

COMMUNITY BASED WAKATOBI TOURISM MANAGEMENT STRATEGIES

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Abstract— Wakatobi is one of the areas designated as the **Top 10 Destinations of Indonesia**. Maritime tourism is the main sector of regional development. This writing aims to describe community involvement in tourism management in Wakatobi. The research method uses a qualitative approach. This study uses primary and secondary data. Data analysis is done through data reduction, data presentation, and data verification. The results of the study indicate that community-based tourism management in Wakatobi involves the government, foreign private sector, and the community. The management strategy uses the concept of ecotourism and marine conservation agreement. Both of these concepts are tourism management strategies that aim to improve the economy without damaging the environment.

Keywords— *Marine tourism, community, ecotourism*

I. INTRODUCTION

Foreign private sector plays an important role in managing marine tourism in Wakatobi. Wakatobi Dive Resort (WDR) is a private company located on Tolandano Island, Tomia District. Operation Wallacea and Hoga Island are two companies operating on Hoga Island, Kaledupa District. The management of the three was initiated since 1995, long before Wakatobi was established as a Regency. After the establishment of the Regency in 2003, the main sector of regional development, such as the private sector, was maritime tourism. Local governments in this case began to dominate management, although they could not match the private sector. The management system applied by the government is still conventional, the community has not been directly involved in tourism management.

The purpose of regional development is the prosperity of the community. As revealed by Sadyahutomo [1] that development aims to realize the comfort and welfare of the community. Government programs or self-help are efforts that can be made to realize the development goals. However, in the context of developing marine tourism in Wakatobi, the community is only an object of development. The community has not been included in tourism management. In order for the community to participate, the concept of conventional development turned to the concept of community-based tourism management. This strategy is a tourism development system that involves local communities responsibly from social and environmental aspects [2]. The transfer of concepts is an effort to give the broadest role to the community in order to contribute to tourism management. The community is encouraged to contribute in planning, organizing, directing and evaluating tourism development.

The hope is to create equity and reduce the dominance of the government and the private sector because normally, according to Judiono [3], the initial party that dominates development is the government.

The characteristics of the Wakatobi community are inseparable from the geographical conditions of the region. Wakatobi is a district consisting of four major island groups: Wangi-wangi, Kaledupa, Tomia, Binongko. The total land area reaches 823 km² while the area of the ocean is around 18,377 km². Sea areas that are wider than land affect the type of village and the pattern of livelihood of the population. Desa in Wakatobi 90% of type Coastal Village and about 50 percent of the population Wakatobi fishermen [4].

Wakatobi is located in the world's coral triangle (Coral Triangle center), a region with the potential of marine resources is high. Fish in Wakatobi is estimated to reach 900 species, 750 types of coral reefs, 32 species of mangroves, 11 species of seagrass (sea grass), 2 types of sea turtles, 12 types of cetaceans and 85 species of birds. In addition to being used as the basic capital of regional development, the central government preserves biodiversity through the establishment of Wakatobi as a national park area in 1996 which was managed using a zoning system since 1997. Zoning is a division of regions based on different functions. The division consists of no-take zones and catch-free zones. No-take zones include: core zones, maritime utilization zones, and tourism zones. Fishing-free zones cover: zone local use, general use zone and special zone land.

Understanding of zoning is needed so as not to cause errors in management. Core zones and maritime protection zones are zones designated as flora and fauna conservation areas, distinctive ecosystems, biodiversity protection, natural phenomena, natural phenomena, and cultural or historical heritage sites. Zoning causes social turmoil. Alauddin et al. [5] showed that the zoning system caused the N elayan Bajo livelihood in Lamanggau Village, which is on the island of Tolandano Island, to be disturbed because the ocean surrounding the island was designated as a tourism zone. The tourism zone includes no-take areas, can only be used for tourism activities. The zoning has caused the pattern of people's lives to change. Changes in life patterns that have been passed down through generations are conditions that are not easy to do. Continuous education is needed to reduce the negative impact of change, especially in the issue of unpreparedness of the community to switch professions. So far, the promoted efforts have been made to empower coastal communities that are oriented towards tourism management.

Tourism is a sector that is being intensively developed by various countries, including in Indonesia. Tourism is a development sector that can improve the economy and the welfare of its people. In 2015, the central government formulated an accelerated development program in 10 priority destinations. Wakatobi is one of the priority regions of Indonesia's tourism development. Although tourism is a sector that has accelerated development, the negative impact of development needs to be anticipated. Because, environmental damage affects the decline in the number of tourists. To prevent damage, the solution is to preserve the environment through management that is oriented to people's welfare without sacrificing the environment. Ecotourism or ecological tourism is the concept offered. The concept of Ecotourism is the management of tourism which preserves the environment while enhancing the economy by making people not only as objects, but also as subjects of development.

The term ecotourism in Indonesia is better known as ecotourism. Haryanto [6] explains, e-tourism is an integrated effort between enjoying the beauty of nature while preserving it. This new style of tourism management is a form of tourism that is more sustainable in an environment, boost the economy, and maintain budaya local [7]. Based on this explanation it is concluded that the management of tourism is community based is an integral part of the concept of ecotourism which focuses on conservation, improving the economy of the community independently, and preserving local culture.

Conservation is an effort that encourages the implementation of tourism activities through minimizing damage to the natural environment. The concept of management carried out is improving the economy without damaging the environment. Independent economic improvement is carried out through community empowerment programs. The community is no longer seen as an object of development, but is empowered to act as the subject of development. Through the concept of ecotourism, management strategies are directed at maintaining the value of locality so that it is not affected by the onslaught of external culture.

Environmental sustainability depends on tourism management being implemented. A sustainable environment is directly proportional to the sustainability of marine tourism in Wakatobi. By this, this paper intends to describe the involvement of the community in managing marine tourism in Wakatobi.

II. METHOD

The research method uses a qualitative approach. Qualitative methods are processes of inquiry, exploring social problems. Disclosure of the problem is based on the perspective of the informant. This study uses primary data and secondary data. Primary data is data originating from the first source in the field. The primary data obtained through interviews to the informant which consists of local government, NGOs, the National Park, and Community Leaders. Secondary data is data obtained from the second source. Secondary data The research was compiled from literature review from scientific journals, books, and from data sourced from relevant agencies. The data obtained are

then analyzed using the theory put forward by Miles and Huberman (1992), consisting of data reduction, data presentation, and data verification.

III. FINDING AND DISCUSSION

The concept of managing marine tourism is ecotourism, community-based management without destroying the natural environment. This concept is implemented in various ways in Wakatobi. Differences in the application of concepts because proponents have different backgrounds. Based on the origin of management, there are three parties who play an important role in the implementation of community-based tourism management programs in Wakatobi, namely: government, foreign private and non-governmental organizations.

The strategy undertaken by the government in order to realize community-based tourism management in Wakatobi is through the establishment of Tourism Awareness Groups (Pokdarwis). In particular, this program, according to Nasrun's research in Kapota Village (2016), was carried out in stages with the National Park (TNW). The formation of the group started from the stage of identification of potential rural by the TNW. Then the local government, through the Tourism Office, and the community work together to create supporting facilities. Furthermore, the Government and TNW conducted training and mentoring.

Community-based management began to appear felt. The community is educated to be able to become a subject in managing tourism in Wakatobi. Training held by the government and national parks has uniform ideals, develops the economy of the community without destroying the natural environment. The community is educated not only to find out how to increase income, but also to understand that the maintained natural environment is the main source that if managed properly can improve people's living standards.

This program has been implemented, but according to Nasrun [8] the level of community participation in ecotourism management is relatively low. This is due, among other things, to the information disclosure related to the development of ecotourism, the coordination and communication of weak ecotourism stakeholders, the lack of public understanding of ecotourism and the dynamics of local politics.

The Chairperson of the Wakatobi Nature Tourism Forum assessed that Pokdarwis is a community-based tourism management group that focuses on raising awareness about Sapta charm. According to him again, the Pokdarwis driving team, which is located in the sub-district then spread to the villages, has relatively the same ability so that it becomes one of the causes of the achievement of the agenda objectives. In fact, each village has diverse potential. In addition, the empowerment carried out tends to be weak because strengthening capacity is only for the head and the core management of the group, while members tend to be neglected (Interview, 05-21/2018).

Foreign private companies in Wakatobi participate in organizing community-based tourism management. The foreign private sector discussed in this paper is Wakatobi Dive Resort and Operation Wallacea. Wakatobi Dive Resort (WDR) is located in Lamanggau Village, Tolandano Island,

Tomia District. The company has been operating since 1999, four years before Wakatobi was declared a district. The community-based tourism management system is carried out by the company in the form of recruiting local employees and cooperating in conservation. Environmental conservation cooperation is based on an agreement that fishermen are prohibited from using bombs and anesthesia to catch fish, and are prohibited from doing activities around the claimed marine area, especially when the diving is underway.

Tourism management who do WDR refers to the concept of Marine Conservation Agreement (MCA) or the agreement of Local Management of Protected Areas The sea. This program is carried out in stages which begins with protecting the ecosystem, renting, then privatizing. This program, basically, aims to prevent the exploitation of resources that can cause damage to ecosystems due to human activities. After that, users of the MCA concept are obliged to compensate people who previously used the location. This program is run by WDR. This company started its work by protecting the ecosystem around Tolandono Island. Then rent, privatize and provide compensation. Compensation given by the WDR, according to Abas (interview, May 20, 2018) is in the form of money to the village government and facilitates free electricity and lights for the community. WDR implements the concept of MCA with the principle that a beautiful and maintained ecosystem will increase the selling value of tourism. While community involvement is a strategy so that people do not interfere with business interests.

Management of Operation Wallacea (Opwall) tourism on Hoga Island is different from the management of WDR. The community is empowered as a provider of home stay with around 200 houses. This concept was carried out because the company did not own land and did not establish lodging. Although the relationship built with the community is different from the WDR, but both of them adhere to the concept of the Marine Conservation Agreement and the business formula used is also the same: a beautiful and maintained ecosystem will increase the selling value of tourism.

Opwall, in 1994, was a resort where the number of tourist visits was still minimal. Opwall who realized the potential of marine Wakatobi changed the concept to a "research institute". After labeling itself as a research and conservation institution, Opwall designed an expedition that aims to protect ecosystems, conserve wildlife and identify wildlife protection areas. The expedition team consisted of academics and volunteers. The first expedition was carried out in 1995. The purpose of the expedition was to Southeast Sulawesi with Hoga Island as its center of study. The results of the expedition contributed to the formulation of the formation of the Wakatobi Marine National Park in 1996 and the establishment of Hoga Island as an internationally recognized Marine Research Center. Opwall collaborated with two professors in the fields of Marine Biology, Barnes and David. Both are in the marketing and management team. The popularity of the two professors is used to run the company. Their market segment is a student researcher around the world. This strategy is successful. The company successfully covered business activities through identifying itself as a research and conservation institution. The achievements of companies in Indonesia have encouraged Opwall to expand its operations to other countries. Currently, Opwall has

branches in 32 countries and collaborates with 53 world universities.

After the government and foreign private sector, the next community-based tourism management is formed by community self-help including the group initiated by Komunto. Komunto is an organization formed by fishermen on Tomia Island. This organization aims to improve fishermen's human resources through sustainable use of marine resources. Among the Komunto programs is implementing environmental education and creating a Fish Bank program. The program is mainly implemented before finally focusing on tourism management. The fish bank program was successfully held and after that the organization began to expand into the tourism sector. However, before entering into the issue of improving the economy through tourism, the Komunto designed efforts to prevent possible negative impacts.

The Komunto tourism management program is based on the concept of "ecotourism". The community is sought to be the subject of increasing welfare without ignoring environmental sustainability. The management awareness of ecotourism concept comes from the anxiety of fishermen who see the negative impact of management that is negligent towards environmental sustainability. Komunto realizes and educates the public that the sea is the main source of life. The reason for tourist arrivals in Tomia is to enjoy the underwater beauty. The maintained coral reefs are positively correlated with the availability of fish. Coral reefs, fish, and other marine animals are the two most sought-after objects by tourists and the Komunto fish bank program is the aspect that influences it. Komunto has not focused too much on tourism, but the principle of "protecting the environment,

The concept of ecotourism also appears from the Komunto program which initiated the "Mapping of Indigenous Areas" in Tomia. The Chairman of Komunto explained that in the past the sea was managed by custom. In the past, customary law functioned in the management of the sea. This system is known as Adati Pasi (adat coral). The control center for marine management is in huma, a house in the sea. The mapping program of the adat area will ultimately be strengthened by the regent's regulations..

IV. CONCLUSION

Maritime tourism is the main sector developed by the Wakatobi regional government. Tourism is developed through community-based management that is integrated in the concept of ecotourism. The principle of management is to improve the welfare of the community independently and maintain environmental sustainability. This management system involves the government, foreign private sector and the community. To realize community-based tourism management in Wakatobi, the Government and National Park Offices form Tourism Awareness Groups (Pokdarwis). Foreign private companies, Wakatobi Dive Resort (WDR) and Operation Wallacea (Opwall), participated in organizing community-based tourism management in Wakatobi. In its management, the two companies use the concept of the Marine Conservation Agreement (MCA) or Local Agreements for the Management of Marine Protected Areas which aim to select resources by renting, privatizing protected areas, and providing compensation to communities

who first use them. MCAs are used to prevent exploitation of resources that can cause human-caused damage. While the other purpose of this protection is to protect the environment so that tourism objects remain of high value. Although there are similarities, the management of Opwall tourism on Hoga Island is different from the management of WDR located on Tolandono Island, Tomia. The relationship between Opwall and the community is only limited in providing a home stay, while the relations built by WDR with the community are land leasing, environmental safeguards, and providing compensation in the form of money, electricity and lights to villages that are utilized by the company. The role of non-governmental organizations is to initiate community-based tourism management programs. This program was promoted by Komunto. However, before going far in the program, Komunto first ran a fish bank program. This program aims to maintain the main habitat of marine ecosystems to increase fish production.

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