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The strategy of ecotourism potency development of coastal area in Bengkulu city Indonesia

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Abstract

The objectives of this research are to know the positioning (internal and external conditions) of the ecotourism potency of Bengkulu City's Indonesia coastal area and to determine the development strategy of it. This is qualitative descriptive research. The collecting of data uses observation, questionnaire, and documentation. The analysis data uses statistics method with analysis instrument is Likert Scale with five scales, those are strongly agreed, agree, quite agree, disagree, and strongly disagree.

Results of the research show that the position of ecotourism potential of coastal area of Bengkulu City consists of (a) the strengths of development potency are greater than weaknesses. The three highest strengths are including (1) the availability of restaurants; (2) the availability of hotels; and (3) the locations of tourism attractions are strategic, varied types, and relatively large numbers. The three lowest

weaknesses are including (1) there is no international flight into Bengkulu City; (2) the public transports facilities are inadequate; and (3) they not representative and (b) the opportunities of development potency are greater than the three highest opportunities are including (1) the abolition of visitor visa for foreign tourists; (2) the promotion of various tourist attractions in coastal areas via the internet; and (3) the relatively large number of holidays. The three lowest threats are including (1) lack of community participation; (2) lack of knowledge of the community and tourist; and (3) the potency of pollutions. *Second*, the determination of the strategy of ecotourism potency development of coastal area in Bengkulu City are S-O strategies, W-O strategies, S-T strategies, and W-T strategies. But the dominant strategies are the S-O strategies.

Keywords: Development Strategy, Ecotourism Potency, Coastal Area

Introduction

Background of the research

The Bengkulu City Government has a tourism development plan and wants to make Bengkulu City an international tourism area. In this case, development is focused on the city of Bengkulu, especially in the coastal areas. This is based on the increase in the number of tourist visits to this area.

Based on the increase in the number of tourists to Bengkulu province, the local government needs to explore the potential of the coastal area to advance the tourism sector, especially in Bengkulu City, but also be able to improve the economy of the people living around the coastal area. One of the tourism activities that are in great demand by tourists is ecotourism. Goodwin (2017: 81) ^[26] states that ecotourism demands additional requirements for nature conservation. The International Ecotourism Society (TIES) defines ecotourism as responsible travel to areas where the natural environment is preserved naturally and improves the welfare (life) of local people.

Ecotourism will be able to contribute to the local government, especially towards increasing Regional Original Income (PAD) which will be useful for increasing development in Bengkulu City, while for the local community this will be able to open up economic opportunities to trade various types of food and beverages or souvenirs as memories. which will be brought home by the tourists and various other forms of economic-oriented activities and packaged in ecotourism packages (tourism packages) managed by the Bengkulu City Tourism and Creative Economy Office (Disparekraf) and tourism entrepreneurs as parties invited to cooperate to organize the program.

But in fact, the development of ecotourism in the coastal area of Bengkulu City only involves aspects of the authenticity of the natural and cultural environment as well as education and experience. This shows that in the development of the ecotourism potential of the coastal area of Bengkulu City, there is no existence and carrying capacity of the community, the concept of

sustainability and the ability of management in its management. These three aspects are thought to be inhibiting factors for the development of ecotourism potential in the coastal areas of this city.

This research will examine the various potentials possessed by the coastal area of Bengkulu City, both internal conditions (strengths and weaknesses) and external conditions (opportunities and threats) as well as various obstacles faced by the local government through related agencies in developing ecotourism potential in the region. This study will also examine the description of the aspects involved in ecotourism management as well as the various obstacles in developing ecotourism potential in this region. Based on the above background, the authors are interested in conducting research on the potential of coastal ecotourism and the various obstacles faced in its development by local governments.

Objectives of the research

1. To know the position (internal and external conditions) of the ecotourism potential of the city's coastal areas of

Bengkulu City.

2. To determine the strategy for developing the ecotourism potential of the coastal area of Bengkulu City.

Method of research

This type of research is descriptive qualitative. According to Knupfer & McLellan (1990: 1196)^[34], "the term descriptive statistics refers to the type of research question, design, and data analysis that will be applied to a given topic. Descriptive statistics tell what is, while inferential statistics try to determine cause and effect"

According to Denzin & Lincoln (2000: 8)^[12], "a qualitative approach emphasizes the qualities of entities, processes and meanings that are not experimentally examined or measured in terms of quantity, amount, intensity or frequency" Qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols and description of things (Berg, 2007: 314)^[4].

Sampling method

Table 1: Population and research sample

Population group	Population	Sampling method	Sample
Department of Tourism and City Creative Economy Bengkulu	58	Purposive Sampling	52
Visitors to various attractions in the coastal area of the Bengkulu City	100	Accident Sampling	90
Total	158		142

Source: Research results (2020)

Primary data obtained through the distribution of questionnaires were then analyzed using Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT).

Results and discussion

In general, the respondents in this study were divided into two groups, namely (1) respondents from the Bengkulu City Disparekraf which amounted to 52 people who were determined using the total sampling method, so that the number of questionnaires distributed was 52 copies and (2) respondents from visitors to various tourism objects in the coastal area of Bengkulu City were determined using the accident sampling method. The questionnaires distributed to the second group of respondents were 100 copies, but 90 copies were returned to the researcher. Thus, the total number of questionnaires returned and processed was 140 copies.

Questionnaires distributed to both groups of respondents for the dimensions of internal conditions with indicators of strength as many as 13 statements (positive questions) and indicators of weakness as many as 8 statements. For the dimensions of external conditions, there are 8 statements of opportunity indicators and 5 statements of threat indicators. So, the total number of statements submitted in the questionnaire is 34 statements.

The answers to the questionnaire questions for both types of respondents were given a score of 5 for the answer Strongly Agree (SS), 4 for the answer Agree (S), 3 for the answer Sufficiently Agree (CS), 2 for the answer Disagree (TS), and 1 for the answer Strongly Disagree (STS). The results of respondents' answers regarding the position of developing the ecotourism potential of the coastal area of Bengkulu City in full are described as follows:

Result of research

The position of development of the ecotourism potential of the coastal area of Bengkulu City

To determine the positioning of the development of ecotourism potential in the coastal area of Bengkulu City, Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis or Analysis of Strengths, Weaknesses, Opportunities, and Threats are used. SWOT analysis aims to determine the strategic internal factors of ecotourism which include strengths and weaknesses and external strategic factors of ecotourism which include opportunities and threats.

The results of the calculation of internal and external strategic factors for the development of ecotourism potential in the coastal area of Bengkulu City are described as follows:

1. Internal strategic factors for developing ecotourism potential for coastal areas of Bengkulu City

The internal strategic factors of ecotourism in the coastal area of Bengkulu City consist of Strengths (S) and Weaknesses (W) which are described as follows:

a. The strength of development of Bengkulu city coastal Ecotourism Potential

The first highest strength is the statement "The coastal area of Bengkulu City has a number of restaurants and restaurants with adequate numbers and facilities with varied types of food." This indicates that this sub-indicator belongs to the very high category (very conducive).

The second highest strength is the statement "The coastal area of Bengkulu City has a number of hotels from jasmine to five-star class with adequate numbers

and facilities". This shows that this sub-indicator belongs to the very high category (very conducive).

The third highest strength is the statement "Location of various natural attractions in the coastal area of Bengkulu City which is strategic, various types, and relative numbers". This shows that this sub-indicator belongs to the very high category (very conducive).

b. Weaknesses of development of Bengkulu city coastal ecotourism potential

The first lowest weakness is the statement "The city of Bengkulu is supported by accessibility in the form of international flights that make it easier for foreign tourists to come and visit directly." This shows that this sub-indicator is in the very low category (very not conducive).

The second lowest weakness is the statement "The coastal area of Bengkulu City is supported by the accessibility of public transportation with representative quality". This shows that this sub-indicator belongs to the very low category (very not conducive).

The third lowest weakness is the statement "The coastal area of Bengkulu City is supported by the accessibility of public transportation in sufficient quantity". This shows that this sub-indicator belongs to the very low category (very not conducive).

2. External strategic factors for development of Bengkulu city regional ecotourism potential

External strategic factors for developing ecotourism potential in the coastal area of Bengkulu City consist of Opportunities (O) and Threats (T) which are described as follows:

a. Potential development opportunities for coastal ecotourism in Bengkulu city

The first highest opportunity is the statement "Removal

of visit visas for foreign tourists (maximum 1-2 months) in the hope of being able to increase the number of their visits which will have implications for regional income in the tourism sector". This shows that this sub-indicator belongs to the very high category (very conducive).

The second highest opportunity is the statement "The era of globalization opens opportunities for the Bengkulu City Government to promote various tourism attractions in coastal areas through internet media, such as websites and various social networking media (facebook, twitter, google+, flickr, and so on". that this sub-indicator belongs to the very high category (very conducive).

The third highest opportunity is the statement "The relatively large number of holidays in a year provides opportunities for people to vacation by visiting various tourism destinations". This shows that this sub-indicator belongs to the very high category (very conducive).

b. Threat of development of potential ecotourism in coastal areas of Bengkulu city

The first lowest threat is the statement "The lack of contribution of the coastal community of Bengkulu City to take an active role in preserving the area". This shows that this sub-indicator belongs to the high category (conductive).

The second lowest threat is the statement "Lack of knowledge of the people and tourists in the coastal area of Bengkulu City about the importance of nature conservation. This shows that this sub-indicator belongs to the very high category (very conducive).

The third lowest threat is the statement "Potential pollution in the coastal area of Bengkulu City is due to the lack of awareness of tourists in preserving nature". This shows that this sub-indicator belongs to the very high category (very conducive).

Table 2: Recapitulation of respondents' answers regarding the position of development of ecotourism potential for Coastal areas of Bengkulu City

Type Factor	Component	Average	Category
Internal Strategic	Strength	3,93	High (Conductive)
	Weakness	2,72	High Enough (Conductive))
External Strategic	Opportunity	4,00	High (Conductive)
	Threat	4,47	Very High (Very Conductive)

Source: Research results (2020)

Table 2 shows the overall internal condition of the potential development of ecotourism in coastal areas of Bengkulu City with an average strength of 3.93 (high/favorable) and an average weakness of 2.72 (high enough/quite conducive). This shows that the strength of developing the ecotourism potential of the coastal area of Bengkulu City is greater than the existing weaknesses. The external condition of the potential for ecotourism development in the coastal area of Bengkulu City with an average opportunity of 4.00 (high/favorable) and an average threat of 4.47 (very high/very conducive). This shows that the opportunities for developing ecotourism potential are smaller than the existing threats.

Based on the results of the SWOT analysis of the internal strategic factors mentioned above, it can be concluded that the strength of developing the ecotourism potential of the coastal area of Bengkulu City is higher than the existing

weaknesses, but with a difference in value that is not too significant. This indicates to the Bengkulu City Government to overcome existing weaknesses in order to be able to provide strength to the development of ecotourism potential in the coastal areas of Bengkulu city.

Discussion

The Position of Development of the Ecotourism Potential of the Coastal Area of Bengkulu City

External strategic factors are opportunities for developing ecotourism potential in the coastal area of Bengkulu City with a high (conductive) category. This shows that the opportunity in developing the ecotourism potential of coastal areas in this city is quite high. Therefore, the Bengkulu City Government should be able to take advantage of these opportunities in the context of developing ecotourism potential in the region for the future.

The highest opportunity is the promotion of various tourist attractions in coastal areas via the internet. The Bengkulu City Government, especially through Disparekraf can promote the beauty and attractiveness of various tourist attractions around the Bengkulu City coastal area, especially through the Bengkulu City Government official website and the Disparekraf official website. By doing promotions via the internet, it will be able to cover the costs of doing promotions offline, for example holding exhibitions and art performances to other regions and abroad. These two types of activities certainly require relatively high operational costs. This means that the presence of the internet will be able to minimize promotional costs.

The lowest opportunity is the absence of regulations made by the Bengkulu City Government that provide opportunities for international investors to invest in the development of various potentials in coastal areas, such as various supporting facilities that are able to provide comfort to tourists. Therefore, the local government needs to make regulations that provide opportunities for international investors to invest in the development of ecotourism potential in the region. International investors will certainly invest in United States Dollars (USD) which in fact has a very different exchange rate from the Indonesian Rupiah (IDR). This allows for sufficient funds to be obtained for future development.

However, the local government must consider the pros and cons in providing opportunities for international investors, whether their existence is able to provide optimal benefits for the development of ecotourism potential in coastal areas or not. Therefore, an in-depth financial study is needed by employees who work in the Bengkulu City Disparekraf which of course must obtain permission from the Bengkulu City Regional People's Representative Council (DPRD) regarding the ratification of the regulation.

External strategic factors threaten the development of ecotourism potential in the coastal area of Bengkulu City with a high category. This shows that the threats faced in the development of ecotourism potential in coastal areas are in the high category. Therefore, the Bengkulu City Government needs to pay serious attention to the various threats that exist, so as to be able to maximize the opportunities that exist.

The highest threat is the existence of various trade stalls of the local community which open up opportunities for the growth and development of immoral acts (immorality) as an implication of the lack of attention of the Bengkulu City Government. Therefore, the Bengkulu City Government for the future will need to carry out a number of raids that are carried out regularly and periodically, especially at night on various existing stalls. The local government also needs to tidy up the existence of these stalls by providing a policy in which areas the community is allowed to set up lapak, because if the local government "forbids" the community to establish trading stalls, this action will kill their livelihoods, which on average are indeed depend on their business.

The lowest threat is a poor management system in the management of the coastal area of Bengkulu City by human resources working in Disparekraf. Therefore, the Regional Personnel Agency (BKD) of Bengkulu City needs to place a number of civil servants who are professional (reliable and competent in the field of tourism) and proportional (adequate in number), so that the management of ecotourism

in the coastal areas of this city for the future can be carried out effectively, optimally.

Conclusions

1. The position of the ecotourism potential of the coastal area of Bengkulu City is as follows

- a. The internal conditions (strengths and weaknesses) of ecotourism in the coastal area of Bengkulu City indicate that the strength of developing the ecotourism potential of the coastal area of Bengkulu City is greater than the existing weaknesses. The three highest strengths include (1) the availability of restaurants and restaurants with adequate numbers and facilities; (2) the availability of hotels with adequate numbers and facilities; and (3) strategic location of natural attractions, various types, and relatively large numbers. The three lowest weaknesses include (1) international flights that make it easier for foreign tourists to directly visit Bengkulu City; (2) accessibility of public transportation with adequate amount; and (3) accessibility of public transportation with representative quality.
- b. External conditions (opportunities and threats) of ecotourism in coastal areas of Bengkulu City indicate that the opportunities for developing ecotourism potential in coastal areas of Bengkulu City are smaller than the existing threats. The three highest opportunities include (1) the elimination of visit visas for foreign tourists; (2) promotion of various tourist attractions in coastal areas via the internet; and (3) relatively large number of holidays. The three lowest threats include (1) lack of community participation in preserving coastal areas; (2) lack of knowledge of the public and tourists on the importance of nature conservation; and (3) the potential for pollution in coastal areas due to the lack of awareness of tourists in preserving nature.

2. Determination of the strategy for developing the ecotourism potential of the coastal area of Bengkulu City using the SWOT matrix which is an advanced analysis of the IFAS Matrix and the EFAS Matrix, so that four strategies are produced in determining the strategy for developing ecotourism potential in the coastal areas of this city including the SO strategy, namely developing strategies in utilizing strengths to maximize opportunities; W-O strategy, namely developing strategies to take advantage of opportunities to overcome weaknesses; ST strategy, namely developing strategies in utilizing strengths to avoid threats; and W-T strategy, namely developing strategies to reduce weaknesses and avoid threats.

Suggestions

1. The Bengkulu City Government needs to give serious attention by making various efforts and actions to minimize the threats that exist in the development of ecotourism areas in the coastal area, especially for the biggest threat, namely the existence of merchant stalls that open up opportunities for immoral actions (immorality) by carry out raids and take firm action against lapak traders (owners).
2. The Bengkulu City Government needs to implement all S-O-oriented strategies in an effort to utilize all the strengths possessed by various coastal ecotourism

potentials by maximizing all existing opportunities. The ultimate goal is that all forms of potential possessed by various tourist attractions around the coastal area can be developed optimally and of course be able to compete with other areas that rely on the beauty and attractiveness of coastal areas in the field of tourism.

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