourism Object has a superior attraction in the form of natural beauty 2. The attractiveness of the area is in demand by tourists of all ages 3. Accessibility to tourist sites is easy to reach 	<ol style="list-style-type: none"> 1. The level of cleanliness of tourist objects is not optimal 2. Promotion of tourist objects that are less than optimal 3. Government agencies have not focused on tourism development.
OPPORTUNITY (O)	SO Strategy	WO Strategy
<ol style="list-style-type: none"> 1. Become a conservation location for flora species. 2. The number of local tourists who want to visit 3. Increasing tourism products and attractions by utilizing the potential of local communities. 4. The number of visitors who do outbound and camping activities in the Nursery Tourism environment. 	<ol style="list-style-type: none"> 1. Develop Nursery Tourism in Tarakan City with its potential (S1, S2, S4, O1, O2, O3) 2. Utilizing Nursery Tourism as a location that is easily accessible to visitors so that it becomes a tourist destination (S3, O2, O3) 3. Strategies for maintaining and improving the quality of resources in Nursery Tourism (S1, S2, O1) 	<ol style="list-style-type: none"> 1. Improving the management of Nursery Tourism in Tarakan City (W1, O1, O2) 2. Optimizing the management of Nursery Tourism by utilizing available resources (W1, O1) 3. Adding professional staff so that Nursery Tourism as a conservation area and tourism object becomes better so that many private investors invest their shares in the conservation area or tourism object (W1, O1, O2, O3) 4. Improving the existing facilities and infrastructure at the Nursery Tour in Tarakan City (W2, O1, O2, O3)

THREATS (T)	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1. There are more attractive tourist attractions. 2. Reduced tourist interest. 3. Lack of awareness of tourists in protecting the environment of Nursery Tourism objects. 	<ol style="list-style-type: none"> 1. Improving cooperative relations between conservation area managers and related agencies so that product improvements and tourist attractions can develop better (S1, S2, S4, T1, T2) 2. The need for maintenance of facilities, flora and fauna in the Nursery Tourism so that they can offer natural beauty to visitors (S1, S2, S4, T1, T2) 3. Increasing the promotion of Nursery Tourism as a conservation area and tourism object to the community that Nursery Tourism has its own beauty, so that it can attract visitors to visit it despite the rapid progress of various other tourism objects (S2, S4, T2). 	<ol style="list-style-type: none"> 1. Maximizing good area management by improving facilities and infrastructure and improving the quality of human resources in providing information about Nursery Tourism (W1, W2, T1, T2)

Source: Data Primary, 2022

Based on the results obtained from the SWOT analysis matrix, SO, WO, ST, and WT strategies are produced. The resulting strategies are:

- 1) SO (Strength-Opportunity) Strategy is a strategy that uses strengths and takes advantage of opportunities.
 - a. Developing Nursery Tourism in Tarakan City with its potential (S1, S2, S4, O1, O2, O3)
 - b. Utilizing Nursery Tourism as a location that is easily accessible to visitors so that it becomes a tourist destination (S3, O2, O3)
 - c. Strategy for maintaining and improving the quality of resources in Nursery Tourism (S1, S2, O1)
- 2) WO (Weakness-Opportunity) strategy minimizes weaknesses and takes advantage of opportunities.
 - a. Improving the management of Nursery Tourism Management in Tarakan City (W1, O1, O2)
 - b. Optimizing the management of Nursery Tourism by utilizing the resources owned (W1, O1)
 - c. Adding professional staff so that Nursery Tourism as a conservation area and tourism object becomes better so that many private investors invest their shares in the conservation area or tourism object (W1, O1, O2, O3)
 - d. Improving existing facilities and infrastructure at Nursery Tours in Tarakan City (W2, O1, O2, O3)
- 3) ST (Strength-Threats) Strategy, a strategy that uses strengths and overcomes threats.

- a. a. Improving cooperative relations between conservation area managers and related agencies so that product improvements and tourist attractions can develop better (S1, S2, S4, T1, T2)
 - b. b. The need for maintenance of facilities, flora and fauna in Nursery Tourism so that they can offer natural beauty to visitors (S1, S2, S4, T1, T2)
 - c. c. Increasing the promotion of Nursery Tourism as a conservation area and tourism object to the public that Nursery Tourism has its own beauty, so that it can attract visitors to visit it despite the rapid progress of various other tourism objects. (S2, S4, T2).
- 4) WT (Weakness-Threats) strategy, a strategy that minimizes weaknesses and avoids threats. Maximizing good area management by improving facilities and infrastructure as well as improving the quality of human resources in providing information about Nursery Tourism (W1, W2, T1, T2).

3 CONCLUSIONS

The formulation of a Nursery Tourism development strategy in Tarakan City needs to identify strengths and weaknesses as internal factors and external factors in the form of opportunities and threats. Based on the data it is known that the position of the Nursery Tourism quadrant in Tarakan City is located in quadrant II or lies between internal strengths and opportunities. Based on the quadrant position, the strategy used is the ST (Strength-Threat) strategy, which is a strategy that uses strength and overcomes threats. The alternative ST strategy formulated is to increase the quality of nature conservation in Tarakan Nursery Tourism which is considered important to preserve its potential. So it is necessary to increase cooperative relations between conservation area managers and the community and related agencies, especially in terms of product improvement and tourist attractions in order to develop better (Carbone, Oosterbeek, Costa, & Ferreira, 2020; Berkes, 2021). In addition, the community is directly involved in the implementation of ecotourism services, namely as educators, speakers, companions or other roles to provide material, communicate and interpret to tourists. Therefore, beforehand, the community needs to be trained and their abilities improved so that they meet standards as administrators, educators, instructors or assistants. While the purpose of the collaboration itself includes strengthening support for programs and activities for the conservation of biological natural resources and their ecosystems in the Tarakan City Nursery Tourism work area and then encouraging the effectiveness of community empowerment around the Nursery Tourism area in Tarakan City with the active involvement of related parties and the community.

It maximizes good area management by increasing maintenance of facilities and infrastructure, flora and fauna in the Tarakan City Nursery Tour to offer visitors natural beauty. As well as a marketing strategy urgently needed for the promotion of Nursery Tourism an important aspect that must be considered. It is hoped that there will be an increase in the number of tourists, involvement and understanding of tourists and development (investment). Promotion is an effort to introduce and socialize Nursery Tourism by involving all stakeholders in tourism activities that. Tarakan City Nursery Tourism has its natural beauty so that attracts visitors to visit Nursery Tourism despite the rapid progress of various other tourist objects.

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