

DEVELOPMENT OF MARINE TOURISM POTENTIAL AND ITS RELATION TO COMMUNITY INCOME

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DEVELOPMENT OF MARINE TOURISM POTENTIAL AND ITS RELATION TO COMMUNITY INCOME

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Abstract:

The research aims to determine whether the development of Botutonuo beach as a tourist attraction has a relation with the income of coastal community. The populations involved in this current research are 100 respondents, whereas the samples, determined by using Slovin formula, are 50 of them. The data analysis technique uses SWOT analysis to observe alternative strategies that can be used to develop Botutonuo beach. The second data analysis applies Production Cost. and Revenue and Profit Approaches to find out the relationship between the development of Botutonuo beach and the community income. The research findings indicate that the results Of SWOT analysis are alternative strategies that can be used. namely W-O strategy. meaning that this Strategy is applied based on the use of opportunities by minimizing existing weaknesses. In the meantime, the results of production cost, and revenue and profit approaches denote that the revenue is greater than the production cost. In conclusion, the development Of Botutonuo beach as tourist attraction has a relationship with community income. However, on the other hand, there is a need for a role and cooperation with the government, especially regarding budgets and promotions, so that in the future. Botutonuo beach is not inferior to new tourist attractions and can still be the main source of income for the community living on the coast of Botutonuo.

Keywords: Marine Tourism Development, Community Income

1. INTRODUCTION

Tourism is an industry whose development is currently very influential on the existence of a country. The tourism industry has several superior characteristics such as having a long value chain linkage (multiplier effect) and being able to guarantee the growth of micro-enterprises, absorbing local resources (local resource based). Not only that, there are other characteristics such as community empowerment, especially rural communities. Basically, tourism has had a strong enough influence on the economy of a country, where tourism is able to create economic demands itself, is able to open up opportunities for people to develop their economy (Rasool et al., 2021; Manzoor et al., 2019; Naseem, 2021). Bone Bolango Regency is one of the districts that has various amazing natural tourist attractions. Bone Bolango Regency continues to build new tourism to support future development planning. Bone Bolango Regency has many natural attractions, beach tourism and even historical tourism. Beach tourism is one of the famous tourist objects in Bone Bolango Regency such as, Botutonuo Beach. The purpose of this research is how to develop the potential of marine tourism on the coast of Botutonuo and whether the tourism potential of Botutonuo has a relationship with the income of the people around the coast.

2. THEORETICAL STUDIES

2.1 Tourism and Marine Tourism²¹

Tourism is the journey of a person or group of people to a place in a short period of time in search of balance, harmony and happiness by looking at culture, nature, social dimensions, and also the environment. (Revida et al., 2020). Maritime tourism is a tourism activity that utilizes the potential of marine nature as a tourist attraction and a container for tourism activities both carried out above the surface in the sea area which cannot be separated

from the existence of an ecosystem that is rich in the diversity of marine biota species (Miller, 1993; Wibawa et al., 2020).

2.2 Tourism in the Economy

The relationship between tourism and economic growth are two things that cannot be separated from one another, with tourism it can have a positive impact on the development of a regional economy. The tourism industry and economic growth have become the basis for the creation of economic dependence on tourists (Yakup, 2019). Where basically tourism is one of the sources of providing many new jobs that help the community through businesses that serve tourists to increase income from tourist spending.

2.3 Community Based Tourism

Community-based tourism or better known as Community Based Tourism (CBT) is a tourism activity that is wholly owned, run and managed by the community so that it contributes to improving the welfare of the community through sustainable livelihoods and protecting social and cultural traditions that are valuable and sourced from nature and cultural heritage (The ASEAN Secretariat, 2016; Okazaki, 2008). Conceptually, the principle of community-based tourism development is to place the community as the main actor of development through empowerment in various tourism activities so that the maximum benefits of tourism are felt directly by the community (Suta & Mahagangga, 2018).

3. METHODS

3.1 SWOT (Strength, Weakness, Opportunity, Threat)

The main purpose of using a SWOT analysis is to see and determine what aspects are important from a strength, weakness, opportunity and threat from the research location, then an alternative strategy is obtained.

Table 1: SWOT Analysis

Internal Focus	Strength	Weakness
External Focus	Opportunity	Threat

3.2 Production Cost, Revenue and Profit Approach

The purpose of using the Production Cost Approach is to test the research hypothesis regarding whether there is an influence between the Botutonuo Bantai and the Community Economy.

Production cost formula $TC = FC + VC$ where: TC = Production cost FC = Fixed cost VC = Variable cost	Acceptance formula $TR = P \times Q$ where: TR = Total Acceptance P = Product price Q = Amount of production
Profit formula $\mu = TR - TC$ where: μ = Profit TR = Total Acceptance TC = Total Cost	

4. RESULTS AND DISCUSSION

4.1 SWOT Analysis

1. Strength Factor

Table 2. Descriptive Results Strength factors the development of marine tourism is related to people's income in Bone Bolango Regency

No	Statement Score								Criteria
	TS	KS	CS	S	SS	Actual	Ideal	%	
1	1	9	15	18	7	171	250	68,40%	Strong enough
2	0	0	20	26	4	184	250	73,60%	Strong enough

3	0	2	19	24	5	182	250	72,80%	Strong enough
4	0	0	10	29	11	201	250	80,40%	Strong
5	0	0	16	24	10	194	250	77,60%	Strong enough
6	0	0	10	16	24	214	250	85,60%	Strong
7	0	0	6	19	25	219	250	87,60%	Strong
8	1	0	11	20	18	204	250	81,60%	Strong
9	0	0	10	20	20	210	250	84,00%	Strong
10	0	0	3	18	29	226	250	90,40%	Strong
Total	2	11	120	214	153	2.005	2.500	80,20%	Strong

Source: Primary Data Processing, 2022

Based on the results in the table above, it can be seen that the strength factor score is 80.20% which is in the "strong" criteria. This shows that the Botutonuo tourism object has various comparative and competitive advantages to achieve the development of marine tourism in relation to the economy of the community in Bone Boloango Regency.

2. Weakness Factor

Table 3. Descriptive Results Weakness factors the development of marine tourism is related to people's income in Bone Boloango Regency

No	Statement Score								Criteria
	TS	KS	CS	S	SS	Actual	Ideal	%	
1	26	17	7	0	0	81	250	32,40%	No Weak
2	23	20	7	0	0	84	250	33,60%	No Weak
3	2	1	1	26	20	211	250	84,40%	Weak
4	34	10	3	2	1	76	250	30,40%	No Weak
5	1	3	4	33	9	196	250	78,40%	Quite Weak
6	2	1	2	28	17	207	250	82,80%	Weak
7	2	2	3	23	20	207	250	82,80%	Weak
8	0	2	3	24	21	214	250	85,60%	Weak
9	2	8	16	20	4	166	250	66,40%	Quite Weak
10	2	9	24	13	2	154	250	61,60%	Quite Weak
Total	94	73	70	169	94	1.596	2.500	63,84%	Quite Weak

Source: Primary Data Processing, 2022

Based on the results in the table above, it can be seen that the value of the weakness factor score is 63.84% which is in the "quite weak" criteria. This shows that the Botutonuo tourist attraction still has to continue to improve to become an attractive tour and be able to attract interest and even maintain consumer or tourist loyalty to continue to use this tourist attraction for vacation activities or other activities that are able to provide economic benefits for tourist object.

3. Opportunity Factor

The results of respondents' answers regarding the opportunity factor in the development of marine tourism in relation to the economy of the community in Bone Boloango Regency can be presented as follows:

Table 4. Descriptive Results Factors Opportunity Development of marine tourism is related to people's income in Bone Boloango Regency

No	Statement Score								Criteria
	TS	KS	CS	S	SS	Actual	Ideal	%	
1	1	2	26	18	3	170	250	68,00%	Enough Chance
2	2	0	22	20	6	178	250	71,20%	Enough Chance
3	6	1	25	12	6	161	250	64,40%	Enough Chance
4	0	1	15	17	17	200	250	80,00%	Good
5	0	1	11	14	24	211	250	84,40%	Chance
6	1	2	9	25	13	197	250	78,80%	Enough Chance
7	0	5	18	16	11	183	250	73,20%	Enough Chance
8	0	1	14	21	14	198	250	79,20%	Enough Chance

9	1	0	11	15	23	209	250	83,60%	Chance
10	1	3	4	21	21	208	250	83,20%	Chance
Total	12	16	155	179	138	1.915	2.500	76,60%	Enough Chance

Source: Primary Data Processing, 2022

Based on the results in the table above, it can be seen that the opportunity factor score is 76.60% which is in the "quite chance" criteria. This shows that the Botutonuo tourist attraction has a high enough opportunity to achieve the target in the development of marine tourism in relation to the economy of the community in Bone Boloango Regency, where the opportunity is because Bone Boloango Regency is increasingly focused on the marine tourism sector.

4. Theart Factor

Table 5. Descriptive Results Threat factors The development of marine tourism is related to people's income in Bone Boloango Regency

No	Statement Score								Criteria
	TS	KS	CS	S	SS	Actual	Ideal	%	
1	16	19	7	8	0	107	250	42,80%	Less Threatening
2	24	17	8	0	1	87	250	34,80%	Not Threatening
3	9	17	20	4	0	119	250	47,60%	Less Threatening
4	7	29	13	0	1	109	250	43,60%	Good
5	5	26	15	3	1	119	250	47,60%	Less Threatening
6	1	2	0	24	23	216	250	86,40%	Threaten
7	44	2	2	1	1	63	250	25,20%	Not Threatening
8	6	3	16	23	2	162	250	64,80%	Threatening Enough
9	2	2	7	34	5	188	250	75,20%	Threatening Enough
10	25	16	4	2	3	92	250	36,80%	Good
Total	139	133	92	99	37	1.262	2.500	50,48%	Less Threatening

Source: Primary Data Processing, 2022

Based on the results in the table above, it can be seen that the threat factor score is 50.48% which is in the "quite threatening" criteria. This shows that the Botutonuo tourist attraction in an effort to optimize the development of marine tourism in relation to the economy of the community in Bone Boloango Regency, still must continue to make appropriate re-strategy efforts to maintain the stability of tourist visits to the tourist attraction.

4.2 Identification of Internal and External Factors Marine tourism development strategy is related to community income in Bone Boloango Regency

Table 6. Factors of internal rating value (strengths and weaknesses) of marine tourism development in relation to people's income in Bone Boloango Regency

No	Description	Actual Point	Wight	Rating	Score
1	Interesting or Featured tourist attraction	68,40%	0,0475	1	0,0475
2	Adequate transportation conditions	73,60%	0,0511	2	0,1022
3	Adequate supporting facilities	72,80%	0,0505	1	0,0505
4	Availability of shopping facilities, stalls or shops	80,40%	0,0558	3	0,1675
5	Conducive safety of Botutonuo beach attractions	77,60%	0,0539	2	0,1077
6	Travel is quite close to the center of Gorontalo	85,60%	0,0594	3	0,1783
7	People can accept the presence of tourists	87,60%	0,0608	3	0,1824
8	Availability of garbage disposal	81,60%	0,0567	3	0,1700
9	Safe and comfortable natural	84,00%	0,0583	2	0,1166

	conditions				
10	Relatively cheaper price	90,40%	0,0628	4	0,2510
Number of Strengths			0,5568		1,3738
1	The development program is still simple	32,40%	0,0225	4	0,0900
2	Limited budget for infrastructure	33,60%	0,0233	4	0,0933
3	Lack of changing room facilities for tourists	84,40%	0,0586	4	0,2344
4	Lack of hotel and banking support facilities	30,40%	0,0211	2	0,0422
5	Unsupported health facilities	78,40%	0,0544	3	0,1633
6	Inadequate number of public toilets	82,80%	0,0575	4	0,2299
7	Public awareness of tourism development	82,80%	0,0575	4	0,2299
8	Road conditions that are prone to accidents	85,60%	0,0594	4	0,2377
9	No coast guard team	66,40%	0,0461	2	0,0922
10	Insufficient number of trash cans	61,60%	0,0428	1	0,0428
Number of Weaknesses			0,4432		1,4557
TOTAL INTERNAL FACTORS			1,0000		
DIFFERENCE IN INTERNAL FACTORS					- 0,0819

Source: Primary Data Processing, 2022

Based on the table above, it can be seen that the total value of the strength factor is 1.3738, which is smaller than the weakness factor, which is 1.4557. This shows that Botutonuo Beach, Bone Bolango Regency still has various weaknesses to serve as a superior and dominating tourist in Bone Bolango Regency where the weakness is that the development of marine tourism has not been able to improve the economy and welfare of the surrounding community.

4.3 Identification of External Factors of Botutonuo Beach, Bone Bolango Regency

Table 7. Factors of external rating value (opportunities and threats) of marine tourism development in relation to people's income in Bone Bolango Regency

No	Description	Actual Point	Wight	Rating	Score
1	The level of accessibility is relatively very easy	68,00 %	0,0535	1	0,0535
2	Botutonuo beach tourism promotion is quite good	71,20 %	0,0560	3	0,1681
3	Improvement of tourist products and attractions	64,40 %	0,0507	1	0,0507
4	The community plays an important role in the safety of tourists	80,00 %	0,0630	3	0,1889
5	Important events on the coast of Botutonuo	84,40 %	0,0664	4	0,2657
6	Sufficient job opportunities	78,80 %	0,0620	3	0,1860
7	Botutonuo tourism development continues to increase	73,20 %	0,0576	2	0,1152
8	Good community view of Botutonuo beach	79,20 %	0,0623	2	0,1246
9	Tourists help the community's economy	83,60 %	0,0658	4	0,2631
10	Botutonuo tourism is the main business	83,20 %	0,0655	4	0,2619
Number of Opportunities			0,602		1,677

			8		7
1	Garbage and unavailability of breakwater	42,80 %	0,0337	3	0,1010
2	There is no cooperation with the government	34,80 %	0,0274	4	0,1095
3	Lack of tourist awareness	47,60 %	0,0375	2	0,0749
4	More interesting tours around Botutonuo	43,60 %	0,0343	1	0,0343
5	Lack of promotion of Botutonuo beach	47,60 %	0,0375	4	0,1498
6	The loss of local culture	86,40 %	0,0680	4	0,2720
7	Lack of budget support from the government	25,20 %	0,0198	3	0,0595
8	Unconducive national security	64,80 %	0,0510	4	0,2040
9	Damage to the environment around Botutonuo	75,20 %	0,0592	4	0,2367
10	Other regions are optimizing tourism development	36,80 %	0,0290	3	0,0869
Number of Threats			0,397 2		1,328 6
TOTAL EXTERNAL FACTORS			1,000 0		
EXTERNAL FACTOR DIFFERENCE					0,349 1

Source: Primary Data Processing, 2022

The table above shows that the value of the opportunity factor owned by Botutonuo Beach, Bone Bolango Regency, which is 1.6777, 40 greater than the threat factor which is 1.3286. This shows that there is a great opportunity for all elements in the development of marine tourism in relation to the economy of the community in Bone Bolango Regency. This opportunity will certainly be able to reduce various weaknesses and threats related to the development of marine tourism in order to increase the economy and community welfare.

4.4 SWOT Matrix

Table 8. SWOT matrix of marine tourism development in relation to community income in Bone Bolango Regency

INTERNAL	Strengths	Weaknesses
	Interesting or Featured tourist attraction	The development program is still simple
	Adequate transportation conditions	Limited budget for infrastructure
	Adequate supporting facilities	Lack of changing room facilities for tourists
	Availability of shopping facilities, stalls or shops	Lack of hotel and banking support facilities
	Conducive safety of Botutonuo beach attractions	Unsupported health facilities
	Travel is quite close to the center of Gorontalo	Inadequate number of public toilets
	People can accept the presence of tourists	Public awareness of tourism development
	Availability of garbage disposal	Road conditions that are prone to accidents
	Safe and comfortable natural conditions	No coast guard team
	Relatively cheaper price	Insufficient number of trash cans
EXTERNAL	SO	WO
Opportunities	SO	WO
The level of accessibility is relatively very easy	1. Capacity building of local communities in tourism object management 2. Providing business capital to the community for the tourism creative economy	1. Increased budget for facilities and infrastructure and even cooperation with the private sector in the form of CSR 2. Regularly organize cultural events and performances 3. Provision of
Botutonuo beach tourism promotion is quite good		
Improvement of tourist products and attractions		
The community plays an important role in the safety of tourists		
Important events on the coast of Botutonuo		
Sufficient job opportunities		

Botutonuo tourism development continues to increase		attractive modern facilities and spots 4. Continuous and consistent promotion
Good community view of Botutonuo beach		
Tourists help the community's economy		
Botutonuo tourism is the main business		
Threats	ST	WT
Garbage and unavailability of breakwater	1. Build supporting facilities for safety and comfort 2. Social activities to increase the beauty of Botutonuo tourism	1. Require OPD to make activities in Botutonuo tourism 2. Conduct institutional cooperation with various parties
There is no cooperation with the government		
Lack of tourist awareness		
More interesting tours around Botutonuo		
Lack of promotion of Botutonuo beach		
The loss of local culture		
Lack of budget support from the government		
Unconducive national security		
Damage to the environment around Botutonuo		
Other regions are optimizing tourism development		

Source: Primary Data Processing, 2022

The table above shows 4 (four) alternative strategy cells that can be carried out by Botutonuo Beach, Bone Bolango Regency, namely the S-O (Strength-Opportunities) strategy, the W-O (Weaknesses-Opportunities) strategy, the S-T (Strength-Threats) strategy, and the W-T strategy (Weaknesses-Threats) as follows:

1) SO Strategy

- Increasing the capacity of local communities in managing tourism objects
- Providing business capital to the community for the tourism creative economy

2) WO Strategy

- Increased budget for facilities and infrastructure and even cooperation with the private sector in the form of CSR
- Regularly organize events and cultural performances
- Provision of attractive modern facilities and spots
- Promotion on an ongoing basis and consistently

3) ST Strategy

- Build supporting facilities for safety and comfort
- Social activities to increase the beauty of Botutonuo wisata tourism

4) WT Strategy

- Require OPD to make activities in Botutonuo tourism
- Carry out institutional cooperation with various parties

4.5 SWOT Diagram

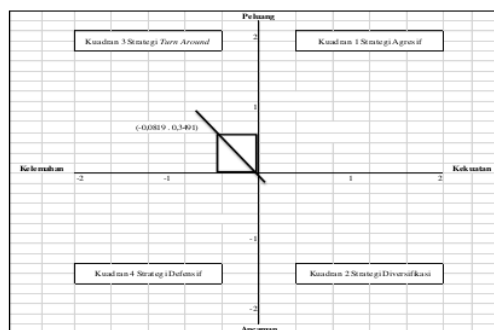


Figure 1: SWOT Diagram

The picture above shows that the position of the maritime tourism development strategy in relation to community income in Bone Bolango Regency is currently in quadrant 3, namely the Turn Around strategy. This strategy emphasizes that the government of Bone Bolango Regency must be able to take advantage of various opportunities for the development of marine tourism by collaborating with various parties to reduce weaknesses and turn those weaknesses into competitive and comparative advantages, especially with the various incessant agendas of community economic development in the coastal area of Tomini Bay. Strategic steps that need to be taken are (1) Increasing the budget for facilities and infrastructure and even collaborating with the private sector in the form of CSR (2) Routinely making cultural events and performances (3) Provision of attractive contemporary facilities and spots (4) Promotion in a sustainable and consistent manner.

4.6 Production Cost, Revenue and Profit Approach

Table 9. The total value of production costs, revenues and profits

NO	Financing Items	Production cost	Reception	Profit
1	Gazebo	Rp 20.000.000	Rp 30.000.000	Rp 10.000.000
2	Bathroom and Toilet Services	Rp 10.000.000	Rp 13.440.000	Rp 3.440.000
3	Car park	Rp 12.000.000	Rp 14.400.000	Rp 2.400.000
4	Motorcycle Parking Only	Rp 12.000.000	Rp 24.000.000	Rp 12.000.000
5	Floating Tire	Rp 4.805.000	Rp 9.600.000	Rp 4.795.000
6	Boat	Rp 30.000.000	Rp 48.000.000	Rp 8.000.000
7	Total	Rp 88.805.000	Rp 139.440.000	Rp 40.635.000

Source: Primary Data Processing, 2022

In the table above, where the value of revenue is Rp. 139,440,000, which is greater than the value of production costs, which is Rp. 88,805,000, so the profit earned per year is Rp. 40,635,000. from these results we can interpret that the Botutonuo beach has a relationship with the community's economy. Especially in terms of income, the existence of Botutonuo beach really helps the community in improving their welfare.

5. CONCLUSION

The development strategy in this research is using the W-O Strategy = Quadrant 3. This strategy is applied based on the utilization of existing opportunities by minimizing existing weaknesses. The company faces a huge market opportunity, but on the other hand has to face several internal constraints/weaknesses. An effective way is to review the technology used for or by offering new products. In terms of the production cost approach, a value is obtained which shows the influence that the Botutonuo beach is the main source of income for the community. where the revenue value of Rp 139,440,000 is greater than the value of production costs, which is Rp 88,805,000 so that the profit earned per year is Rp 40,635,000. from these results we can interpret that the Botutonuo beach has a relationship with the community's economy. From the income obtained by the community, it is expected to improve the welfare of the community.

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