

**DEVELOPMENT STRATEGY FOR ECOTOURISM
MANAGEMENT
BASED ON FEASIBILITY ANALYSIS OF
TOURIST ATTRACTION OBJECT
AND PERCEPTION OF VISITOR AND LOCAL
COMMUNITIES**



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RESEARCH BACKGROUND

- National Tourism Sector Development
- Increased area management
- The rise of general public's interest on ecotourism

RESEARCH PURPOSES

- To know the forms of management which have been running and assessing the feasibility of natural tourist attraction object.
- To find out the perceptions of visitors and local people about the management of the area that is already running and its natural attractions.
- Compile strategies for develop ecotourism management of the Liwa Botanical Garden area

METHODS

- Research Location and Time
 - Location : Liwa Botanical Garden area
 - Time : July – September 2019



PETA KEBUN RAYA DI INDONESIA



DATA COLLECTION TECHNIQUE

- Regional management data and Tourist attraction object
 - Direct observation in the field (scoring) and interview with the manager of LBG.
- Perception data
 - Local community → interview
 - Visitor → questioner

- Scoring tourist attraction objects based on Analysis of the Operating Area - Natural Tourist Attraction Objects (ADO-ODTWA) ecotourism criteria and indicators.
- Tourism Attraction Object Development Strategy at LBG
 - SWOT Matrix based on data that has been obtained



RESEARCH RESULTS

1. MANAGEMENT OF THE LIWA BOTANICAL GARDEN (LBG)

- The LBG was built in 2008 and managed by the Lampung Provincial Forestry Agency until 2017. After that, the LBG is managed by the West Lampung Regency Research and Development Agency and was inaugurated by the Indonesian Institute of Sciences (LIPI).

- There are 4 facilities that have been utilized as a tourist area that can be visited by tourists, such as fruit thematic parks, araceae parks, Medicinal parks and ornamental gardens.
- The Liwa Botanical Garden has 5 function pillars such as conservation, research, education, ecotourism and environmental services.



• **Assessment of Feasibility Scoring Aspect of Tourism Attraction Development Object based on ADO-ODTWA Book.**

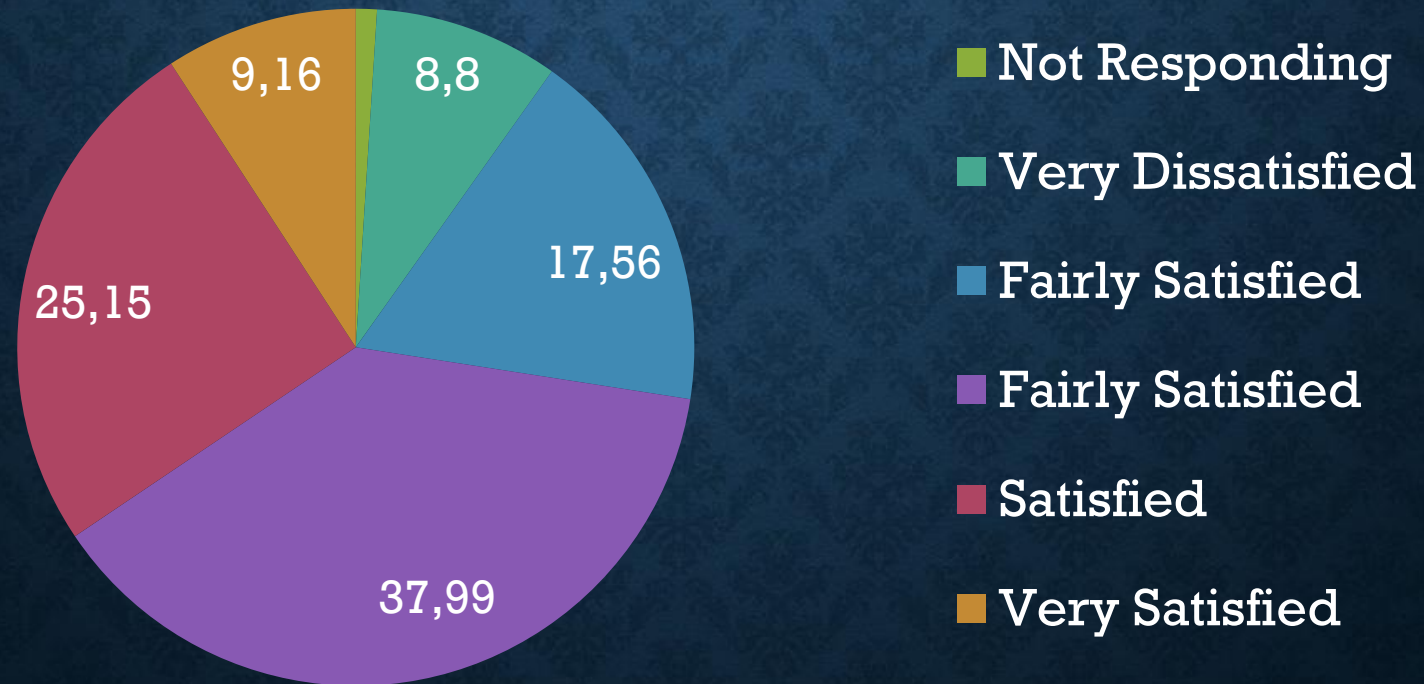
No	Criteria	Score	Bobot	Total Score	Maximum Score	Index (%)
1	Attractiveness of LBG	135	6	810	1080	75
2	Market potential of LBG	40	5	200	300	66,67
3	Accessibility of LBG	65	5	325	600	54,16
4	Conditions around of LBG	160	5	800	1050	76,19
5	Management and services of LBG	65	4	260	360	72,22
6	Climate of LBG	100	4	400	480	83,33
7	Accommodation of LBG	20	3	60	90	66,67
8	Visitor facilities and infrastructure of LBG	55	3	165	180	91,67
9	Availability of clean water of LBG	130	6	780	900	86,67
10	Relation with attractions around of LBG	85	6	510	900	56,67
11	Security and safety of LBG	105	5	525	600	87,50
12	Carrying capacity of LBG	100	3	300	450	66,67
13	Visitor setting of LBG	20	3	60	90	66,67
14	Marketing and promotion of LBG	15	3	45	90	50
15	Market share	70	3	210	270	77,78
Total amount		1165		5450	7440	71,86

- Index of the feasibility of developing tourist areas:
 - The feasibility level is more than 66.6%, the area is feasible to be developed
 - The level of feasibility is between 33.3% -66.6%, the area is not feasible yet to be developed
 - The feasibility level is less than 33.3%, the area is not feasible to be developed

Total amount of LBG tourist attraction appraisals is **71.86%** → the LBG tourism area is deserve to be developed.

2. PERCEPTION OF VISITORS AND LOCAL COMMUNITIES

A. Visitor Perception



Perception of tourists towards the existing management and tourist attraction objects based on the elements of indonesian “sapta pesona”:

- Security,
 - orderliness,
 - cleanliness,
 - coolness,
 - fineness,
 - hospitality, and
 - memories (memorable).
- Overall, **72.3%** of the total number of visitors who rate is quite satisfied, satisfied, and very satisfied with the existing management

- According to visitors, several things that need priority are managed and developed:
 - security posts,
 - regional souvenirs,
 - utilities such as electricity networks,
 - clean water and communications,
 - signs and directions,
 - adequacy of parking spaces,
 - accommodation facilities such as representative hotels and inns,
 - the authenticity of natural attractions, and
 - the presence of distinctive regional art and cultural attractions.

B. Local Communities Perception

The local community around the LBG would like if the management of the area directly involved the community, starting from planning, monitoring and evaluation.

Local people can also benefit directly from opening culinary tours, souvenirs, or by providing homestays.

3. ANALYSIS OF LIWA BOTANICAL GARDEN DEVELOPMENT STRATEGY

- The formulation of the strategy to be used to develop the Liwa Botanical Garden is carried out using the SWOT method based on the results of the analysis of data obtained from the ADO-ODTWA analysis results and perceptions of visitors and local communities that have been carried out previously.

- The strategies obtained are based on priorities, that is:
 1. Maximize promotion through growing electronic media, by making tourist attractions available and clearer, as well as tour packages offered.
 2. Empowerment of stakeholders for ecotourism development and environmental preservation.
 3. Adding signs in the area, specifically on the importance of cleanliness, plus facilities such as trash bins in the area/ecotourism track.
 4. Utilization of land in accordance with the potential of ecotourism to increase economic contributions for managers and the community.
 5. Provide more maximum supervision, especially for group visitors and especially for groups of children or women.

CONCLUSION

- LBG is managed by the West Lampung Research and Development Agency (Balitbang). Currently, the community is not much involved in its management directly, but persuasive approaches are still taken to provide an understanding of the importance of the presence of LBG in this area.
- Based on the Analysis of the Operating Area - Nature Tourist Attraction Object (ADO-ODTWA), the feasibility index of TAO from the LBG is as much as 71.86%. This score shows that the LBG TAO deserves to be developed comprehensively.
- Perception of tourists in relation to management and LBG TAO are: 9.16% of visitors reported that they were very satisfied, 25.15% were satisfied, and 37.99% of were quite satisfied. While the people around the tourism object fully support the LBG TAO development activities. The community hopes that the management or manager will always socialize LBG progress.

- Finished
- Thank you all..
- If there are input and questions are welcome..