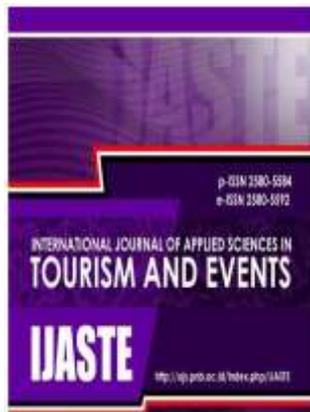


Sustainable Marine Tourism in Alor: A Study of Coastal Communities' Perception

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Abstract

Purpose: This research aim is to determine the existence of natural or historical resources that can be develop as a tourist attraction based on community's perception and determine the management strategies for Alor Regency.

Research methods: The research method used in this study is the survey method, snowball method for collecting data, and SWOT analysis with the quantitative and qualitative approach to determine the development strategy.

Results and discussions: Alor Regency have many tourist attractions with a good quality, safety, accessibility that give a positive impact for local community, but the local communities are still need the government rules to manage the area. The quantitative analysis result showed that internal and external factors both have a positive score, which means Alor Regency is at the 1 quadrant from SWOT Analysis chart and the qualitative showed various forms of development strategy that can be used according to the area needs.

Conclusion: Many natural and historical resources in Alor that can be develop as a tourist attraction, and the suitable development strategy can be used in Alor Regency is the strength-opportunity strategy, which means the area should maximize the strength to get all the opportunity.

Keywords: *Biodiversity, development, ecotourism, natural attractions, social equities, SWOT analysis*

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INTRODUCTION

Alor is a beautiful region in East Nusa Tenggara which has a lot of cultural heritage, diversity of flora and fauna, beautiful scenery of the coast and mountains, and also wildlife (E. Lau et al., 2019). This richness of history and natural resources in Alor can be developed as a tourism

destination to reach the aim of sustainable tourism. The sustainable tourism is a kind of tourism that consider the current and future of economic, social, and environmental impact, fulfill the visitor, industry, the environment, and the local community needs, and also can be applied to all forms of tourism activities in all types of a tourist destination (Khan et al., 2020).

To achieve the balance in sustainable tourism, the implementation should: (1) Utilizing the natural resource as the main element in tourism development such as help to conserve natural heritage and biodiversity, (2) respect for the socio-cultural of the local community, and contribute intercultural understanding and tolerance, (3) Ensure long-term operations that give a socio-economy benefit for all stakeholders that equitably distributed, including stable employment and local community's opportunity to get an income and social service, also contribute to poverty alleviation (Gunawan & Ortis, 2012). According to the statement of Nurdin (2016) *in* Allo et al., (2018) that the local community has an important role in determining the success of a tourism area development. The involvement of the local community will give an impact and best chance of management that leads to community empowerment in a tourist destination and sharing profits from tourism activities by the stakeholders of tourism.

Community-based tourism is one type of tourism that prioritizes the involvement of the local community in tourism development activity starting from planning, management, monitoring, and evaluation because the community knows the potential and local wisdom in their area. So, the local community is not only followers of the management, but also become a part of management and enjoy the result from the tourism industry (Adikampana, 2017; Khan et al., 2020; Wiwin, 2018). This community-based tourism can be the good solution to reach the sustainable tourism purposes.

Research of the natural resource potentials, sustainable tourism, and community-based tourism has been widely carried by several researchers. Research of Purbani et al., (2014) about beach characteristics of Wakatobi National Park to support marine ecotourism in the case of Wangiwangi island shows that the beach characteristic includes depth, type of substrate and the absence of cliffs is can be used as a tourist attraction. As well as research of Salim & Purbani (2015) about community-based tourism development in Kaledupa, Wakatobi Regency to find out the main variables of tourism development, and the result show there are 3 main variables in tourism development includes information, coordination between agency, and natural resources. Another research by Astuti & Noor (2016) about the natural resource potentials in Morotai as marine tourism and historical tourism destinations, mentioned that historical heritage of the World War II and marine tourism could attract visitors but it needs to fulfill the minimum criteria of the tourism component that international tourist needed. Or the research by Salakory (2016) about the development of community-based ecotourism in Banda Island, Central Moluccas District mentioned that starting the ecotourism need to introduce the concept of ecotourism that consider cultural heritage, participation and welfare of the local community and also natural resource conservation to the local community who will be involved in implementing the ecotourism.

Based on the background and research that has been mentioned above, the potential of natural or historical resources and involvement of the local community have an important role in the success of sustainable tourism development. The strategy that related to the development of sustainable marine ecotourism in Indonesia can be done through empowerment of local communities, infrastructure, marketing, security and human resources development, and should be planed and managed properly (Arismiyanti, 2017). However, the perspective of local community's regarding the existence of natural or historical resource needs to be obtained to determine the most appropriate management strategy to achieve the goals of a sustainable tourism area.

So, these study aims are to determine the existence of natural or historical potential that can be developed as a tourist attraction based on the community's perception and determine the appropriate area.

RESEARCH METHODS

This research was conducted in Alor, East Nusa Tenggara in October 2019. The research method used in this study is the survey method. The survey method is a non-experimental research method that represents all study methods undertaken to collect data directly from the subject (Mustari & Rahman, 2012). This research method was divided into two steps, including data collection data analysis.

Data collection was done by the snowball method. Nurdiani (2014) mentioned that the snowball method is used to identify, collect, and take samples in an ongoing network or chain of relationships. Or simply is where the first respondent will recommend the next respondent and so on until the required number of respondents is obtained. Data analysis was carried out in 2 parts with a descriptive method. The first part is to describe the ability of the area to develop marine tourism, and another part is to determine the development strategy through qualitative and quantitative approaches based on the perceptions of the local community.

The quantitative approach was carried out by a score tabulation, where the total of each factor (internal & external factors) is calculated using these following formula (Nasution et al., 2015):

$$S = N \times B$$

Where:

S = Total Score of each question

N = All local community's scores of each question

B = All local community's quality value of each question

In this quantitative approach, each score of every question was count up to get a total score of each factor. The total score of each factor is used to determine the appropriate development strategy. Total score of internal factors inserted as X value and the score of external factors inserted as Y value (Figure 1)

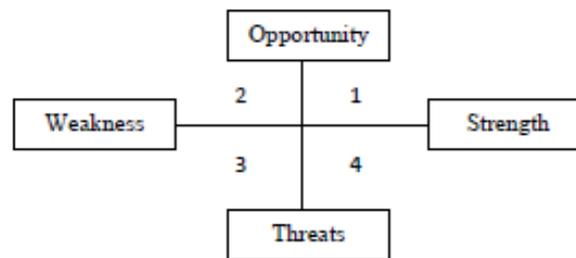


Figure 1. Chart of SWOT Analysis
(Source: Nasution et al., 2015, p.2)

Meanwhile, in a qualitative approach that used to determine the form of a development strategy is carried out by utilizing strength, taking the opportunity, reducing weakness, and avoiding threats that might occur in the implementation of sustainable tourism.

RESULT AND DISCUSSIONS

The result of this research showed that there were 24 respondents with various ages and genders (Table 1). Respondents were from 3 different villages, namely Munaseli Village, Pante Deree Village, dan Kabola Village.

Table 1. The Age and Gender of the respondents

Age	Amount
≤ 25 years old	2
26 – 35 years old	10

36 – 45 years old	4
≥ 45 years old	8
Gender	Amount
Men	16
Women	8

Marine Tourism Development

Based on Lau (2019), Small Alor in Alor regency have good potential marine tourism such as beautiful scenery of coastal and underwater. Coral reefs condition in the nature preserve area of the Pantar Strait and surrounding seas in medium and very good categories (Wabang, 2018). Good condition of coral reefs also can be one of an attraction for tourist to visit a tourism area.

There are four elements in the development of a tourism destination, namely attraction, amenities, access, and ancillary. This theory can be used to identify and observed a tourism village in tourism development especially to find out the potential possessed so the implementation of development and management can be more directed (Sukmadewi et al., 2019). The Attraction of tourism included the natural amenities, man-made supply, and the way of the community's life. Based on respondent's response, there are several tourist attractions in Alor regency (Table 2).

Table 2. The Existence of Tourist Attraction in Alor Regency

No	Tourist Attraction	Form of Tourism
1.	Wai Ulung, Wai Redang, Wai Urita, Wai Bakolang,	Historical tourism and beautiful scenery
2.	Munaseli Kingdol	Historical Tourism
3.	The old village Hiking Baki	Culture and historical tourism
4.	Kenari beach	Beautiful coast and underwater scenery, coral reefs, dugong, mangrove forest, and sea turtle
5.	Sikka island	Beautiful coast and underwater scenery, coral reefs, dugong, mangrove forest, and sea turtle
6.	Putri Laut cave, Tomi Leo cave, Bats cave	Cave scenery
7.	Squid lake	Conservation area

In tourism development, observing the quality of natural resources as a part of tourist attraction needs to be done as a stage in determining the development strategy. The quality of natural resource comes from the respondent opinion, whether it has a good quality or not (Figure 2).

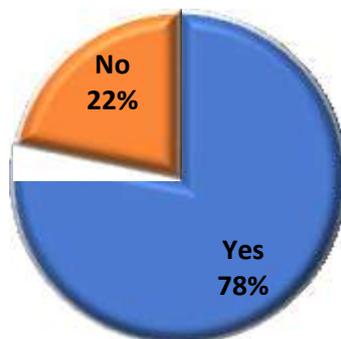


Figure 2. Quality of the natural resource
(Source: Research data, 2019)

Figure 2 showed that approximately 78% of respondents mentioned that the natural resource in their area was in the best quality to attract tourists. Meanwhile, around 22% of respondents mentioned the opposite due to the lack of support from government and insufficient public facilities. Quality of the natural resource is a supporting factor in achieving the success of tourism development (Indayani & Dewi, 2018). According to Samudra et al., (2010), the quality of natural resources can be maintained and preserved by conducting conservation activities carried out by local communities and tourists.

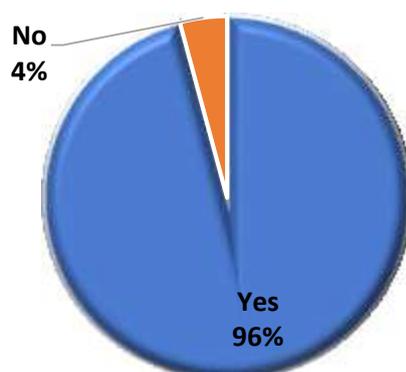


Figure 3. Safety on the Nature Resource
(Source: Research data, 2019)

Safety on the natural resources become an important factor in tourism that might influence the decision to visit the tourism area. Safety and comfortable threats can be influenced or caused by many factors including terrorism, local conflict, natural disaster, community social behavior, or infectious diseases (Khalik, 2014). Based on Figure 3, 96% of respondents stated that the natural resource in their village is safe for tourist visitation, meanwhile another 4% stated the contrary because of the lack of public facilities. According to the research of Listiowati et al. (2020), the community's perception of tourism development in their area will affect the quality of tourist safety and comfort when visiting a tourism attraction.

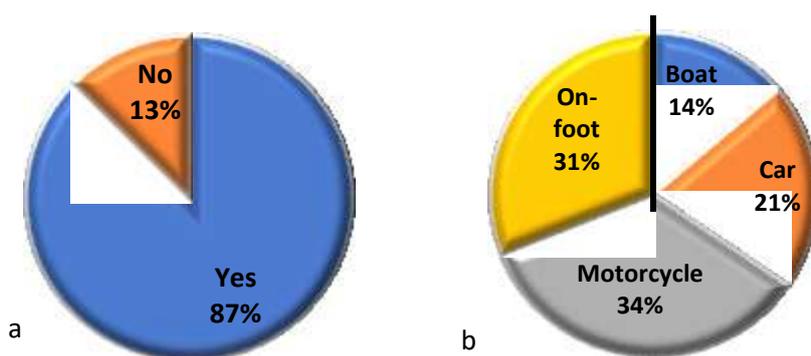


Figure 4. (a) Accessibility, (b) Type of Transportation mode
(Source: Research data, 2019)

Accessibility is an important aspect that can support the tourism development because it involves a cross-sectoral development that needs a transportation network that makes it easy for tourists to reach and find a tourist attraction (Abdulhaji & Yusuf, 2016). Soekardijo (2003) in Abdulhaji & Yusuf (2016) stated the required of accessibility there are: (1) information access which includes complete information about the tourist attraction, (2) road condition that

must be connected to public infrastructure includes main road, or infrastructure that have telecommunication facility, and (3) availability of parking space.

Figure 4(a) showed that approximately 87% of respondents mentioned the easy accessibility to the tourist attraction in their village, and another 13% of respondents stated the contrary because of insufficient of road facilities. The types of transportation mode which can be used to access the tourism attraction perceived by the respondents were 34% by motorcycle, 31% by walks, 21% by cars, and the remaining 14% mentioned that the location can be reached by boat (Figure 4b).

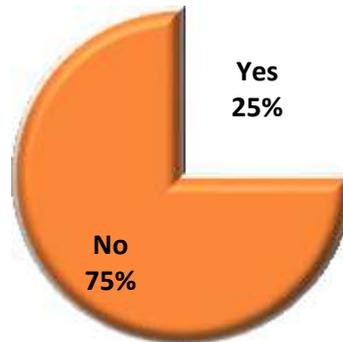


Figure 5. Existence of Local Wisdom
(Source: Research Data, 2019)

The existence of local wisdom is one of the factors that might affect the tourism activities. Shaleh (2016) mentioned that local wisdom is a rule that has been obeyed by local communities where this existence of local wisdom also can be one of a potential tourism asset as cultural tourism. According to Figure 5, around 75% of respondents perceived that there is no local wisdom in their village regarding tourist visitation, and another 25% of respondents perceived in contrary about the existence of local wisdom. The 25% respondents mentioned that local wisdom is applied in their village for tourist visitation such as the tourists should be dressed and speak politely, permission for taking any pictures, no harm the environment and must actively protect the natural resources by taking nothing from the location other than memories and pictures.

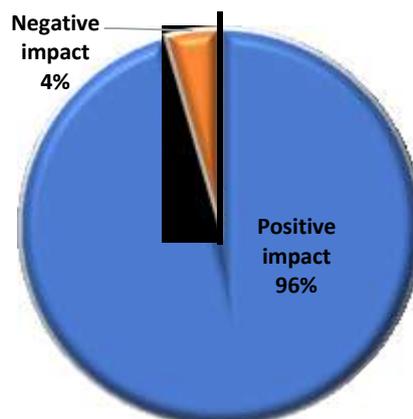


Figure 6. Existence of Tourism Impact
(Source: Research Data, 2019)

Every tourism activity involving the local community will definitely have an impact on the local community and the environment. Based on the research results, approximately 96% of respondents agree that tourism activities have a positive impact, such as improving the community's economy, increasing the availability of employment, increasing the community

awareness to maintain the environmental cleanliness, improving community welfare, providing opportunities for the local community to be involved in resource and tourism management. Another 4% respondent indicated that there will be a negative impact, such as beach damaged and large amounts of plastic waste caused by tourists (Figure 6)

The same thing is mentioned in the research of Dristasto & Anggraeni (2013) and Fyka et al., (2018) regarding the impact of tourism on the economy where the community's economy increases due to the existence of community business units such as crossing service, mat rental, and food sellers. Fyka et al. (2018) mentioned that tourism has an impact on changing the lifestyle of the local community through the way they dress and communicate. And there is also an impact to the environment due to tourism activity such as in Khirsnamurti et al. (2016) in Tidung Island which shows that the tourism activity has an impact on the visual changes of Tidung Island because of the large number of homestays and accumulation of waste caused by an imbalance in waste management with the amount of waste generated by tourists.

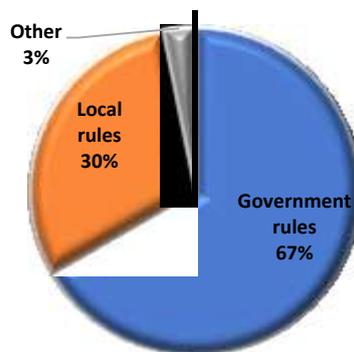


Figure 7. The Need for Local Community rules
(Source: Research Data, 2019)

In the development of tourism activities, there are rules governing tourist visitation and business activities, which need to be considered in the development of tourism. All the respondents mentioned that they need the rules to manage the natural resources in their area. According to Figure 7, there were 67% of respondents answered that they need a government rule to create an operating standard procedure and schedule for manage tourist visitation, manage the cleanliness of the tourist attractions, and a safety guarantee for tourist visitations. The other 30% of respondents perceived that they require rules made by local communities to manage the tourism area. The remaining 3% of respondents answered that they need other rules for governing collaboration between stakeholders.

Community Perception

Community Perception is important in determining tourism development strategies because the local community is the main element in implementing sustainable tourism. The determination of the development strategy is carried out through the quantitative approach using the Matrix SWOT and qualitative approach using the SWOT analysis.

The Quantitative Approach to Matrix SWOT

Quantitative approach was obtained based on the results of community assessments of the questions each SWOT.

Table 3. Quantitative evaluation for Internal Factor

No	Questions (Strength)	Score	Quality	Total
1.	Natural resources as tourism attractions	181	116	20.996
2.	Natural resources quality	191	110	21.010

3.	Location accessibility	185	106	19.610
4.	Safety during visitation	186	113	21.018
5.	Variations of transportation mode to reach the location	174	103	17.992
6.	Friendliness of local community	197	112	22.064
7.	Easy access for food	150	105	15.750
8.	Affordable price for transportation, accommodation and food	162	108	17.496
9.	Low pollution level	161	101	16.261
10.	"Local wisdom" strongly followed by the local community	159	107	17.031
Total Strength				189.140
No	Weaknesses (W)	Score	Quality	Total
1.	Low in environmental awareness	152	-106	-16.112
2.	Environmental destructive daily activities	123	-101	-12.423
3.	Tourism infrastructure availability	107	-106	-11.342
4.	Community acceptability against travelers or tourists	159	-106	-16.854
5.	Common public welfare level within the villagers	133	-103	-13.699
6.	Common education level within the villagers	142	-106	-15.052
7.	Public awareness to maintain the cleanliness	153	-104	-15.912
Total Weakness				-101.394
Total Internal Factors (S+W)				87.746

Table 4. Quantitative Evaluation for External Factor

No	Opportunities (O)	Score	Quality	Total
1.	The opportunities for natural resources within the village can be developed as a tourist destination	165	110	18.150
2.	The opportunities for natural resources within the village can be developed as a research site	176	100	17.600
3.	Environmental protection opportunities through responsible tourism	180	109	19.620
4.	Employment opportunities through responsible tourism for the local community	176	109	19.184
5.	Economic benefits through sustainable tourism for the local community	176	109	19.184
6.	Community involvement in natural resources management through sustainable tourism program	172	110	18.920
7.	Opportunities for collaboration with various institutions in sustainable tourism development for the local community	174	109	18.966
Total Opportunity				131.624
No	Threats (T)	Score	Quality	Total
1.	Natural resources damage due to natural disaster	153	-103	-15.756
2.	Natural resource damage due to human activity	147	-98	-14.406
3.	Un-predictable weather condition	153	-93	-14.229
4.	The low number of tourist visits	120	-104	-12.480
5.	Safe and security guarantee for tourists	163	-107	-17.441
6.	Traditional unilateral site closure by community	146	-92	-13.870
Total Threats				-88.870
Total External Factors (O+T)				43.439

Total value for internal factors evaluation was 87.746 and 43.439 scores for external factors. The positive value for both factors indicates that the best strategy for tourism development in Alor regency is on quadrant 1 (Figure 8).

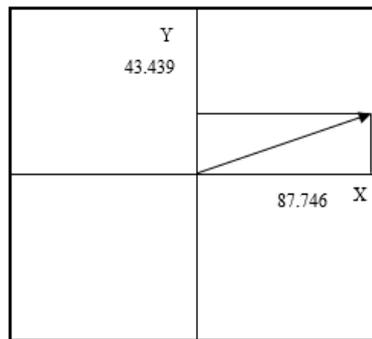


Figure 8. Alor Regency position in SWOT Analysis Chart
(Source: Research Data, 2019)

The total value of each factor showed that the strengths possessed to develop natural resources as a tourist attraction were greater than the weaknesses and furthermore it can enhance the opportunities as well as reducing future threats. Based on Situmorang & Dilham (2007), the quadrant-1 of the SWOT analysis chart can be categorized as an advantageous position because it has the strength to take full advantage of opportunities.

The Qualitative Approach

The qualitative approach is carried out by determining the development strategy of tourism based on the elements in every factor and suggestion from respondents.

a. S-O strategy

1. Development of tourism with conservation-based activities to be fully managed by the local community with support from local governments and NGOs.
2. Promotes safe tourist sites with friendly community hospitalities, no-pollution activities to develop sustainable tourism.
3. Provides sustainable tourism development field-laboratory for students and academia to examine the flora and fauna biodiversity as a reference to environmental protection.
4. Enhance the community involvement as local tour services providers: tour guides, foodservice and homestay to increase local employment opportunities and economy.

b. S-T strategy

1. Increase environmental protection awareness through the installation of signboards and extension services to protect natural resources degradation.
2. Visitation scheduling by local communities based on local agreements.

c. W-O strategy

1. Environmental awareness improvement by providing local experience and knowledge shares for both communities and tourists.
2. Improve local small-scale infrastructures such as toilets, changing rooms, and clean water for tourists.
3. Local capacity improvement through training and comparative studies.
4. Conservation and natural protection activities involving both local communities and visitors.

d. W-T strategy

1. Increase promotion activities to increase the number of tourist visitation.
2. Natural resources management by local communities with collaboration from both local and national government institutions.

CONCLUSION

The conclusion of this study showed that there are many natural resources that can be developed as a tourism attraction in Alor, East Nusa Tenggara such as Wai Ulung, Wai Redang, Wai Urita, Wai Bakolang, Munaseli Kingdom, the old village Hiking Baki, Kenari Beach, Sikka Island, Putri Laut Cave, Tomi Leo Cave, Bat Cave, and Squid Lake. According to the result of quantitative approach, the suitable development strategy of tourism in Alor is the S-O strategy which maximizing the strength to take the opportunities, there are (1) Development of tourism with conservation-based activities to be fully managed by local community with support from local governments and NGOs, (2) Promotes the safe tourist sites with friendly communities' hospitalities, no-pollution activities to develop a sustainable tourism, (3) Provides sustainable tourism development field-laboratory for students and academia examine the flora and fauna biodiversity as a reference to environmental protections, and (4) Enhance the community involvement as local tour services providers: tour guides, food service and homestay to increase local employment opportunities and economy.

This research can be developed for further research, especially in ecotourism activities by observing how much natural resources potential in each ecosystem and observing the impact of tourism activities directly to provide advice to the community and related institutions.

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