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Tourism Development Strategy of Mangrove Forest in Langadai Village, Kotabaru

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ABSTRACT

The basic concept of tourism development strategy mangrove forest is reviewing the state of observation in the area of mangrove forests, perceptions and preferences of society and local government, and the use of SWOT analysis. This study aims to determine the development strategy of mangrove forest tour in the village Langadai Kelumpang Hilir Subdistrict, so mangrove well then expected to implement development programs and the development of an integrated strategy between the conservation of natural resources with economic development in a sustainable society. The application of the concept of travel in the area of mangrove forest ecosystems in general is expected to reduce the rate of destruction of these areas by the public. Processing method used is the analysis of the potential landscape and strategy development SWOT analysis. Analysis of the data elements of the landscape each focal point of the model pengharkatan done that is by scoring according to the criteria assessment landscape elements that have been modified. While the SWOT analysis is a technique for identifying problems based on potential or strengths and weaknesses to address and respond to the opportunities and threats. So that the analysis results can be used as a basis for the development of mangrove forest tour in the village Langadai Kelumpang Hilir subdistrict in the future. Based on the results of the assessment landscape mangrove forest tour in the village Langadai Kelumpang Hilir Subdistrict is in the range of 19-33 which means to have a high quality, so it has the potential to be developed as the natural attractions. Based on the results of this study resulted in several recommendations that include: Completing the supporting infrastructure of natural traveled activities such as: roads, bridges, gazebo, fishing, sanitary facilities, public toilets and others. Promotion to the public both in the region and outside the region. The government should make the rules tight areas in the preservation of nature and fully supported by the community. Improving the quality of management of natural attractions integrated manner.

Keywords: Mangrove Forests, Tourism, Potential, SWOT Analysis

1. Introduction

Background

Tourism is a development model tourism that respects natural rules by implementing integrated development and preservation programs between the efforts to conserve natural resources with sustainable economic development in the community. The application of the concept tourism in the ecosystem mangrove forest, in general, it is expected to reduce the level of destruction of the area by the community and influence the economic improvement, with tourism will provide an alternative source of income for the community around the area and increase income then contribute to increasing regional economic growth.

The application of a tourism system in the mangrove's ecosystem is an approach in the sustainable use of these ecosystems. Activities of ecotourism are effective alternatives for the tackle environmental problems in this ecosystem such as the level of excessive exploitation by the community, creating economic alternatives for the community.

Formulation of the problem

1. What are the potential and tourist attractions and the assessment of the landscape in the mangrove area in Langadai Village, Kelumpang Hilir District?
2. What are the preferences and perceptions of the parties regarding the development of mangrove forest tourism?
3. What is the strategy for developing sustainable tourism for mangrove forests in Langadai Village?

Objectives and Benefits of Research

1. Identify the potential of tourism attractions and assess the landscape assessment in the area and surrounding mangrove forests in Langadai Village, Kelumpang Hilir District.
2. Assess the preferences and perceptions of the parties towards the development of tourism mangrove forest.
3. Formulate the recommendations on developing tourism mangrove strategies
 - a. Science, which mean the results of this study can be used as a reference in developing sustainable mangrove tourism location models.
 - b. The community and investors, the results of this study will determine how much development is used in mangrove tourism in Langadai Village.
 - c. As a reference material in formulating various policies in planning and managing mangrove tourism in Langadai Village.

2. Research Methods

Place and Time of Research

The research was conducted in Langadai Village, Kelumpang Hilir District, Kotabaru Regency. The study was conducted in the tourist area of the mangrove forest. The time needed to carry out this research is approximately 5 (five) months, starting from March 2016 which consists of field data collection activities, data processing up to the preparation of thesis reports.

Research Tools and Materials

- 1) Computer set for making thesis and maps
- 2) Cameras for documenting of tourism objects and attractions
- 3) A set of writing instruments
- 4) Questionnaire to find out the characteristics, perceptions, participation, and wishes of the community.

The materials used in this study are thematic digital data, primary data and other secondary data. This research begins with a secondary data retrieval process.

The technique of collecting the data

1. Analysis of landscape potential

Analysis of landscape element data for each center of attention was carried out with a rating model that is by giving a score according to the assessment criteria of the modified Leopold landscape. The results of the assessment of each component will be obtained a total value and tabulated according to the ranking. A center of attention that has a high score means that it has a high landscape appeal too. How to find out the visual potential of the location is done by assessing visual potential based on the parameters of the Bureau of Land Management (Sunarto, 1994). Units that have the highest score means the highest priority is to be developed into an intensive use area.

2. Analysis Development Strategy SWOT (Strength, Weakness, Opportunity and Threat)

Determination of priority strategies in developing mangrove tourism using an analytical approach SWOT (*Strength, Weakness, Opportunity and Threat*) based on internal factors and influencing external factors.

Identifying problems in regional development is done through analytical methods SWOT (*Strength, Weakness, Opportunity and Threat*) qualitatively descriptive. SWOT analysis is systematic

identification of various factors to formulate the company's strategy. This analysis is based on logic that can maximize weaknesses (*Weaknesses*) and (*Threats*) (Rangkuti, 2005)

Before making a SWOT matrix, external strategy factors are first determined (EFAS) and internal factor strategy (IFAS) determined in the following way (Hunger & Wheelen 2003) and Rangkuti (2006):

1. Arrange columns 1 (5 until 10 opportunities and threats).
2. Each factors in columns 2 given weights starting from 1,0 (very important), until 0,0 (not important) based on the effect of these factors on the development of mangrove ecotourism in Langadai Village.
3. Calculate the rating in column 3 for each factor by giving the scale from 4 (the best) until 1 (bad) based on the effect of these factors on the development of mangrove ecotourism. Rating values for opportunity factors are positive. Greater opportunities are given +4, if the opportunity is small given a rating +1. The rating value for the threat factor is the opposite, it means if a large threat is rated 1, if it is a little the rating is 4.
4. Multiplying the weight in column 2 with the rating in column 3, to obtain the weighting factor in the column 4. The result is a weighting score for each factor whose values from 4,0 (the best) until 1,0 (below average).
5. Use column 5 to comment or note why certain factors are selected and how the weighting score is calculated.
6. Add the weighting score in column 4 so that the total weighting score is obtained, which shows how the unit of analysis reacts to the factor.

Tabel 3. Matriks SWOT

	Internal			Strengths			Weakness		
				Determine	5-10	internal	Determine	5-10	internal
External				strength factors			weakness factors		
Opportunity				STRATEGY (S - O)			STRATEGY (W - O)		
Determine 5-10 external opportunity factors				Creating strategies that use strength to take advantage of opportunities			Creating strategies that use weakness to take advantage of opportunities		
Threats				STRATEGY (S - T)			STRATEGY (W - T)		
Determine 5-10 external threat factors				Creating strategies that use strength to take advantage of threats			Creating strategies that use weakness to take advantage of threats		

Matrix SWOT in table 3 produces four alternatives:

- a) Strategy SO : Creating strategies that use strength to take advantage of opportunities
- b) Strategy ST : Creating strategies that use strength to take advantage of threats
- c) Strategy WO : Creating strategies that use weakness to take advantage of opportunities
- d) Strategy WT : Creating strategies that use weakness to take advantage of threats

3. Results And Discussion

Landscape potential

The results of the inventory and assessment and scoring refer to the criteria for the level of visual quality with the parameters of the Bureau of Land Management:

Table 8. The results of the assessment of the potential of the tourist landscape of the Mangrove Forest in Langadai Village, Kelumpang Hilir District

No	Landscape Component	Landscape Components on tourist sites of Mangrove Forests
1	Form of land	1

2	Vegetation	5
3	Water	5
4	Colour	5
5	View	5
6	Scarcity	1
7	Modification	1
8	Fauna	5
Total		28
Quality Level Criteria Visual		

Source : Management of primary data and secondary data (2016)

Visual quality criteria:

- Value 19 - 33, class A (high quality)
- Value 12-18, class B (medium quality)
- Value 0 - 11, class C (low quality)

Analysis Strategy for Tourism Development

SWOT analysis is a qualitative analysis used to identify various factors systematically to formulate a strategy for an activity. This analysis is based on logic that can maximize the strength and opportunity of an activity, which can simultaneously minimize weaknesses and threats (Rangkuti 2006).

Based on information and research at the location, the SWOT analysis is obtained as follows :

1. Strengths

- Have natural tourist attractions and still nature
- There is support from the community and several companies for the development of tourism in mangrove forest tourism both in terms of development and socialization
- Availability of road access to tourist attractions
- The community were friendly and their can accept visitors who come

2. Weakness

- Limited sources of funds because the allocations from both the central and regional levels do not yet exist because they are still in the planning stage of tourism development.
- The structure of the road to the tourist attractions is still a lot of damage so it is dangerous for road users
- There is no public transportation to get to the tourist spot

3. Opportunity

- The existence of community support in the form of perceptions and desires to participate in the Mangrove Forest tour in Langadai Village, Kelumpang Hilir District
- Increase the income of people around tourism objects
- The thought of managing and developing mangrove forest tourism in Langadai Village so that it can be developed into one of the sources of regional income

4. Threats

- Inadequate facilities and accessibility
- The quality and quantity of natural resources has decreased.
- Travel competition between regions

Table 11. Analisis faktor internal dan eksternal (IFAS dan EFAS) pengembangan Wisata Hutan Mangrove di Desa Langadai Kecamatan Kelumpang Hilir

Internal Strategi Factor Analisis Summary (IFAS)				
Internal Factor	Bbt	Rtg	Bbt x Rtg	Comment
Strength (S)				
1 Have natural tourist attractions and still come from nature	0,30	4	0,90	
2 There is support from the community and several companies for tourism development in tourism	0,15	2	0,30	
3 Mangrove forest is good in terms of development and socialization	0,15	2	0,30	
4	0,30	3	1,2	

Availability of road access to tourist attractions The community is friendly and can accept visitors who come				
Total strength (S)		0,90		2,70
Weakness (W)				
1	Limited sources of funds because the allocations from both the central and regional levels do not yet exist because they are still deep	0,10	3	0,30
2	Tourism development planning stage The structure of the road to the tourist attractions is still a lot of damage so it is dangerous for road users	0,10	3	0,30
3	There is no public transportation to get to the tourist spot	0,10	3	0,30
4	There is no promotion for mangrove tourism	0,10	3	0,30
5	The unavailability of supporting facilities for location cleanliness, such as trash bins and public toilets.	0,10	3	0,30
6	The local government has not fully paid attention to natural tourism as a source of increasing community welfare and local revenue sources	0,30	1	0,30
7	Community participation is still not very helpful in preserving mangrove forest tourism in Langadai Village, Kelumpang Hilir District	0,20	2	0,40
Total Weakness (W)		1,0		2,20
Total strength and weakness (S+W)		1,90		4,90
External Strategic Factor Analysis Summary (EFAS)				
Internal Factor		Bbt	Rtg	Bbt x Rtg
Opportunity (O)				
1	The existence of community support in the form of perceptions and desires to participate in Mangrove Forest tourism objects in Langadai Village, Kelumpang Hilir District	0,40	3	1,2
2	Increase the income of people around natural attractions	0,20	2	0,40
3	The emergence of thinking to be a better manage mangrove forest tourism in Langadai Village so that can be developed into a source of regional income	0,20	2	0,40
4	Opening of jobs opportunities	0,20	2	0,20
Total of Opportunity (O)		1,0		2,2
Threat (T)				
1	Inadequate facilities and accessibility	0,40	1	0,40
2	The quality and quantity of natural resources has decreased	0,20	3	0,60
3	Travel competition between regions	0,40	1	0,40
Total of Threat (T)		1,0		1,40
Total of Opportunity and Threat (O+T)		2,0		3,60

Based on the order of the number of scores 6 from the highest to the lowest score, we found the formula 4 of the tourism development strategies of mangrove forests in the village of Langadai, sub-district of Kelumpang, downstream with the highest score being the key to success for the basis of formulating a strategy model for developing tourism for mangrove forests in the village of Langadai, Kelumpang District, downstream, the four formulas of the strategy are:

1. Complementing the supporting infrastructure of natural tourism activities such as roads, bridges, gazebos, fishing grounds, cleaning facilities, public toilets, and others.
2. Promoting the community both within the region and outside the region.
3. The government must make strict regional regulations to preserve nature and get full support from the community.
4. Improve the quality of management of natural attractions in an integrated manner.

4. Conclusion

1. The potential that can be developed from the tourism of mangrove forests in Langadai Village, Kelumpang Hilir Subdistrict for tourism development in order to add value and tourist attraction to the mangrove is by the presence of rowing boat tours, fishing grounds, Flora and Fauna Potential, and mangrove forest conservation. Assessment The tourist landscape of the mangrove forest in Langadai Village, Kelumpang Hilir District is in the range of 19-33, which means it has high quality, so that it has the potential to be developed as a natural tourist attraction.
2. The community's preference and preference of 66.48% of the majority of the community believes that what should be preserved in Mangrove Forest Tourism is natural beauty, 62.08% want to pay attention to sustainability, 42.85% want to involve the community in tourism management, 74.17 % want a homestay and traditional food that can give visitors a natural feel. Perceptions and preferences of the local government in principle support the development of Mangrove Forest Tourism in Langadai Village, Kelumpang Hilir District
3. The strategy for developing mangrove forest tourism in Langadai Village, Kerumpang Hilir Subdistrict is in the awareness of 1 (one), namely Aggressive Stress Awareness which shows that with the power possessed, tourism development in mangrove forests must be able to capture opportunities maximally while correcting identified weaknesses. The formulation of the strategy is (1) Completing supporting infrastructure for natural tourism activities such as: roads, bridges, gazebos, fishing grounds, cleaning facilities, public toilets and others; (2) Promoting the community both within the region and outside the region; (3) The government must make strict regional regulations to preserve nature and get full support from the community; (4) Improve the quality of management of natural attractions in an integrated manner.

5. Suggestion

Kerumpang Hilir Subdistrict is one of the sub-districts in Kotabaru Regency which has very good tourism potential for mangrove forests. This has become one of the business alternatives that can be developed without having damage the environment. But the development and management of tourism in Kerumpang Hilir Subdistrict is not optimal. This study produced several recommendations, which included:

1. Completing supporting infrastructure for natural tourism activities such as: roads, bridges, gazebos, fishing grounds, cleaning facilities, public toilets and others.
2. Promoting the community both within the region and outside the region
3. The government must make strict regional regulations in the community
4. Improve the quality of management of natural attractions regularly.

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