



Potential Development Strategy for Creative Economy-Based Ecotourism on Sumba Island, Indonesia

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Abstract. Since the concept of creative economy-based ecotourism is so extremely rich in economic, social, cultural, and creative values, analyzing its potential and redeveloping it is very pertinent to mainland Sumba. The goal of the study was to ascertain the socioeconomic conditions of the neighborhood in the tourist village and implement a plan for transforming the research area into a tourist destination using an ecotourism strategy based on a creative economy to support the continued existence of tourist areas in the Sumba Plain as well as an economic source for tourism. The data was gathered by conducting in-depth interviews with several organizations involved in the Sumba Island tourism industry and by making observations. SWOT analysis is the method that was employed, which is descriptive-qualitative. The socioeconomic factors that could support the presence of tourists during their activities in the tourism region on Sumba Island have never been identified before, but this study is the first to do so. The findings of this study show that government initiatives are required to raise awareness of the value of nature conservation as the primary instrument for eco-tourism, as well as the necessity for community training programs to teach residents how to prepare local delicacies that are more appealing to tourists.

Keywords: Creative economy, Development Strategy, Ecotourism; Sumba Island.

1 Introduction

Economic growth is one of the economic indicators that is of concern to Indonesia. The transformation of Indonesia's economic development through economic growth is interesting to discuss and study. For Indonesia, the transformation from the agricultural sector to the manufacturing industry faces quite serious obstacles, namely the weak capital sector, skills, and entrepreneurship needed to process agricultural products. One of these obstacles is that most of the workforce still depends on the agricultural sector for their livelihood. Only a small number of farmers in the village are successful in entrepreneurship by processing agricultural products. The solution that

can be given is a transformation process that can be carried out by the community, namely jumping from agriculture to the service sector.

To increase economic growth in Indonesia, the discourse that is often discussed is the use of the concept of the creative economy. This becomes important when relating it to the context of tourism, which is motivated by aspects of arts, crafts, culture, food, history, tourist attractions, or the uniqueness of places that can be one of the supporting factors of sustainable development. In general, tourism is one of Indonesia's largest foreign exchange contributors. The demand for tourism will increase if it is supported by the ability to create, utilize, and develop the potential that exists in the region. This potential might take the shape of the community's wisdom, natural resource richness, cultural wealth, and human resource capacity to manage the potential it possesses to develop into marketable tourism products.

The Ministry of Tourism and Creative Economy/Agency for Tourism and Creative Economy (Kemenparekraf/Baparekraf) of the Republic of Indonesia continues to strive to optimize the development of the tourism sector and creative economy in Indonesia. The tourism sector has long been the backbone of the creative economy in Indonesia. The tourist industry is one of the development sectors that benefits local governments economically twice, or multiplies, by raising regional original income (PAD) and the local economy by increasing employment and revenue (Tyas Untari, 2019).

The development of tourist attractions is an effort to increase tourism in an area. However, along with the changing paradigm of world tourism, there has been a shift in orientation from mass tourism to special interest tourism. This is due to the increasing number of tourists who tend to visit the natural and cultural-based attractions of the local population. Ecotourism is one of the specialized areas of tourism (Cheia, 2013). Ecotourism is a type of responsible and sustainable tourism development that includes elements of community empowerment to boost local economies as well as education, conservation, and both ecological and sociocultural preservation. With its abundant and diverse natural resource richness, Indonesia has a lot to gain from the growth of ecotourism. To avoid harm, substantial planning and preparation must go into the execution of ecotourism. This serves as the foundation since ecotourism gives visitors the chance to visit sensitive and protected areas that have never before seen human contact.

The potential of small islands in NTT, especially Sumba Island, has been named one of the most beautiful islands in the world because they have a very exotic nature. original. Sumba Island, also known as the Earth of Marapu," has potential that needs to be maintained, cared for, and managed properly as a tourism icon. Tourist destinations can be an alternative for regional development. Sumba tourism promotion also seems to be increasingly being carried out, and this, of course, will have an impact on increasing the number of tourists. To support this process, supporting facilities and infrastructure are needed. However, what is certain is the availability of human resources capable of translating tourism programs. The potential of ecotourism on Sumba Island is still pristine and unique, but in its development processes, it always depends on aspects of funding and investment from outside, so tourism actors are

only carried out by investors and leave the local community as spectators and not the main tourism actors. This condition is what moves people on Sumba Island to participate in planning the development of ecotourism potential in their village.

There are many tourist destinations on the island of Sumba, where they are scattered. Therefore, in the context of developing the potential for ecotourism based on a creative economy, regulatory measures are needed that can realize integration, harmony in activities, and the implementation of environmentally sound tourism. The coastal areas of the island of Sumba have high natural resource potential, with sloping beaches, white sand, and a wealth of mangrove ecosystems, coral reefs, and seagrasses that are almost entirely untouched by humans. The island of Sumba is also blessed with a natural exoticism that is unmatched in this country. A unique landscape with the dominance of savanna that stretches hills makes Sumba nature, whose beauty reaches all corners of the world. The tourism products that will be packaged in the form of tourism villages include walking through mountains and forests (hiking), seeing endemic birds (bird watching), horse riding (horse riding), lakes and waterfalls (waterfalls), sports (sports), forests (forests), beaches (beaches), and others. The wealth of scientific potential, the uniqueness of the landscape, and the exoticism of the culture are the reasons why the people of the island of Sumba are catching up with other regions.

Taking into account the explanation above, it is urgently needed to find the best solution to help local governments, stakeholders, and local communities improve the quality of understanding, integration, and livelihoods so that they can improve the economy, society, and culture on the island of Sumba. The development of ecotourism based on the creative economy is expected to be able to perfect and improve the regional economy of the island of Sumba. Starting from the explanation above, the research title can be formulated as follows: Strategy for Development of Creative Economy-Based Ecotourism Potential (Study on Mainland Sumba). This study attempts to:

Determine and map the potential for ecotourism on the island of Sumba, which will be made available as a tourist destination.

1. Identifying the socio-economic conditions of the community regarding the development of ecotourism in the tourist area of the island of Sumba that can support the presence of tourists during their activities in the tourist area.
2. Develop strategies that can encourage the development of creative economy-based ecotourism potential in the Sumba Island region.
3. Knowing the response and support of the government and stakeholders regarding the development of the potential for ecotourism based on the creative economy in the Sumba island region.

2 Literature Review

2.1 Tourism Concept

A human necessity is tourism. People can unwind briefly, burn off some energy, reduce tension, and temporarily forget the issues they face at home and at work by engaging in tourism. According to Law No. 9 of 2009, tourism is a broad category of activities that are supported by a range of resources offered by the public, private sector, national government, and municipal governments. According to (Shah et al., 2019), forms of tourism can be investigated in terms of the length of the trip, the types of tourist trips that are taken, and the economic impacts of the trip tourism in addition to the reason and purpose of the trip.

The development of the tourism industry involves numerous initiatives to achieve integration in the utilization of tourism resources and integration of all non-tourism related factors that are either directly or indirectly relevant to the sustainability of the industry. Many nations are using tourism more and more as a tool for economic growth, which helps to boost local infrastructure and create jobs. When development is hurried and the environment or the product life cycle are not taken into account, problems can occur. Negative socio-cultural and environmental repercussions of tourism are largely disregarded in favor of the economic gains that come with its growth. Development of the tourist industry is seen as a solution to many social and financial issues based on its economic advantages (Romeril, 1989); (Brohman, 1996); (Liu, 2010); (Ramesh, 2010); (Widyastuti, 2010); (Ardhala et al., 2016); & (Adnyana, 2020).

2.2 Ecotourism Concepts and Principles

Traditional TIES (The International Ecotourism Society) defines ecotourism as a tourist trip to an unspoiled area or environment to provide a livelihood for residents, save the environment, or conserve it. The World Conservation Union defines ecotourism as tourism travel to areas of the natural environment by supporting conservation efforts, respecting the natural and cultural heritage of residents, providing socio-economic benefits, respecting the participation of residents, and not having a negative impact (Diamantis, 1999); (Bricker, 2017); (Tampubolon & Wulandari, 2021);

With the positive impact that ecotourism has on environmental preservation, the culture of the local population is expected to be able to build identity and foster a sense of pride among local communities as a result of increased ecotourism activities (Moswete & Thapa, 2015). Seven principles must be met in eco-tourism, according to Qodriyatun et al. (2018), namely:

1. The suitability of the types and characteristics of ecotourism
2. Conservation, namely preserving, protecting,
3. Make sustainable use of the natural resources used for ecotourism.

4. Education, which contains elements of education to change one's perception so that they have care, responsibility, and commitment to the preservation of nature and culture,
5. Economic, namely providing benefits to the local community as a driver of economic development.

3 Method (For Research Article)

The region of the Sumba Island where this research is being conducted, particularly West Sumba, Central Sumba, and Southwest Sumba. A qualitative technique was used to perform this study. This method seeks to represent reality as comprehensive or whole, complicated, dynamic, meaningful, interactive, or reciprocal (Lotto, 1986); (Sugiyono, 2018). Qualitative research has several traits, including:

Natural setting; use of humans as instruments

Analysis of data using SWOT

A limit is established by the focus.

The study's findings through the formulation of strategies.

4 Results and Discussion

4.1 Overview of Mainland Sumba

West Sumba Regency

Presentation West Sumba Regency is one of the regencies in the western part of Sumba Island. The area of West Sumba Regency is 737.42 Km² and if the land area is accumulated with the sea area, then the total area of West Sumba Regency is 1,178.42 Km² (land area 737.42 Km² + sea area 441 Km²). The administrative area of West Sumba Regency has six sub-districts consisting of Loli District, Waikabubak City District, Lamboya District, Wanukaka District, Tana Righu District, and West Laboya District. (Source: Village Community Empowerment Agency of West Sumba Regency, 2015) West Sumba Regency is one of the regencies in the western part of Sumba Island. In this area, apart from being a maritime border area, the country also has potential in the marine sector in the form of fisheries and coastal tourism, as well as culture in the form of traditional villages of Sumba architecture that are still preserved and Pasola culture, which has become an attraction for tourists to foreign countries. West Sumba Regency has a large enough marine and fishery potential to be utilized optimally and sustainably by taking into account environmental balance as well as quantity. The coastal areas in West Sumba Regency are located in three sub-districts, namely Lamboya District, Wanukaka District, and West Laboya District, which are southern coastal areas. The development of aquaculture in West Sumba Regency is carried out intensively through aquaculture technology, which is delivered through training and assistance in the field as well as extensification through the expansion of

the cultivation area, which has been used up until now but is still small. (Source: West Sumba Regency RTRW 2011-2031)

From the development area side, the northern region has the potential for the development of distribution channels for goods from the sea through the development of the pier in Lokory, Tanarighu District, as well as the development of livestock and plantations. In the middle part, the region serves as a service center for the Regency capital in the form of a center for government, trade, and services, as well as food sources by maintaining agricultural land, wet areas in the city of Waikabubak. The southern part has the potential for development in the fisheries, tourism, plantation, livestock, and cultural sectors. There is potential for the development of capture fisheries centers in Wanukaka District; there are several traditional villages and Pasola attractions that are tourist attractions and have attracted foreign tourists. In the southern coastal area of West Sumba Regency, there is also the Nihiwatu resort, which is excellent and of international class and is well known all over the world.

Central Sumba Regency

Central Sumba Regency is one of the districts in the middle of the island. The area of Central Sumba Regency is 1,869.18 km², or 3.84%, outside the East Nusa Tenggara province. Administratively, the district of Central Sumba consists of five sub-districts and 65 (sixty-five) villages. The widest sub-district is Umbu Ratu Nggay (791.37 km², or 42.34% of the area of Central Sumba Regency), and the narrowest sub-district is Katikutana (78.83 km², or 4.22% of the area of Central Sumba Regency). (Source: Central Sumba in Figures 2011–2031) The position of Central Sumba Regency is in the middle of the land crossing flow from East Sumba Regency to Southwest Sumba Regency. With such a position, the area of Central Sumba Regency becomes strategic so that the flow of goods and people into and out of the Central Sumba region. The implication is that the flow of goods and people becomes faster through the West and East. In the northern part of the Central Sumba region, there is a port, which, in its development, will become the entrance and exit of people and goods, which has a positive impact on increasing economic activity. The coastal areas in Central Sumba Regency are located in three sub-districts, namely Mamboro, Umbu Ratu Nggay, and South Katikutana, with a coastline of 55.62 km in the north and 48.52 km in the south, so the total length of the coastline is 104.14 km. Judging from the topography, the mountainous area in Central Sumba Regency is relatively limited. The area with a maximum elevation (above 550 meters above sea level) is only 7.99% of the total area of Central Sumba Regency.

Southwest Sumba Regency

Southwest Sumba Regency's capital city is Tambolaka City. There are 235,632 people living in Southwest Sumba Regency, making up a density of 163.03 persons per square kilometer.

This district is included in four districts on the island of Sumba, including East Sumba Regency, Central Sumba Regency, West Sumba Regency, and Southwest

Sumba Regency. As a division of West Sumba Regency, Southwest Sumba Regency was formed based on Law No. 16 of 2007, and May 22, 2007, was set as the birthday and inauguration of Tambolaka City. Southwest Sumba Regency, which was inaugurated directly by the Minister of Home Affairs, Mr. Widodo AS.

A Brief History of the Research Area of Southwest Sumba Regency, which is a division of West Sumba Regency, has interrelated historical stories in the past, Paraingu (Kampung Besar) was a traditional Sumbanese government system. As more and more people from outside entered the island of Sumba and became ancestors, they formed various large family groups or clans based on common origins and Marapu, who is worshipped. This group is called Kabihu, and some Kabihu have joined with other regions to build their own country, which is still governed by the laws and methods in force at that time. Until the arrival of the Dutch, who changed the Paraingu system into a royal system that aims to control the Sumba region, The Public Welfare Indicator Publication of Southwest Sumba Regency 2021 is an annual publication that provides an overview of some of the socioeconomic conditions of the Southwest Sumba Regency population in 2020. The results of the March 2020 National Socio-Economic Survey (Susenas), which comprise the majority of the data presented, were combined. Population, education, health, housing conditions, household consumption expenditures, technology, information, and communication, as well as other socioeconomic variables, are among the data gathered through this survey. Data are generally presented in the form of a percentage of a population and are disaggregated according to various characteristics. It is hoped that this publication will be useful for all data consumers, and specifically the government, in planning development programs in Southwest Sumba Regency.

4.2 The Potential of Ecotourism and Resource Management in Mainland Sumba

In the development of tourism, an area that holds the most dominant role is the government, because the government's role in tourism is as a facilitator, regulator, and motivator who can balance the roles of tourism actors, namely the private sector, educational institutions, professionalism, and the community (E. Rachmawati & Fountain, 2020); (Sinaga, 2021). Local governments do not have an ideal concept to develop these resources (A. Rachmawati et al., 2023). On the other hand, tourism actors will try to cultivate all the existing potential to increase the pace of the economy by providing satisfactory services that fulfill the needs of tourists visiting tourist objects by offering tourism products. Several components of the tourism environment participate in shaping the tourism industry, including:

Attractions

Attractions are everything contained in a tourist attraction that becomes an attraction so that people visit the place (Syarifuddin, 2020); (Novarlia, 2022). These attractions can be in the form of natural attractions or man-made attractions. The districts of West Sumba, Central Sumba, and Southwest Sumba have various tourist attractions,

both natural and cultural. The combination of these attractions deserves to be taken into account by tourists as a tourist destination that offers a different atmosphere. The tourist attractions in West Sumba Regency are as follows:

- 1) Nature Tourism: Rua Beach, Pahiwi Beach, and Lai Ilang Beach
- 2) Cultural Tourism: Prai Ijing Traditional Village, Tambelar and Paleti Lolu Traditional Village, Bondomaroto Traditional Village, Gollu Traditional Village, Tarung Traditional Village, Wee Kalowo Traditional Village, Waitabar Traditional Village, Gelle Koko Traditional Village, Bodo Ede Traditional Village, Prai Gollu Traditional Village, Waikawolu Traditional Village, Wailuli Village, Wai Gilli Traditional Village, and Kadoku Traditional Village
- 3) Cultural Events: Liang Marapu and Pasola Wanukaka
 - a. The tourist attractions in Central Sumba Regency are as follows: Nature Tourism: Nature Reserve Area, Nature Conservation, and Cultural Conservation, which consists of Manupeu Tanadaru National Park Area and Laitarung Cultural Conservation Area.
 - b. The tourist attractions in Southwest Sumba Regency are as follows:
 - Nature Tourism: Lake Waikuri, Mbawana Beach, Pabeti Lakera Waterfall, Waikelo Beach, Mananga Aba Beach, Watu Malando Beach, Cape Mareha Hill, Lendongara Hill, and Ratenggaro Beach
 - Cultural Tourism: Pasola, Ratenggaro Traditional Village, Wainyapu Traditional Village, Umbu Koba Traditional Village, Wee Lewo Traditional Village, and Sumba Cultural House

Facility

Government, local government, and private entities all provide facilities to tourism management so that visitors can access services and opportunities. Adequate facilities and good service will make visitors who go to tourist attractions feel comfortable and at home. Tourism facilities consist of accommodation, restaurants, recreation, and entertainment businesses. Accommodation is a means to provide lodging services that can be complemented by food and drink services and other services. Accommodation is also service in the field of meeting the needs of tourists to get shelter or temporary residence. Available facilities, such as Nihi Watu Beach, which is managed by the private sector, are specially designed to provide comfort and tranquility and maintain the privacy of tourists. This beach is also the only one that has a resort and is a tourist destination that provides exclusive services for tourists who seek privacy. Having an exotic charm, tourists can also do water activities such as fishing, diving, surfing, boating, and snorkeling (floating on the surface), and they can also do relaxation activities in the form of spas and yoga.

In West Cultural Tourism, Central, and Southwest Sumba, lodging is also provided in each of the existing traditional villages for every visitor who wants to simply experience the process and way of life of the people in the traditional village. Megaliths, such as stone graves scattered in traditional villages, are the main attraction for foreign visitors and tourists. Weaving attractions are also provided by indigenous villagers for visitors who want to learn how to weave. Traditional dances can also be

witnessed by visitors in certain seasons because traditional dances are usually held once a year. As for the traditional rituals of death and Wulla Podu, they are held at a time of mourning or a certain time and can be witnessed by visitors on condition that they respect local customs.

Accessibility

Accessibility The public infrastructure that supports the movement of tourists from their point of origin to tourist destinations includes a network of roads, bridges, sea, land, and air transportation, as well as other infrastructure like a clean water supply system, power plants, telecommunications facilities, post offices, hospitals, gas stations, and pharmacies. The distance traveled when visiting tourist sites and traditional villages from the city center of West Sumba (Waikabubak) is about ± 1 km to ± 32 km, where the distance is ± 1 km for tours of the Tambelard and Paleti Lolu Traditional Villages, Prai Ijing Traditional Village, Gollu Traditional Village, Traditional Village Tarung, Waitabar Traditional Village, then for a distance of ± 3 Km for tourists to enjoy cultural tourism at Bondomaroto Traditional Village, ± 8 Km for Gelle Koko and Tubera Traditional Villages, ± 12 Km for Bodo Ede, Kadoku and Wee Kalowo Traditional Villages, then ± 23 Km For the Traditional Villages of wai Galli, Prai Golli, Waikawolu, and Waiwuli Village, with this distance, visitors can also go to enjoy.

Ilang Beach Nature Tourism and also certain months of the year tourists can take part in Local Cultural events such as Liang Merapu at Loli, and Pasola Wanukaka. The beauty of nature tourism, such as Rua Beach, Pahiwi, and famous foreign countries such as Nih Watu Beach, can be enjoyed at a distance of only 30 km from Waikabubak City.

Slightly different from tourist attractions in West Sumba, Southwest Sumba also have access to tourist attractions that are a bit far from the city of Waitabula, where the average trip that visitors can take is 10 minutes to 1.5 hours. Where the distance to the nearest nature tour takes 10-15 minutes to tourist attractions like Waikelo Beach, Mananga Aba Beach, and Lendongara Hill, tourists also take 25 km to get to Pabeti Lakera Waterfall. To enjoy other natural and cultural tours, there are natural attractions like Lake Waikuri and Wetu Malando Beach, and cultural tours for the traditional villages of Ratenggaro, Wainyapu, Umbu Keba, and Wee Lewo, which take 1 hour to 1.5 hours with a distance of 42 km to 57 km. Access roads can be reached by car or motorcycle because the road conditions at each tourist spot and tourist village are quite good. In some parts of the way to the tourist attractions, there are still damaged roads and potholes, so you need to be careful when driving for tourists. Electricity and Internet networks are also available at tourist attractions, making it easier for tourists to upload their activities to social media. This adds to the benefits of tourist attractions, as well as getting free promotions from visitors.

Additional Services

Additional services include the existence of various organizations that facilitate and encourage the development and marketing of a tourist destination. The govern-

ment, the private sector, the community, and other related parties that are anticipated to support the sustainability of tourism development in the area must be approached in order to conduct cooperation or partnerships with the existing tourism organizations. Groups formed by the government and the community, such as tourism awareness groups, dance groups, SME groups, and even groups from the private sector. Also, to facilitate transportation facilities such as minibusses for tourists to go to tourist attractions, tour guides are provided to explain the history and tourist attractions in the area.

4.3 Results

Internal Factor Analysis

Internal The IFAS internal strategy factor matrix (Internal Strategic Factor Analysis Summary) is a matrix where internal factors are entered.

Table 1. IFAS Weights, Ratings and Scores

Internal Strategy Factor	Weight	Rating	Weight x Rating
Strength _ _ _ _			
Existence of SME/UMKM Groups in Tourism Objects	0.15	3	0.45
Tourism Object Management	0.25	3	0.75
Distinctive Cultural Attractions	0.35	4	1.4
Stakeholder Engagement	0.25	3	0.75
Total	1		3.35
Weaknesses _ _ _ _			
Inadequate public facilities in tourist places	-0.30	2	-0.6
Lack of Monitoring and Evaluation from Stakeholders	-0.10	4	-0.4
The lack of typical souvenirs from tourist objects	-0.35	4	-1.4
The absence of security for tourism objects with community land	-0.25	3	-0.75
Total	-1		-3.15

Source: *Processed by the Author , 2022*

The item of “The absence of traditional tourist souvenirs” has the highest weakness value, with a score of -0.35 and a weight of -1.4, whereas the item “Distinctive Cultural Attractions” as a support for tourism has the highest strength value, with a score of 0.35 and a weight of 1.4. This indicates that cultural attractions are essential in the management of tourism if we want to promote an increase in tourist visits to popular tourist destinations support from culturally distinctive practices and events, including dances, weaving, stone burials, traditional homes, traditional villages, and lifestyles. Sumba's tourism is aided by cultural events, however there are currently no souvenirs available from the islands' tourist attractions.

External Factor Analysis

The EFAS external strategic factor matrix (External Strategic Factor Analysis Summary) is a matrix where external elements are entered.

Table 2. EFAS Weights, Ratings and Score

External Strategy Factors	Weight	Rating	Weight x Rating
Opportunities			
Good Road Access	0.15	4	0.6
An environment that is still beautiful and natural	0.25	4	1
Attract Tourists	0.35	3	1.05
Increasing Sources of Income for Communities and Regions	0.25	3	0.75
Total	1		3.4
Threat			
There is a Conflict of Interest between the Community and the local Government	-0.30	3	-0.9
Thoughts of local people who are still comfortable with selling goods traditionally	-0.25	2	-0.5
Limited tourism budget	-0.20	3	-0.6
Cultural Changes and the Development of Other Tourism	-0.25	3	-0.75
Total	-1		-2.75

Source: *Processed by the Author*, 2022

The opportunity value for “draw in tourists” has the highest score (0.35) and weight (1.05), which shows that the tourism region on Mainland Sumba has a unique attraction that includes its cuisine, weaving, natural surroundings, and its inhabitants. friendly in order to pique the interest and curiosity of both domestic and international visitors. The highest risk, with a score of - 0.30 and a weight of - 0.9, is the existence of a conflict of interest between the community and the local government, which ultimately affects the existence of a tourist attraction. This is what makes a thin line in tourist areas so that tourist attractions can be used as agricultural land or livestock by the surrounding community, even in some tourist attractions the government also does not involve the local community to help oversee these attractions, another interesting thing is that some tourist attractions are also finally managed by the community without government intervention. IFAS analysis results indicate that the strength component receives a score of 3.35 and the weakness receives a score of -3.15, with a difference in score of (+) 0.02 between the two.

SWOT Chart

A SWOT matrix, which may display the strengths, weaknesses, opportunities, and threats that exist in Mainland Sumba, is required to determine the Strategy for Developing the Potential for Ecotourism based on the Creative Economy.

The strength factor is bigger than the weakness factor, according to this. In contrast, the EFAS table indicates that there is a (+) 0.68 difference between the threat and the opportunity to score 3.4. This demonstrates that the opportunity element outweighs the threat. The image and SWOT diagram below provide a graphic explanation of the findings of the identification of internal and external factors:

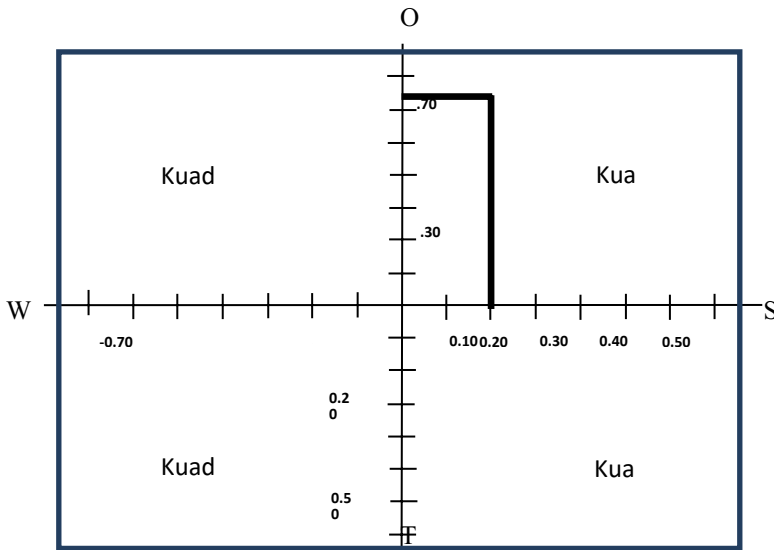


Fig. 1. SWOT Matrix

Source: Processed by the Author, 2022

Based on the SWOT matrix, it is possible to clearly explain the outcomes of the SWOT analysis of the potential development of creative economy-based ecotourism, which may be explained in the matrix as follows:

Table 3. SWOT Matrix

ANALYSIS SWOT		Strength _				Weaknesses _ _ _				
		Existence of SME/UMKM Groups in Tourism Objects	Attraction Manager	Distinctive Cultural Attractions	Stakeholder Engagement	Inadequate public facilities in tourist places	Lack of Monitoring and Evaluation from Stakeholders	The lack of typical souvenirs from tourist objects	There is no Security for Tourism Objects with Community Land	
		1	2	2	4	1	2	3	4	
Opportunities			SO STRATEGY				WO STRATEGY			
	Good Road Access	1	1. Cross-Sectoral Cooperation and determination of Promotional Paths, and mapping of existing potentials as an attraction to attract tourists; 2. Improving Human Resources for Tourism Object Management through Training and Development;				1. Improvement and evaluation of public facilities and tourist comfort in tourist attractions; 2. Implementation of Training on Making Typical Tourist Objects Souvenirs;			
	An environment that is still beautiful and natural	2								
	Attract Tourists	3								
Increasing Sources of Income for Communities and Regions	4									
Threat (Threat)			ST STRATEGY				WT STRATEGY			
	There is a Conflict of Interest between the Community and the local Government	1	1. Educate the public about the importance of SMEs/UMKM in the environment and tourism objects; 2. Involving the Community in Maintaining the Cultural Heritage in their Region;				1. Improving public facilities, as well as working with the local community to help maintain the cleanliness and comfort of visitors around the tourism object; 2. Security and transparency in the management of tourism objects with community lands so as to minimize encroachment by the community or government injustice in managing customary lands with the community.			
Thoughts of local people who are still comfortable with selling goods traditionally	2									

5 Conclusion

Following are a few conclusions that may be drawn from the study's SWOT analysis results: 1). From the IFAS table, it can be seen that the item Typical Cultural Attractions, which supports tourism, has the highest strength value with a score of 0.35 and a weight of 1.4, while the weakness The biggest item, with a score of -0.35 and a weight of -1.4, is the absence of conventional tourist items. This indicates that Cultur-

al Attractions in Tourism Management are very high to support the rise in tourist visits to tourist areas, support from cultural attractions such as dances, weaving, traditional houses, stone graves, traditional villages, lifestyles, tourist attractions, cultural tourism, and events. Cultural events help tourism in Sumba, but the characteristics in the form of souvenirs from the tourist attractions visited are not yet available even though supporting SMEs have been established but the supervision and evaluation from the government has not been maximized. 2). According to the EFAS table, attracting tourists has the highest opportunity value, with a score of 0.35 and a weight of 1.05, demonstrating that Sumba's tourist destinations have unique attractions, including those related to food, weaving, nature, and tourism. welcoming locals, attracting the interest and curiosity of both domestic and international travelers. The highest risk, with a score of - 0.30 and a weight of - 0.9, is the existence of a conflict of interest between the community and the local government, which ultimately affects the existence of a tourist attraction. This is what makes a thin line in tourist areas so that tourist attractions can be used as agricultural land or livestock by the surrounding community, even in some tourist attractions the government also does not involve the local community to help oversee these attractions, another interesting thing is that some tourist attractions are also finally managed by the community without government intervention.

IFAS analysis results indicate that the strength component receives a score of 3.35 and the weakness receives a score of -3.15, with a difference in score of (+) 0.02 between the two. The strength factor is bigger than the weakness factor, according to this. In contrast, the EFAS table indicates that there is a (+) 0.68 difference between the threat and the opportunity to score 3.4. This demonstrates that the opportunity element outweighs the threat.

Recommendations that can be given based on the results of the study are:

1. SO Strategy

- a. Cross-sectoral collaboration and the creation of Transportation Routes to Tourist Locations, as well as promoting the existing potential as an attraction to attract tourists; and
- b. Enhancing Human Resources through Training and Development for Tourism Object Management

2. WT Strategy

- a. Enhancing public spaces and collaborating with the neighborhood to keep the area around the tourist attraction clean and comfortable;
- b. Security and transparency in the management of tourism objects with community lands to minimize encroachment by the community or government injustice in managing customary lands with the community.

3. WO Strategy

- a. Improvement and evaluation of public facilities and tourist comfort in tourist attractions; and
- b. Implementation of Training for Making Souvenirs for Tourist Attractions.

4. ST strategy

- a. Educate the public about the importance of SMEs/UMKM in the environment and tourism objects; and

- b. Involving the Community in Maintaining Cultural Conservation in the Region.

6 Suggestion

For the government to be able to educate the local population about the value of ecotourism management and how it affects the creative economy, especially the NTT Provincial Government and the Regency Government of West Sumba, Central Sumba, and Southwest Sumba. Then provide training such as making souvenirs typical of the region to attract tourists and also increase people's income in existing tourist attractions. The promotion of SMEs must be intensified by the government to develop community interest and resources in the economic sector, where which is in line with the concept of ecotourism to build a creative economy by not only selling goods but also selling and offering services. Based on the results of interviews, some tourists complain about proper MCK facilities that are not yet available around tourist attractions, so to defecate tourists have to hold or borrow MCK belonging to residents. In the future, research on ecotourism based on the creative economy on the mainland of Sumba will be more interesting if it is examined the effect of service offerings on the attractiveness of ecotourism on the mainland of Sumba.

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