

Development strategy for ecotourism management based on feasibility analysis of tourist attraction objects and perception of visitors and local communities

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Abstract. *Harianto SP, Masruri NW, Winarno GD, Tsani MK, Santoso T. 2020. Development strategy for ecotourism management based on feasibility analysis of tourist attraction objects and perception of visitors and local communities. Biodiversitas 21: 689-698.* Liwa Botanic Gardens (LBG), Lampung, Indonesia ecotourism development must be carried out as an effort to develop nature tourism with the most careful consideration in its management, without temporary benefits orientation, and the doers must have benchmarks in the process of sustainable development so that the next generation can utilize it in their time. This study aims to determine the management conditions and potential of Tourist Attraction Object (TAO) that have been operating — knowing the perceptions of tourists and local people. The method used is (i) scoring; (ii) assessing the perception of satisfaction of tourists and local people; (iii) doing intensive interviews with area managers and community leaders; (iv) identifying problems using the SWOT matrix; (v) constructing a development strategy. Data collection techniques with accidental sampling method with a total of 130 respondents based on tourist visits at the time of the study. The management of the LBG was previously managed by the Forestry Service until 2016, and in 2017 the management was handed over to the West Lampung Research and Development Agency (Balitbang). The results showed that overall, TAO gets a feasibility rating to be developed. The perception of tourists is quite satisfied with the attractions offered and the services of the manager. The community is satisfied with the ongoing management. The community wants are always to be involved in the development process. Researchers give advice on the examination of the management and marketing system in introducing the LBG to increase local and foreign tourist visitors.

Keywords: Ecotourism, LBG, Liwa Botanic Gardens, Tourist Attraction Object

INTRODUCTION

As one of the provinces with high tourism potential, Lampung Tourism Department has also determined seven regions that are Lampung Tourism Strategic Leading Areas. The seven regions consist of Bandar Lampung City, Way Kambas National Park, Krui and Tanjung Setia Beach, Kiluan Bay, Bakauheni and Siger Tower, Krakatau Mountain and Sebesi Island, and Bukit Barisan Selatan National Park (TNBBS). One of the attractions in the Bukit Barisan mountains is Liwa Botanic Gardens (LBG).

LBG is located in Kubu Perahu village, Balik Bukit Sub-district, West Lampung District. LBG has an area of 86 ha, which was inaugurated in 2017 with the theme of Indonesian Ornamental Plants. As a new tourist attraction, LBG has many aspects that need to be developed. The development of tourism destinations can be seen from a number of major issues, namely: (i) climate change and natural disasters, (ii) availability of connectivity and infrastructure that are not optimal yet; (iii) community readiness around tourism destinations that is not optimal; and (iv) ease of investment that is still not optimal yet (Kemenpar 2015). In terms of the problems in the LBG area, it still has to be developed in infrastructure, surrounding communities and investment in tourist areas.

At present, the community around the LBG area is not directly involved in its management. However, a persuasive approach is still taken to provide an understanding of the importance of the presence of LBG in this region. There is still a need for collaboration with several scientific disciplines (such as the private sector and the community around the area) to realize a focused and integrated development concept, especially which is oriented to the potential characteristics of the region and the ability to develop the region.

The development result of LBG tourism seems quite attractive to tourists. This is can be seen from tourists visiting number from 2017 (10,064 people) to 2018 (63,321 people). The increasing number of tourist arrivals in the LBG makes it a lively tourist attraction, especially by those who are interested in nature and photography. Consequently, it is necessary to do a comprehensive assessment with the aim to examine the potential of tourist attraction objects (TAO) that need to be further developed. Later, the values obtained from the valuation can be used as valuable assets to collaborate with the private sector that supports the development of LBGTAO.

The development of the attractiveness and extent of the ecotourism area must be followed by consideration and or fulfilling the demand from visitors or tourists. This is in