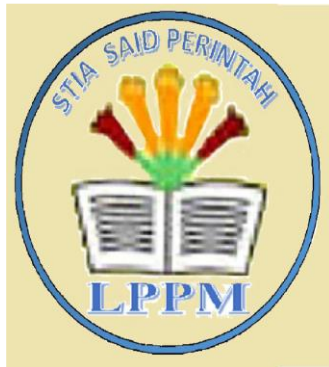

Public Policy: Jurnal Aplikasi Kebijakan Publik dan Bisnis

Analysis of Drivers and Barriers to Ecotourism Development

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LPPM STIA Said Perintah

Volume 5, No. 2, September 2024

<https://stia-saidperintah.e-journal.id/ppj>

Received; 2024 - 05 - 24

Accepted; 2024 - 07 - 05

Published; 2024 - 07 - 10



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Abstract

This study aims to integrate various aspects of ecotourism development and evaluate development strategies, specifically focusing on Lake Uter ecotourism. It employs descriptive methods with both qualitative and quantitative approaches. Data collection involved literature study, observation, interviews, and documentation, utilizing sources like books, journals, the internet, and other relevant documents. Data were analyzed using the Miles and Huberman model. The findings reveal that the driving factors for the development of Lake Uter ecotourism are its uniqueness, support from the Maybrat district government, and community backing. Conversely, the inhibiting factors include the local government's low prioritization of the tourism sector, limited tourism human resources, and the absence of investors in the development of Lake Uter Ecotourism.

Keywords : *Driving Factors, Inhibiting Factors, Development, Ecotourism*

Introduction

Tourism in Indonesia serves as an important means to enhance economic progress, both locally and globally, due to Indonesia's abundant natural resources and its status as an attractive global tourist destination, thanks to its geographical, ethnic, and cultural diversity (Wattimena et al., 2024). The development of tourism not only focuses on its natural potential but also the preservation of the nation's culture by utilizing and conserving every tourism potential, thus creating a unique and authentic attraction. Local governments view the development of the tourism sector as strategic in developing the local economy in line with existing potentials (Aliansyah & Hermawan, 2019), with a positive response from the community due to the perceived business potential from tourist visits.

Tourism development aims to enhance the economic growth of communities through planned and structured efforts. Policies, strategies, and tourism development programs should align with the direction of national tourism development policies to stay focused on the primary objectives. Sustainable tourism development should integrate ecological, social, and economic aspects (K. Handayani et al., 2022). Small-scale approaches with local management that benefit the wider community are highly recommended. Ecotourism not only benefits local communities but also directly contributes to conservation activities.

Unlike conventional tourism, ecotourism emphasizes the sustainability of natural resources and the environment as primary issues in human life (Regina Rosita Butarbutar, 2021). This is driven by increasing human dependence on natural resources and the environment and growing public awareness of the need for environmental protection. With its thousands of islands, natural richness, and potential natural beauty, Indonesia has significant potential in the tourism sector. Natural beauties such as beaches, lakes, seas, and diverse cultures and traditions make the tourism sector highly attractive to local and international tourists. One potential natural beauty spot for tourism is lakes (Kanath & Budiyanthi, 2018). Lakes, with their combination of water and natural beauty, offer an appealing natural ambiance.

The lake is vital to tourism development (Dwi Bayu Prasetya & Ansar, 2017). Maybrat Regency in West Papua boasts abundant natural beauty, including Lake Uter, which has been managed as a natural tourist attraction since 2022 by the local government.

Situated in the Aitinyo District, Lake Uter's unique appeal lies in its surrounding mountains, diverse flora and fauna, and clear water. This potential supports regional and national economic development through nature tourism.

The phenomena related to ecotourism at Lake Uter include biodiversity, natural beauty, and cultural significance, which attract tourists and researchers alike, while also offering the potential for environmental conservation and economic benefits to the local community. This research is significant for identifying both supporting and inhibiting factors in ecotourism development, such as government and community support, as well as constraints like human resource limitations and investment deficits. Preliminary data is available from literature reviews, governmental and NGO reports, field observations, and community feedback used to analyze the conditions and development strategies for Lake Uter ecotourism.

Research on ecotourism development in various areas highlights tourism products, tourist perceptions, the roles of management and local communities, and development strategies. Hendrimon Syadri, (2016) the Lake Gunung Tujuh area has excellent tourism attraction potential but lacks amenities and accessibility. Its development strategy includes green corridor planting, enhancing the creative economy of the community, and socialization activities. Fitri, (2017) indicates that Danau Kembar in Solok Regency requires attention to cleanliness, security, arrangement, and facilities. Ardiansyah & Gema Maulida, (2020) identified the potential of Danau Mawang and developed infrastructure development strategies. Meanwhile, Butarbutar & Soemarno, (2013) highlighted the environmental impacts of ecotourism and alternative solutions to reduce these impacts. In conclusion, ecotourism development requires collaboration from all stakeholders while considering environmental sustainability and the quality of tourism facilities.

Some empirical studies also focus on the supporting factors and barriers to tourism development in Indonesia. Marlin Rosanti Mellu et al., (2018) focus on the Bola Palelo Natural Tourist Attraction, highlighting attractiveness, accessibility, and marketing as supporting factors, while infrastructure and governance are barriers. Maulana R.f., (2022) research in Tanjung Kait Beach found village government support and beautiful scenery as supporters, with land ownership and lack of facilities as barriers. Widiastuti & Nurhayati, (2019) studied Nganggring Sleman Tourism Village, highlighting community awareness and

government support as drivers, with limited human resources and conflicting interests as barriers. Ismail (2020) focused on tourism development strategies in Papua Province, with findings related to traditional management, lack of promotion, high migration, and the need for strategies to preserve natural resources and enhance the economic impact of tourism.

The review of these empirical studies indicates research gaps that, as identified by Ferdinand, (2016) could drive deeper research. These research gaps include the need to integrate all highlighted aspects such as amenities, accessibility, cleanliness, security, and infrastructure into a holistic conceptual framework. It is also crucial to delve into the role of local communities in enhancing the creative economy and environmental preservation. Further empirical evaluation is needed for proposed development strategies to ensure their effectiveness in achieving sustainable goals.

Based on the above knowledge and the identified research gaps, this study aims to fulfill the need for a comprehensive integration of ecotourism development aspects and evaluation of development strategies, focusing on the development strategies and factors influencing the development of Lake Uter ecotourism. It is hoped that the results of this study will contribute to the balanced development of Lake Uter ecotourism, aligning economic development, environmental sustainability, and tourist satisfaction.

Theoretical Study

Ecotourism Concept

According to Law Number 10 of 2009, the allure of natural tourism encompasses uniqueness, beauty, authenticity, and natural wealth which are the goals of tourists. Ecotourism, as part of sustainable tourism, focuses on environmental preservation. Ecotourism also involves the utilization of natural resources as unique and diverse tourism assets, introducing local culture, and emphasizing community participation in environmental management. Several scholars have defined ecotourism in various ways, including; Epler Wood, (2002) regards ecotourism as part of sustainable development involving community participation. Li in Baksh et al., (2012) emphasizes ecotourism as environmentally friendly activities supporting biodiversity conservation. Oka A. Yoeti, (1997) refers to ecotourism as environmentally conscious tourism involving local residents in preserving nature. Overall,

ecotourism emphasizes environmental preservation, conservation, education, and enhancing the welfare of local communities.

Ecotourism Development Strategies

Strategies are sustainable actions to meet future customer expectations. According to Jonny as cited in A. Handayani & Aris Eddy Sarwono, (2021) strategy formulation involves the company's vision and mission, analysis of internal and external environments, and the development of consistent and realistic strategies. Ecotourism development, according to Jonianton Damanik, (2006) includes Attractions: Appealing tourist sites that are non-destructive, Accessibility: Transportation and infrastructure, and Amenities: Supportive tourism facilities. Furthermore, key principles in ecotourism development, as noted by various experts, include Conservation: Preserving and protecting natural resources; Tourism: Providing experiences and satisfaction to visitors; Education: Offering educational benefits and increasing environmental awareness; Participation: Involving local communities in ecotourism development; and Economy: Providing financial benefits and empowerment to local communities.

Factors Driving and Inhibiting Tourism Development

According to Setianingsih, (2022) tourism development is driven by natural potential such as beauty and tranquility, cultural potential including local customs and traditions, as well as human potential with the unique life of the community. Spillane (1987) adds that supporting factors in Indonesia include the decreasing role of oil as a source of foreign exchange, declining non-oil export value, consistent tourism growth, and the vast potential of tourism. However, tourism development is hindered by factors such as limited community participation, low prioritization by district governments, human resource constraints, limited cooperation with investors, insufficient attractive promotion, inadequate infrastructure, and lack of maintenance of tourism facilities (Heri, 2011). Geographical constraints such as natural disasters and land ownership status also affect tourism programs, while collaboration with investors is key to overcoming financial constraints for the successful development of tourism programs in the region ((Nurhadi, 2014).

Research Method

This study employs a descriptive method with both qualitative and quantitative approaches to describe the development of Lake Uter Ecotourism and its supporting and inhibiting factors. The research is conducted at Lake Uter Ecotourism in Maybrat Regency, West Papua. The data utilized includes both primary and secondary data obtained from the field and various sources such as publications, official documents, and data from relevant institutions. Data collection methods involve literature review, observation, and unstructured interviews.

The informant selection technique in this study employs non-probability sampling using purposive sampling. Informants and respondents are chosen based on several considerations: (1) managers are selected as informants due to their direct knowledge of the conditions at Lake Uter ecotourism site; (2) tourists are chosen as informants and respondents because of their experiences visiting Lake Uter; (3) government officials, particularly from the tourism department, are included because of their role in the development and management of the Lake Uter ecotourism area.

Qualitative data analysis is conducted using the Miles and Huberman model (Miles, 2014), while strategic data analysis utilizes SWOT analysis to develop Lake Uter Ecotourism development strategies. Miles and Huberman's model is a systematic approach to qualitative data analysis involving data reduction, data display, and conclusion drawing to achieve an in-depth understanding of research findings. The results of these analyses are interpreted to formulate development strategies that align with the conditions and potential of Lake Uter Ecotourism.

Result and Discussions

Internal Condition

a. Strength

1. Lake Uter boasts a unique feature with its clear blue water

Lake Uter stands out as a tourist destination due to its captivating natural uniqueness. Situated amidst hills and mountains, it features clear blue water and refreshing cool air, offering breathtaking views. Interviews with tourists and local managers (Mrs. E and Mr. Y) reaffirmed the special allure of Lake Uter, particularly

its rare clarity in the region. This uniqueness not only charms visitors but also influences visitation rates, aligning with the theory that tourist attractions are influenced by uniqueness, authenticity, and scarcity. Lake Uter inspires and adds value to tourists, strengthening their interest in visiting and enjoying its beauty.

2. The beautiful and pristine natural scenery

Utilizing nature for tourism presents challenges for the surrounding communities in maintaining the sustainability of the natural, serene, beautiful, and clean environment. Danau Uter, situated amidst mountains and valleys, showcases a natural and clean environment. This statement is echoed by tourists (Mrs. E and Mr. Y), affirming the freshness and cleanliness of this area, while the tourism manager (Mr. M) establishes rules to preserve the environment. Danau Uter, as an ecotourism area, successfully attracts visitors while upholding conservation principles, crucial for preserving and protecting the existing natural resources, in line with the principles of ecotourism and sustainability as articulated by (Razak et al., 2017).

3. Comfort and security ensured for tourists

Safety and comfort for tourists in tourist areas are crucial in influencing their decision to visit the destination. The characteristic conditions of the local community, such as in Aitinyo village known for its friendliness and politeness, have a positive impact on the sense of safety and comfort for visitors, as expressed by Mr. F and Mr. L. This factor aligns with the principles of safety and comfort in tourism, which encompass all aspects of a tourist's journey from start to finish. The responsibility of local governments and tourism managers to create a safe, friendly, and high-quality environment not only affects the visitor experience but also contributes to the growth of visitor numbers and strengthens social ties with the local community.

b. Weakness

1. Limited tourism human resources

The local government of Maybrat Regency acknowledges the limited human resources in tourism, especially in terms of graduates in Tourism and English Language studies. This is reflected in interviews with the head of the Tourism Office of Maybrat Regency, who mentioned plans to provide special scholarships in the

field of Tourism and English Language to address this limitation. This initiative is expected to enhance the quality of tourism services in the Danau Uter ecotourism area. Furthermore, improving the quality of human resources in tourism is seen as a key factor in the development of the tourism sector, in line with the views of several researchers such as Evans et al., (2012), Setiawan, (2016), and Gamal Suwanto, (1997), who emphasize the importance of human resources in the tourism industry.

2. Lake Uter's lack of recognition

Tourism is not only important for specific groups but also for society at large. Effective promotion is crucial to make the potential and attractions of tourism more widely known and appealing to tourists. However, observations and interviews indicate that Danau Uter is still not widely known, with the majority of visits coming from residents. The lack of promotion is a major factor, as stated by the head of the tourist site management, and this is a weakness that needs attention from the Maybrat Regency government. The development and promotion of tourist attractions need to be enhanced to increase visits, support the local economy, and play a significant role in driving both local and national economies, in line with the views of Ashoer, (2021) on the strategic role of the tourism sector in the economy of a region or country.

3. Limited marketing strategies

Marketing strategies for tourist attractions, such as Ekowisata Danau Uter, are crucial to being well-known both domestically and internationally. Although this tourist attraction is widely known through social media, the Maybrat Regency government has not been active in marketing through technology or billboards at the entrance of ports or airports. The lack of public awareness about Danau Uter indicates a deficiency in marketing strategies, which rely solely on social media. This highlights the need for more effective marketing strategies to sustainably develop tourist attractions, which can increase visits and have a positive impact on the local economy, in line with the views of Ashoer, (2021) on the importance of marketing activities in tourism.

4. Limited accommodation options such as homestay

Accommodation plays a crucial role in tourism as it influences the length of stay of tourists in a particular area. In the Ekowisata Danau Uter area, there are several homestays available, and some are still under construction. However, some tourists also stay in local homes if homestays are fully booked, indicating an unmet need for accommodation. Interviews with visitors and the head of the tourist site confirm the need for more accommodation in the area to support tourism activities, aligning with research showing that accommodation positively impacts tourist satisfaction and their length of stay in tourist destinations.

5. Lack of restaurants or eateries around the tourist area

The availability of restaurants or eateries around tourist attractions is crucial in meeting the needs of tourists and enhancing their satisfaction. However, in the Ekowisata Danau Uter area, there are no adequate restaurants yet, leading many tourists to bring their own food or purchase it outside the area. Interview results indicate the need for restaurants in the area to improve visitor satisfaction and the local economic impact, as well as to optimize the level of visits and the length of stay of tourists in the tourist destination.

6. Limited telecommunication network

Good telecommunication networks are crucial in supporting the advancement of tourism in a region. In the Ekowisata Danau Uter area, there are limitations in the telecommunication network that make it difficult for tourists to engage in activities such as live video or phone calls in the tourist area. The managers of the tourist area hope for attention from the local government to improve telecommunication infrastructure to enhance tourists' experiences and make a positive contribution to the overall development of the tourism sector.

External Condition

a. Opportunity

1. The development of technology

Advancements in technology offer a significant opportunity to promote tourist attractions by influencing tourists' behavior through the use of digital devices

in travel planning, execution, and sharing experiences. This shift is evident in the changing consumption patterns of tourists, which are increasingly integrated with technology, as highlighted by Giat et al. (cited in Ashoer, 2021). The integration of computer technology, the internet, cloud computing, and other innovations becomes a crucial strategy for players in the tourism industry to enhance their performance and competitiveness.

2. High potential and interest from tourists

Lake Uter in Maybrat Regency is a favored ecotourism spot, particularly among locals, due to its natural beauty and tranquil setting. Visitor interviews highlight high satisfaction, suggesting potential for tourism growth and local economic benefits.

3. Role as a means of education and nature conservation

The development strategy of ecotourism supports environmental conservation by integrating tourism with the preservation of natural resources. This approach promotes conservation awareness and fosters local identity and pride in cultural heritage. Ecotourism at Lake Uter leverages the lake's beauty and surrounding habitat for sustainable preservation, offering learning and research opportunities for scholars, students, and researchers, thereby contributing to both the development of Lake Uter's ecotourism and broader environmental awareness.

4. Increasing trend in nature tourism

The desire for vacations often correlates with one's local climate and environment. Residents of hot or polluted areas often seek destinations with cooler climates and cleaner environments for relaxation and fresh air, particularly heightened during the pandemic. Natural tourist attractions have become preferred for their ability to provide both enjoyment and preservation of nature. Ecotourism goes beyond appreciating nature by integrating efforts to conserve it, playing an active role in sustainable tourism development (Haryanto, 2014). The high growth of ecotourism, as highlighted in the World Travel Tourism Council (WTTC) report cited in Hijriati & Mardiana, (2014), shows a shift in traveler trends towards more authentic and sustainable nature experiences.

5. Support from the Maybrat Regency government

The government plays a crucial role in tourism development and management by providing infrastructure, coordinating with the private sector, regulating activities, promoting destinations, and managing resources. Maybrat Regency in West Papua boasts substantial tourism potential with its natural beauty, including mountains, lakes, and other attractions. Developing the tourism sector here is expected to boost Regional Original Revenue (PAD) and provide a significant economic boost to the local economy.

b. Threat

1. The rainy season conditions exacerbate road access

Climate change impacts tourism by disrupting travel patterns and damaging infrastructure. Unstable weather and natural disasters reduce tourists' interest, while extreme temperatures and high rainfall hinder business operations. At Lake Uter, the rainy season makes roads slippery, decreasing tourist visits despite the lake's appeal. Adaptation strategies, like weather-resistant infrastructure, are essential for the tourism industry.

2. Low tourist visitation rates

Tourist decisions are influenced by factors like personality, destination attractiveness, resources, distance, environment, costs, and accommodation. At Lake Uter, visits remain low due to inadequate facilities and infrastructure, especially accommodation. Improving these is crucial. The government should consider tourist characteristics and enhance tourism facilities and infrastructure to boost interest, and comfort, and provide memorable experiences (Yoeti, 2009).

3. Presence of competing tourist attractions near the area

Natural tourism resources attract tourists, but developing attractions face competition from nearby destinations. For instance, Lake Uter's ecotourism competes with Mount Petik Bintang and Framu Lake in the Maybrat Regency, posing a threat as tourists might prefer other unique attractions. Intense competition makes it challenging to draw visitors, so effective marketing strategies and competitive offerings are needed to increase tourist visits.

SWOT Analysis

After analyzing internal and external conditions, the next step is to calculate the weights of internal and external factors to determine the strategic development quadrant that is considered urgent to implement. The calculation of these factor weights is done by tabulating IFAS - EFAS scores (Internal - External Strategic Factor Analysis Summary). The results of the analysis are as follows.

Internal Factors (Strengths and Weakness)

		Strategic Factor	Weight	Rating	Score
Strengths	1	Unique feature (clear blue water)	0,3	4	1,2
	2	The scenic natural environment is cool, beautiful, and clean	0,4	4	1,6
	3	Assured safety and comfort in the tourism area	0,3	3	0,9
Total			1,0		3,7
Weakness	1	Limited tourism human resources	0,1	1	0,1
	2	Lake Uter's lack of recognition	0,1	1	0,1
	3	Limited marketing strategies	0,2	1	0,2
	4	Limited accommodation options such as homestay	0,2	2	0,4
	5	Lack of restaurants or eateries around the tourist area	0,2	1	0,2
	6	Limited telecommunication network	0,2	2	0,4
Total			1,0		1,4
Score Values - IFAS					2,3

Source; Primary data, (2024)

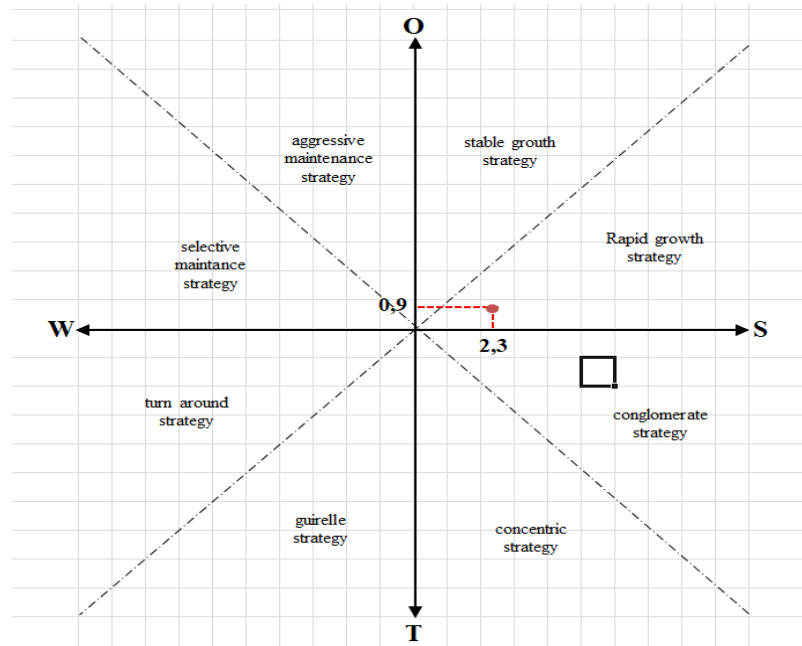
External Factor (Opportunity and Threat)

		Strategic Factor	Weight	Rating	Score
Opportunity	1	The development of technology	0,2	3	0,6
	2	High potential and interest from tourists	0,2	3	0,6
	3	Role as a means of education and nature conservation	0,2	4	0,8
	4	Increasing trend in nature tourism	0,2	3	0,6
	5	Support from the Maybrat Regency government	0,2	3	0,6
Total			1,0		3,2
Threat	1	The rainy season conditions exacerbate road access	0,4	2	0,8
	2	Low tourist visitation rates	0,3	2	0,6
	3	The presence of competing tourist attractions near the area	0,3	3	0,9
Total			1,0		2,3
Score Values - EFAS					0,9

Source; Primary data, (2024)

To determine the strategic quadrant with high priority and urgency for immediate implementation, the X and Y axis formulation is used. The X-axis represents EFAS (Opportunities - Threats), and the Y axis represents IFAS (Strengths - Weaknesses), expressed in values according to the scoring results. The results are shown in the following diagram.

Graph Position of SWOT Analysis Quadrants



Source; Primary data, (2024)

Based on the quadrant positioning formulation in the above graph, the urgent strategy for the development of Lake Uter ecotourism is located in quadrant I, between external opportunities and internal strengths (growth strategy). This strategy is designed to increase the number of tourists by enhancing visit frequency, diversifying tourist origin areas, improving tourism assets, infrastructure, and supporting facilities, as well as revenue from entrance fees and tourist spending. The strategy, known as the Rapid growth strategy, leverages the "uniqueness" of Lake Uter as a strength factor to maximize all available opportunities. Based on the SWOT analysis, several strategies have been formulated by integrating internal factors (strengths and weaknesses) and external factors (opportunities and threats) to develop Lake Uter ecotourism optimally.

SWOT Matrix Analysis

<p style="text-align: center;">Internal Factor</p>	<p>Strength (S)</p> <ol style="list-style-type: none"> 1. Unique feature (clear blue water). 2. Scenic natural environment, cool, beautiful and clean. 	<p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Limited tourism human resources. 2. Lake Uter's lack of recognition. 3. Limited marketing strategies. 4. Limited accommodation options such as homestay. 5. Lack of restaurants or eateries around the tourist area. 6. Limited telecommunication network.
<p>External Factor Opportunities (O)</p> <ol style="list-style-type: none"> 1. The development of technology. 2. High potential and interest from tourists. 3. Role as a means of education and nature conservation. 4. Increasing trend in nature tourism. 5. Support from the Maybrat Regency government. 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Introducing the uniqueness and beauty of Lake Uter using technology. 2. Transforming Lake Uter ecotourism into an area for education and conservation. 3. Introducing the socio-cultural aspects of the local community. 4. Enhancing tourism development with ecotourism principles at Lake Uter. 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Enhancing Tourism Human Resources through socialization, training, and education. 2. Improving Lake Uter ecotourism marketing strategies using technology. 3. Developing infrastructure and facilities supporting tourism.
<p>Threats (T)</p> <ol style="list-style-type: none"> 1. The rainy season conditions exacerbate road access. 2. Low tourist visitation rates. 3. Presence of competing tourist attractions near the area. 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Establishing safe accessibility for tourists guided by ecotourism principles. 2. Promoting the ecotourism area through sea, land, and air entrances and leveraging technology. 3. Maintaining the area's image. 4. Providing tourism destination elements including attractions, facilities, infrastructure, transportation, and hospitality to compete with other tourist attractions. 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Preparing and involving Tourism Human Resources in the development of the ecotourism area. 2. Promoting and enhancing the marketing strategy of Lake Uter's ecotourism using technology. 3. Preparing all tourism destination elements and delivering excellent services.

Source; Primary data, (2024)

Factors Driving and Inhibiting the Development of Lake Uter Ecotourism

The development and expansion of Lake Uter ecotourism by the Maybrat Regency Government require mature planning and policies to enhance local revenue through the tourism sector. In this process, there are driving and inhibiting factors that influence the development of ecotourism.

a. Factors Driving the Development of Lake Uter Ecotourism

1. Unique features possessed

According to Law Number 10 of 2009, natural tourist attractions are defined as everything that possesses uniqueness, beauty, authenticity, and value in the form of diverse natural wealth that attracts tourists. The uniqueness and beauty of Lake Uter, such as its beautiful natural scenery, cool air, and clear blue water, are its main attractions. This aligns with the statement from the Head of the Tourism Office of Maybrat Regency, emphasizing that the development of Lake Uter as an ecotourism destination is part of the vision to make Maybrat a national tourism destination based on culture and natural potential.

2. Government support

The tourism policy formulated by the Maybrat Regency government aims to enhance the local economy through the development of Lake Uter ecotourism. Government involvement is considered crucial due to the economic and socio-cultural impacts stemming from tourism development. The government hopes that this policy will boost the local economy and promote Maybrat tourism on a broader scale.

3. Community support

The support of the Aitinyo village community is crucial in the development of Lake Uter ecotourism. The local community demonstrates its support by preserving the environment and ensuring the safety of tourists. They believe that this ecotourism initiative has had positive impacts on the economic and socio-cultural aspects of the community, and with their active participation, the development of ecotourism is expected to proceed smoothly.

Based on interview results, it is evident that the local community strongly supports the presence of Lake Uter ecotourism by safeguarding and protecting the area and providing a sense of security to tourists, thereby making them feel comfortable and interested in returning for visits. Community support is a guarantee of the success of tourism development, alongside the inherent attractiveness of the tourism site itself.

b. Factors Inhibiting the Development of Lake Uter Ecotourism

1. Lack of prioritization by the Maybrat District Government in tourism sector development

The development of Lake Uter ecotourism faces several major obstacles that hinder its growth. One of the biggest factors is the lack of prioritization by the Maybrat District Government in the tourism sector. Although the government plays a crucial role in providing infrastructure, facilities, and promotion to support tourism, their current focus is on developing the new district spatial planning. This has led to suboptimal budget allocation for tourism development, resulting in a lack of supporting facilities and infrastructure such as accessibility, transportation, and accommodation.

2. Low quality of human resources (HR) in tourism in Maybrat District

The second factor hindering development is the low quality of human resources (HR) in the tourism sector in Maybrat District. Low levels of education and training prevent tourism HR from meeting the needs of tourists, which negatively impacts the management and services at Lake Uter. The Head of the Tourism Office, Mr. Y, stated that the presence of well-trained and quality tour guides is crucial to enhancing tourists' experiences and visits to the area.

3. Absence of involved investors

Furthermore, the lack of involvement from investors in the development of Lake Uter ecotourism is also a significant hindrance. Private sector investment is crucial for the development of adequate infrastructure and facilities, as well as the growth of creative economic ventures around the tourist attraction. However, to date, there has been no interest from investors, thus hindering the development of Lake Uter ecotourism due to financial constraints. Collaboration with investors is

expected to address these cost-related challenges and drive progress in the tourism sector in the Maybrat District.

Conclusion

The analysis of Lake Uter's development strategy reveals SO, WO, ST, and WT strategies that could be utilized by the Maybrat District government. Driving factors include the uniqueness of Lake Uter, and government and community support while hindering factors encompass a lack of development priority, low-quality Tourism Human Resources (HR), and minimal investment.

SWOT-based development strategies emphasize leveraging strengths and opportunities, along with mitigating weaknesses and threats. Driving factors such as beauty and government support need to be maximized. However, challenges like low prioritization and subpar HR quality must be addressed to realize Lake Uter's full potential as an attractive and sustainable ecotourism destination.

Recommendations

Theoretically, research indicates that the lack of investors is a hindering factor in the development of Lake Uter's ecotourism. The suggestion provided is to conduct further research to understand the factors preventing investor involvement in its development. Practically, the Maybrat District government needs to focus on developing Tourism Human Resources (HR) and enhancing Lake Uter's visibility as a tourist attraction. Practical suggestions include improving the qualifications of Tourism HR through training, education, and socialization. The government also needs to prioritize the vision and mission of tourism development in the area to effectively achieve ecotourism development goals.

The research limitations stem from its reliance on qualitative data, potentially limiting a comprehensive representation of all relevant perspectives, particularly those of investors and other stakeholders. Future research should delve deeper into the barriers hindering investor involvement in Lake Uter's ecotourism development and conduct quantitative studies to assess the economic potential of ecotourism projects there. Compared with other ecotourism destinations could also provide valuable insights for enhancing tourism infrastructure and attractiveness at Lake Uter.

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