

Ecotourism Development Strategy of Mangrove Forest in East Kurau Village, Central Bangka Regency, Bangka Belitung

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Abstract

East Timur Village has pristine mangrove areas. It has much potential that can be developed, one of which is mangrove ecotourism which is directly managed by the people of East Kurau Village. Mangrove ecotourism still need to optimize its potential tourism destination object. The research aims to formulate a development strategy for Mangrove Ecotourism in East Kurau Village, Koba District, Central Bangka Regency. The research uses a qualitative approach with IFAS (Internal Factors Analysis Strategy) and EFAS (External Factors Analysis Strategy). The data is collected through in-depth interviews with related stakeholders, questionnaires distributed to tourists, and field observations. Moreover, the indicators used to measure the data include accessibility, infrastructure, and other supporting aspects. The ecotourism strategy is answered using the SWOT analysis method. The results from matrix calculations of IFAS and EFAS show that the value of the X-axis was 0.93 and of the Y-axis was 0.88. This indicates that the strategic position was at the quadrant I, with the strategic formulation of S-O (aggressive strategy). Some strategies have been formulated, including: Supporting mangrove conservation and creative economic business management; Establishing cooperation in providing supporting infrastructure; Optimizing cooperation in providing education on the benefits of mangroves; and Increasing the government's commitment to mangrove development.

Keywords: *Ecotourism; Mangrove Forest; SWOT; East Kurau.*

A. INTRODUCTION

Tourism is an entire element consisting of tourist destinations, industry, travel, tourists, etc., which are tourism destination activities (Devy, 2017). Indonesian tourism has become an industry that contributes to the second largest foreign exchange because Indonesia is a country with various types of tourism including cultural, social, and natural tourism. Tourism development is one of the strategies used by the government and the private sector to promote certain areas as tourist destinations to improve the Indonesian economy. Local governments and private institutions develop tourism by utilizing land supported by resources and funds to distribute tourism needs (Ristarnado et al., 2019). The development tax received from tourism forms the basis for local revenue, so sustainable tourism development has been realized. One sustainable tourism type is ecotourism (Asmin, 2017).

Ecotourism is a special interest tourism type that is currently developing. In 1990s, ecotourism was known as a method of environmentally friendly educational tourism activities with various focuses and meanings called green tourism (d'Hautesserre & Funck, 2016). Ecotourism is a tourism activity responsible for preserving the environment and tourism resources, providing social and economic benefits (Henri et al., 2017). Therefore, ecotourism can be interpreted as tourism activities that do not damage the environment so that they do not utilize resources optimally (Rini et al., 2018). Ecotourism

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has the potential to be one of the supports for the national economy and can be utilized by local governments to increase their local revenue. Ecotourism is used as a business and economic development tool to maintain destinations' sustainability, including protecting the environment (Palmer & Chuamuangphan, 2018).

Ecotourism development requires planning, utilization, control and institutional strengthening strategies, and community empowerment by considering economic, social, cultural and ecological aspects, and involving stakeholders in managing ecotourism potential (Henri et al., 2021). The implementation of ecotourism is simple: the need to maintain the authenticity of customs and living habits, protect animals and plants, protect the environment, and maintain a balance between human life and the natural environment (Isanto, 2018). Therefore, in developing ecotourism, it is necessary to develop a management plan that concerns the main objective of ecotourism, i.e., encouraging environmental protection activities. Thus, management planning is carried out by incorporating a systematic protection method using a protection design.

The utilization of mangrove ecosystems in the concept of ecotourism is in line with the transition from old tourism to new tourism in finding and managing ecotourism areas that are specific, natural, and have biodiversity. Mangrove forest ecotourism is an environmentally friendly tourist attraction providing aspects of the beauty of natural mangrove forests and the fauna that live within (Hafsar et al., 2017). Mangrove forest ecotourism and forest conservation can be in real line because they prioritize the beauty of the mangrove itself in their development. However, in practice, the development of mangrove forest ecotourism must be managed by avoiding risks and negative impacts on the environment, for example, by paying attention to the adaptability and carrying capacity of the environment (Kusaeri et al., 2015).

The East Kurau mangrove forest ecosystem has recently been used as a tourist destination by the local community. The mangrove forest ecotourism will increase the development of settlements in East Kurau Village. In terms of space, environment, sociocultural values, and the development of community economic activities, involving the community in ecotourism development can improve community welfare so that it is well integrated (Wahyuni et al., 2015; Henri et al., 2021). The role of the community in ecotourism in East Kurau Village has the potential to have a positive impact. In this regard, this research aims to formulate sustainable management strategies and strategic values for mangrove forest so that it can be useful for the people of East Kurau Village through ecotourism development activities with conservation efforts, and community empowerment-based and integrated recreational activities.

B. RESEARCH METHOD

This research was conducted from September 2020 to July 2021 in East Kurau Village, Koba District, Central Bangka Regency, Bangka Belitung Island Province. The location was selected purposively by considering that mangrove ecotourism in East Kurau Village has the potential to be developed as one of the mainstay tourist destinations in Central Bangka Regency. The research uses a qualitative approach. The types of data used are primary data and secondary data. Primary data is collected through in-depth interviews with related stakeholders, questionnaires distributed to tourists, and field observations. Meanwhile, secondary data is obtained from books, journals, and local government.

Respondents who filled out the questionnaire were tourists from Ecotourism Mangrove Forest in East Kurau Village. The number of appropriate samples in research activities ranges from 30-500 people (Sugiyono, 2013). Based on the consideration of the researcher, 100 questionnaires were distributed. Samples were determined using random sampling. Interviews were conducted with the community, the Department of Tourism, and the Center for the Environment, directly related to ecotourism areas. The interview model used is an in-dept interview, referring to problems in management and planning

suitable for regional development. Respondents from the people of East Kurau Village were determined using purposive sampling based on several criteria, including the respondents knew about, had traveled to, and had work related to the development of mangrove ecotourism in East Kurau Village.

Tourist perceptions of ecotourism development were analyzed using a Likert scale with predetermined scores (Likert, 1932). The description of the situation and condition of the ecotourism scope was analyzed with the SWOT analysis, where the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) approaches were carried out. Internal analysis determines strength factors that cover weakness, while external analysis is carried out to develop opportunity factors and avoid threat factors (Latupapua et al., 2013). The stages of this research include identifying and assessing internal and external factors, creating the SWOT Matrix, and preparing the Grand Strategy Matrix.

C. RESULTS AND ANALYSIS

Table 1 shows that the characteristics of the respondents in this study include gender, age, education, and occupation of tourists. The data obtained indicate that most of the respondents are women who are in the age group of 17-25 years. Based on the characteristics of these tourists, the younger generation tends to agree more with activities in the mangrove forest ecotourism development strategy. The characteristics of the female gender and age group in the adolescent and adult groups tend to pay more attention to togetherness and cohesiveness in activities in tourist villages (Masjhoer & Dzulkifli, 2019). Furthermore, the educational background among the tourists is mostly graduated from high school and vocational education. Finally, based on the characteristics of their work, tourists are dominated by students and college students which have free time on the weekends for travelling, while tourists with other type of jobs indicate that they have relatively little free time to travel (Rahlem et al., 2017).

Table 1. Characteristics of Respondents of Mangrove Forest Tourists in East Kurau Village

Variables	Number of Tourist Visits	Percentage (%)
Gender		
Man	41	41
Woman	59	59
Age		
17-25	51	51
26-35	21	21
36-45	15	15
46-65	13	13
Education		
Elementary school	1	1
Junior high school	12	12
Senior/vocational high school	77	77
College/University	10	10
Work		
Student/student of university	37	37
Government employees	6	6
Honorary	6	6
Employee	2	2
Daytaler	11	11
Entrepreneur	17	17
Others	21	21

Source: Researcher Calculation, 2021

Based on the results of the Likert scale analysis in Table 2, the tourist perception value of ecotourism is mostly included in the agreed criteria. These results indicate that most tourists are interested because a natural tourism deserves to be visited. The tourist perception plays an important role in the ecotourism development activities (Stylidis et al., 2014). Perception assessment related to ecotourism is important to describe the knowledge of the community, managers, and tourists about the concept of ecotourism in supporting environmental sustainability in the region.

The results of Likert's analysis are in accordance with the concept of sustainable tourism development by paying attention to environmental sustainability. Ecotourism is a concept of sustainable tourism development which supports the efforts to preserve the environment (nature and culture) and increase community participation in management. Thus, it can provide economic benefits for the community and local government, as well as provide opportunities for the younger generation to take advantage of the environment and develop it (Wahyuni et al., 2015). This is supported by the HKM Gempita group, which plays a role in maintaining and preserving the existence of the Mangrove Forest in East Kurau Village.

Table 2. Tourist Perceptions of East Kurau Mangrove Ecotourism

No.	Research aspects/indicators	Perception Value	Choice Criteria
1	The natural beauty of the Mangrove of East Kurau Village supports it as an ecotourism place	3.98	Good
2	Distinctive flora and fauna compared to other regions	3.49	Good
3	Tourist comfort is considered	3.19	Pretty good
4	Local communities are involved in the management of mangrove areas	4.23	Very good
5	The local government is active in the management of mangrove tourism areas	3.26	Pretty good
6	The number of local tourists who come to the ecotourism area	3.69	Good
7	The number of foreign tourists who come to the ecotourism area	2.58	Not good
8	Low cost to enter the ecotourism area	4.26	Very good
9	The ecotourism area has many attractions for tourists	2.91	Pretty good
10	Supporting facilities (toilets, places of worship, and parking lots) are adequate	1.91	Not good
11	Availability of adequate access to electricity	2.85	Pretty good
12	The level of cleanliness of the mangrove forest area of East Kurau Village is good	2.39	Not good
13	Easy access to the means of transportation	3.43	Agree
14	The access road to the mangrove forest can be reached easily	3.00	Pretty good
15	The existence of lodging/homestay for tourists	1.82	Not good

Source: Researcher Calculation, 2021

Based on the results of the IFAS table calculation (Table 3), the total weight score for strengths and weaknesses is 2.68, where strength gets a score of 1.78 and weakness gets a score of 0.90. This shows that the strength score in the development of mangrove forest ecotourism in East Kurau Village is greater than the weakness so it can take advantage of strengths in overcoming the weaknesses of ecotourism. The external environment includes factors outside of mangrove ecotourism in East Kurau Village that can threaten tourism objects. The results of the EFAS (Table 4) analysis show that the opportunity score (1.75) is greater than the threat (0.82) so it can take advantage of opportunities to anticipate possible threats faced. The value of IFAS (2.68) and EFAS (2.57) in the ecotourism area of the

mangrove forest in East Kurau Village is fairly good but still has many shortcomings in its development. The potential of ecotourism has not been developed optimally.

Table 3. IFAS Matrix Mangrove Forest Ecotourism in East Kurau Village

No.	Variables	Weight	Rating	Total Score
Strength				
1.	Local people who are actively managing tourism objects	0.10	4	0.40
2.	There has been a management of tourist attraction	0.09	3	0.26
3.	Easy access to tourist attractions	0.08	3	0.25
4.	There is a long-tailed monkey fauna and processed mangrove fruit as an icon of a tourist attraction	0.07	4	0.29
5.	There is a historical tour of a cave left by the Japanese army	0.09	4	0.37
6.	The readiness of the local government and the community in implementing mangrove conservation programs through mangrove nurseries	0.07	3	0.21
		0.51		1.78
Weaknesses				
1.	Lack of local community awareness of cleanliness in tourist attraction areas	0.08	1	0.08
2.	Lack of diversity of mangrove species	0.08	3	0.23
3.	Lack of facilities and infrastructure to support mangrove ecotourism	0.07	2	0.14
4.	The supporting facilities for tourist objects are not well maintained	0.09	1	0.09
5.	The average level of education of the community is still low	0.09	2	0.17
6.	Lack of strategy in promoting tourist attraction	0.09	2	0.18
		0.49		0.90
Total		1		2.68

Source: Researcher Calculation, 2021

Table 4. EFAS Matrix Mangrove Forest Ecotourism in East Kurau Village

No.	Variables	Weight	Rating	Total Score
Opportunities				
1.	Job creation jobs and direct benefit for the local community	0.08	4	0.32
2.	The presence of community resources as the potential labor	0.09	4	0.35
3.	Potential as a means of research and education	0.11	4	0.46
4.	Geographical location suitable for tourist attraction (Ketawai Island)	0.09	3	0.26
5.	A collaboration between the East Kurau Village government and several agencies	0.12	3	0.36
		0.49		1.75
Threats				
1.	The piles of garbage carried away by ocean waves	0.10	1	0.10
2.	The garbage and damage to facilities in tourist areas as a negative impact of tourist visits	0.10	1	0.10
3.	The less favorable situation if the icon of the tourist attraction is not available when visited	0.11	2	0.22
4.	The same tourist attraction close to the mangrove forest area of East Kurau Village	0.10	2	0.20
5.	Some people still take wood from mangrove forest conservation areas	0.10	2	0.20
		0.51		0.82
Total		1.00		2.57

Source: Researcher Calculation, 2021

The internal and external factors were identified and then calculated to find out the location of the strategic quadrant of development that is considered urgent to be carried out. The factor weights were calculated by tabulating the IFAS-EFAS (Internal-External Strategic Factor Analysis Summary) score. The

results show the X axis is IFAS (Strength-weakness), which has a weight of 0.93; while the Y axis is EFAS (Opportunity-threat), which has a weight of 0.88. This shows that a strategy in quadrant I between external opportunities and internal strengths (growth strategy) is an urgent strategy to be implemented in the development of ecotourism areas. Figure 1 shows that mangrove forest ecotourism in East Kurau Village has strengths and opportunities to take advantage of existing opportunities. The growth strategy in zone I can be interpreted as the management that will be carried out can grow and develop by taking advantage of the existing potential and opportunities (Sartika et al., 2015). Quadrant I indicate the strategy used is the S-O strategy.

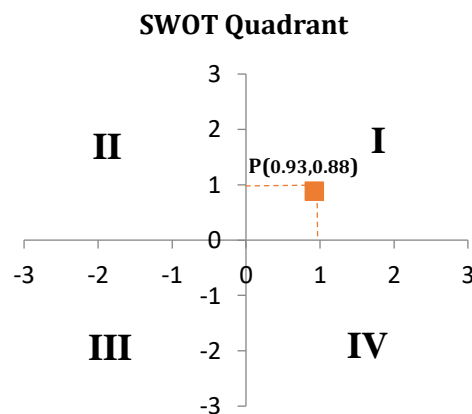


Figure 1. SWOT Quadrant Mangrove Forest Ecotourism in East Kurau Village
Source: Researcher Calculation, 2021

The SWOT matrix clearly describes how the external opportunities and threats faced in the development of mangrove ecotourism in East Kurau Village can be adjusted to their strengths and weaknesses. This matrix produces four sets of possible strategic alternatives so that weaknesses and threats can be overcome, and strengths and opportunities can be improved. The four possible sets of strategies are called the S-O Strategy, the W-O Strategy, the S-T Strategy, and the W-T Strategy (Table 5). The ecotourism development strategy was designed based on the results of the prospective level analysis of each determinant (Karsudi et al., 2010).

Based on Mintzberg's theory, strategy has five approaches: plans, tactics, patterns, positions, and perspectives (Dayansyah, 2014). The strategy as a tactic is a plan to compete with other tourism objects so that mangrove ecotourism in East Kurau Village can compete with other tourism objects by increasing the growth of mangrove species and optimizing promotions and existing facilities. The results of this strategy also become a strategy as a pattern concerned with the main aspects that are focused. The strategy as a position is the collaboration between the mangrove ecotourism managers in East Kurau Village and the community, namely maintaining this ecotourism and creating economic opportunities by producing products, and this is also a strategy as a perspective. The capacity of sustainability indicators is very important to map the transformation and constant challenges of supporting mangrove ecotourism so it can provide conservation benefits, provide quality services for visitors, and improve local community's welfare (Henri & Ardiawati, 2020).

Quadrant I show that the strategy for developing the mangrove ecotourism area of East Kurau Village is an aggressive strategy, namely a position where the strengths it has can be used to take advantage of existing opportunities. The realization of an aggressive (growth) strategy that can be taken is by implementing the followings:

1. To support mangrove conservation and creative economic business management, the steps that must be taken are:

Table 5. Matrix of Strategy Analysis of Mangrove Ecotourism Development in East Timur Village

		STRENGTHS (S)	WEAKNESS(ES)
Internal	1.	Local communities who actively manage tourist attractions	1. Lack of awareness of the local community on cleanliness in the tourist attraction area
	2.	There has been management of tourist objects	2. Lack of diversity of mangrove species
External	3.	Easy access to tourist attractions	3. Lack of supporting facilities and infrastructure for mangrove ecotourism
	4.	There are icons of a tourist attraction (processed mangrove and monkey fruit)	4. The supporting facilities for tourist objects are not well maintained
	5.	There is a historical tour, a cave left by the Japanese army	5. The average level of education of the community is still low
	6.	The readiness of the local government and the community in implementing mangrove conservation programs (HKm GEMPITA)	6. Lack of strategy in promoting tourist attraction
OPPORTUNITIES (O)		S-O Strategy	W-O Strategy
1.	Creating jobs for local communities	1. Developing mangrove conservation activities and creative economic business processing.	1. Developing the existing mangrove vegetation by increasing mangrove planting
2.	The community resources are the potential labor	2. Collaborating to provide supporting infrastructure	2. Providing trash cans and urging tourists to throw garbage in its place
3.	Potential as a means of research and education	3. Optimizing government collaboration with several agencies to provide education on the benefits of mangroves to increase community participation	3. The local government can promote and create a website about mangrove ecotourism to increase tourist interest
4.	A geographical location that matches other tourist attractions (Ketawai Island)	4. Increasing the government's commitment to mangrove development	4. Adding non-existent infrastructure such as huts, as well as maintaining existing facilities and infrastructure by utilizing the role of existing community resources
5.	Mangrove ecosystem conservation		5. Giving advice about conservation to tourists by maintaining cleanliness in tourist attractions
6.	There is a cooperation between the Kurau Timur Village government and several agencies		
THREATS (T)		S-T Strategy	W-T Strategy
1.	Lots of piles of garbage carried away by ocean waves	1. Making regulations or sanctions, so there is no logging for personal interests	1. Optimizing the existence of trash cans in every corner of mangrove ecotourism so as not to damage the ecosystem
2.	Garbage and damage to facilities in tourist areas as a negative impact of tourist visits	2. Maintaining mangrove tourism ecotourism while still paying attention to the carrying capacity of the area	2. Improving facilities and infrastructure that do not yet exist, as well as maintaining and repairing damaged facilities so that they can compete with other tourist objects
3.	The less favorable situation if the icon of the tourist attraction is not available when visited	3. Optimizing attraction icons to increase tourist interest	3. Optimizing service centers to provide information and regulations that apply to mangrove ecotourism in Kurau Timur Village
4.	The the same tourist attraction close to the mangrove forest area of Kurau Timur Village	4. Conducting outreach from the local government regarding illegal logging in mangrove conservation areas	
5.	Some people still take wood from mangrove forest conservation areas		

- a. Preserving mangrove forests by participating in the program of planting a thousand mangrove trees in the Mangrove Ecotourism environment of East Kurau Village.

- b. Providing a container or place, such as a greenhouse for mangrove nurseries.
 - c. Providing culinary tourism that utilizes natural resources in the mangrove forest of East Kurau Village.
 - d. Providing souvenirs for tourists when visiting the Mangrove Forest area of East Kurau Village.
2. To establish cooperation for supporting facilities and infrastructure, the steps that must be taken are:
 - a. Preparing/planning to implement the procurement of facilities and infrastructure in the mangrove forest area of East Kurau Village.
 - b. Collaborating with several related parties such as the Environment Agency, Regional Government, and several agencies to provide facilities and infrastructure that can encourage the development of mangrove forest ecotourism in East Kurau Village.
 - c. To get the right cooperation partners, it needs a wide network or connection first. So that there will be more choices of partners to establish partnerships.
 - d. Collaborating, for example, with funding companies, by submitting proposals.
 3. Optimizing government cooperation with several agencies to provide education on the benefits of mangroves to increase community participation.
 4. Increasing the government's commitment to mangrove development.

D. CONCLUSION

The mangrove forest in East Kurau Village has the potentials for a diversity of tourism objects, both physically and biologically and community empowerment. The strategy for developing mangrove ecotourism that can be done is the S-O strategy. This strategy can be pursued by supporting mangrove conservation and management of creative economy businesses, establishing cooperation to provide supporting facilities and infrastructure, optimizing government collaboration with several agencies to provide education regarding the benefits of mangroves to increase community participation, and increasing commitment of the government on mangrove development.

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