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Strategy for Development of an Ecotourism Based Tourism at Lake Ulak Lia, Musi Banyuasin District

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Abstract: *Lake Ulak Lia sanctuary has potency diversity of flora and fauna around lake, potential waters that have mark aesthetics potential for activity ecotourism. On location this also exists tendency enhancement dig resource in a manner quantitative (production height) which ignores quality where lack of attention to factors environment in planning or taker decision. Study this aim for analyze the influential internal and external factors in development Lake Ulak Lia as ecotourism. Method usedis based SWOT analysis results questionnaire to visitors at the Site. Based on results study concluded thatsupporting internal factors development tourism Lake Ulak Lia is diversity attractions, image of the area that has been long famous, trait openness, security, and convenience reach location. While hinderings not yet exists center information travel, properties to very environmentlow, human resources field tourist still low, and yet adequate infrastructure supporters. Whereas factors supporting externaldevelopment tourist Lake Ulak Lia is accessibility, development technology and information, regulation, as well height potential and interest tourists. While hinderings interrupt culture and destruction environment.*

Keywords: Strategy Development, Ecotourism, SWOT

1. Introduction

One sanctuary fisheries in South Sumatra are sanctuary fishery Ulak Lia is the one who determines and manages it based on the Decree of the Governor of South Sumatra Number 398/ Kpts /IV/1982 and the Decree of the Regent Musi Banyuasin Number 587/MUBA.01/SK/VII/2017. Sanctuary this is type sanctuary Lake swamp located in the Village Ulak Lia, District Sekayu, Regency Muba with area of 115 ha. Form from Lake this very typical, at times certain Lake this could seen like poultrice horse. Water in the lake this enough clear and available throughout year with diverse biotas because adequate water quality fish habitat standards and activities dispersal seed (*restocking*) routine done. Siltation often happened to the lake consequence very sedimentationall and weeds growingcover locations certain so that cover part lake.

Reserves Lake Ulak Lia has potency diversity of flora and fauna around lake, potential waters like type fish, aquatic plants as well potency service environment (scapes) with mark very aestheticpotential for activity ecotourism. However, development ecotourism which is not supported by proper managementcould resulted lack of attention to Public environment, and sustainability environment (Wardhani, 2007). Problems other caused exists tendency enhancement dig resource in a manner quantitative (production height) which ignores quality where lack of attention to factors environment in planning or taker decisions, and weaknesses coordination between agency related in solve problem visible managementfrom various interests, as well no exists perception or understanding Public about environment waters as something resource its naturelimited.

Characteristics traveler need deep knowndevelopment facility tour on the lake Ulak Lia got it more easy directed so that use facility tour could more optimal. Besides it can also

be known who to be market segment of object tour it and try develop object tour with need them. Characteristics traveler in study this covers characteristics demographic tourists (age and type gender, area origin tourists, rate education and level income) and characteristics visit tourists (mod transportation, length of visit, travel motive and power pull tour Lake Ulak Lia). Order development tour Lake Ulak Lia could give benefit profusely for development, then in implementation needed planned and systematic strategyto use capable interesting total big tourist.

Draft ecotourism (*ecotourism*) contained in Permendagri Number 33 of 2009, where development tourist sustainable support preservation environment (nature and culture) and improve participation Public in management, so give benefit economy to society and government area in Upgrade income original area (PAD) passed potency area (Roostika, 2012). ecotourism myself basically ensure sustainability environment with meaning almost same with conservation, namely: to maintain permanent ongoing ecological processes support life, protect diversity biological as well as ensure sustainability and utilization species and their ecosystems (Alamsyah, 2013). Based on the problems that have been described so aim from done study this is for analyze strategy development of the Lake Area Ulak Lia as area based tourismecotourism.

2. Methodology Study

Study this hasdone in Sanctuary Lake Ulak Lia on the moon July 2022, to visitors and the community as well as figure society and officials government ownsinterest to development tourism in Sanctuary Lake Ulak Lia, Soak Baru Village Subdistrict It's as woody Regency Musi Banyuasin. The data to be collected in this study in general are primary data through the distribution of questionnaires and interviews. Existing data processed through data grouping, classification according to order problems and

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classifications factors - internal and external factors analyzed with use SWOT analysis.

3. Results and Discussion

Sanctuary Lake Ulak Lia is Lake most of which are in the Soak Baru Village, District Sekayu, Regency Musi Banyuasin, South Sumatra. Approx 2.5 km from Sekayu City. Sanctuary area Lake this about 115 hectares. Water depth in section middle waters moment season drought about 3 m, and at the moment season rain reach about 5.5m. Condition sanctuary Lake Ulak Lia still good where water quality is in a suitable condition for life fish, however river small river that goes to the Musi River which is covered by weeds and mudso that obstruct fish to outside - in lake.

Besides people, tourists abroad hold role important inside development tourism on the lake Ulak Lia. This later will useful for party manager in plan development right potential for can packed to in something product interesting tourism for visited by tourists. Summary frequency from characteristics tourists. Amount observant tourists is as many as 63 tourists. From the whole respondent the dominated by respondent's manifold sex man that is by 65.08%, meanwhile total respondent woman only by 34.92%, with group age over 40 years. Type profession dominated by choice other that is majority retirees who do journey tour. This supported by options motivation journey that is recreation of 96.83%, with priority activity look view.

Lake Ulak Lia is famous in South Sumatra where *Image* area that has there is the is something profit for development tourism in the region this. Desire Public for stay is opportunity for enhancement income. For long stay traveler majority range between 9 - 12 hours and above 16 hours. Based on results interview, 7 out of 13 tourists who chose the length of stay above 16 hours, spent 21 hours vacation them on the lake Ulak Lia. This show that desire linger on the lake Ulak Lia, based on nature openness Public in accept tourists and objects tours offered very interesting. For enthusiasts look scenery and *fishing*, fishing locations scattered throughout Lake so that desire for can enjoy need long time.

Objects and power pull upcoming tour put forward following only related with tour agro specifically tour waters. Analysis in matter this shared in five categories choice that is no well, less fine, enough well, well, and very good for variable water quality. Temporary for variable other with choice no interesting, less interesting enough interesting, interesting, and very interesting. Respondents in study this was 63 tourists foreign.

Majority respondent very interested with objects and views that exist in the location *fishing* and *viewing view*. This showed with 84.13% and 77.78% of respondents say existence fish waters bargain location activity very interesting. As for perception traveler to object and power pull tour *look scenery* and *fishing* in the lake Ulak Lia.

Interest traveler this embodied with ever activities carried out at these locations ranged fishing between 1.5 - 3 hours at one location, then next with tour another at the same

location. Majority traveler choose for use up remainder time for enjoy view. Diversity power pull tour on site this is side influential positive very good for development Lake Ulak Lia as Destination Region Travel.

Completeness facilities and infrastructure tour as part from component tour expected will give satisfaction to traveler as actors and users service those that don't regardless from tourism market segment. Use transportation make it easy shift and expedite activity. For facilities and services transportation to Lake Ulak Lia 61.90% of respondents answer enough good, 23.81% of respondents say good, 7.94% very good, and 6.35% less ok. Temporary for transportation to location activity or to location object tourism 53.97% of respondents answer very easy and 46.03% answered easy reach location object.

Awareness Public will importance cleanliness environment waters still very low. This seen of 74.60% of respondents say no good for disposal trash. This seen with habit throwaway society rubbish to lake, no feel that with habit the will damage aesthetics environment and sustainability creature lake. Habit this occur because not yet exists firmness from government area about system litter on the lake Ulak Lia.

Management object tour shared in a number of variables starts with security felt by tourists, source information obtained, price, level cleanliness, service, guide tours, and rates convenience During was on the lake Ulak Lia. Security Becomes factor urgent in development tourism. Traveler will feel disturbed the convenience when the area he visited in circumstances no safe. Based on Table 20, there are 55.56% of respondents feel level security very ok. This based on no happening follow violence and disturbances good - physical nor non - physical During traveler was on the lake Ulak Lia. Feeling of security indicate level good comfort. _

Character Public to environment still very low. This seen with response respondent as many as 33 and 24 respondents answer character Public to environment no good and less ok. This indicate that awareness and insight Public for maintain and look after sustainability environment still very limited. If matter this left so will impact on sustainability object tour specifically tour nautical. circumstances this will impact on improvement total visits that resulted in an increase income and welfare society.

One necessary aspects in framework development tourist is there is no will with the *common will* of society for develop tourist deep local matter this is development tourism on the lake Ulak Lia. Inside development role as well as Public must get priority or considered in all matter that is start from Step planning, implementation nor got to the stage supervision, so empowerment Public local in all aspect development tourist could embodied.

Basic stuff empower Public local in development tourism on the lake Ulak Lia is for development tourist this could materialized in accordance with hopes and views from Public Lake Ulak Lia, so results from development tourist this truly can continue (*sustain*). In relation with matter

such, then next will outlined perception Public local to development tourism on the lake Ulak Lia. Part big Public Lake Ulak Lia welcomed positive to development tourism. Whole respondents, as many as 90.48% of the community local answer very agree. This show that Public very support development tour on the lake Ulak Lia.

For development *homestays* with utilise House resident, gets good response from society, though there are also some residents who provide response no agree. Is known that 69.05% of the community say agreed and only 21.43% or 9 people refused with choice no agree. Society that doesn't agree if House resident made *homestays*, the reason because they think that staying gueststhe have difference culture so that raises a feeling of concern if houses resident made *homestays*. However, one side from results interview with figure Public mention that with optimized houses resident as *homestays* for tourists are coming, then no need again built villas that require many lands, so will impact positive for power support land, besides that will It also have an impact on acceptance society.

Responding about exists involvement party private in manage tourism on the lake Ulak Lia, amounting to 42.86% of the community state agree and 23.81% stated very agree. The reason because Public not yet have enough capital in development tourism, so need help from party private. Although part big Public state agree will involvement from party private, however existence from Public local still permanent as domination in all aspect activity. As many as 33.33% or 14 people stated that hesitate. The reason is they worry because with he was involved party private so gains_ more many will in favor of the private sector. Attitude Public to collection the fees earned from tourism by the village, 90.48% responded highly agreed and 9.52% agreed with reason, if collected by the village, they can get benefit economical or benefit positive other.

Kindly bureaucracy governance, business tourism handled by the Department Tourism and Sports Regency Musi Banyuasin. Lake Ulak Lia is in the District It's as woody Soak Baru Village. However thus, handling tourism in the region Lake Ulak Lia arrived moment this still not yet clear, sometimes handled by the characters dominant, sometimes also handled by the government local, or even visitors come and travel alone without there is briefing from competent authority in the area. The lack of clarity about the agency in charge of managing will result in the tourism system becoming fragile so that it is difficult to expect it to be able to improve people's welfare.

Following will outlined analysis to conditions encountered in develop tourism on the lake Ulak Lia which includes analysis condition internal and analysis condition external as following.

A. Analysis Internal Conditions

Strengths

- 1) Have diversity object tour with potency tour very lake interesting and diverse.
- 2) Famous in many ways' areas, especially in the city of Palembang and its surroundings

- 3) Character openness Public against foreigners. _
- 4) Level of safety and comfort in guaranteed area. _
- 5) Price enough travel cheap.
- 6) convenience in reach object tour in area.
- 7) The magnitude interest from Public for development area tour based on existing potential.
- 8) There is facilities and infrastructure as footing beginning development tourism.

Weaknesses

- 1) Not yet have center information tour.
- 2) Awareness part big Public will still environment very low.
- 3) Not yet have ability resource enough human and capital in development tourism.
- 4) Infrastructure supporters tour not yet available in a manner adequate (drainage, disposal). garbage, communication, facilities health, and *money changers*).

B. Analysis Condition external

Opportunities

- 1) Traveler easy reach location.
- 2) Height potential and interest traveler
- 3) Track transportation land to existing location growing.
- 4) Lake Ulak Lia included within the development area in draft development tourist areas geared towards development ecotourism.
- 5) Policy government defined area area Lake Ulak Lia and its surroundings as area mainstay with Step development area for sector superior tourism.
- 6) There is attention government area of the Lake Region Ulak Lia.
- 7) Development strong technology and information

Threats

- 1) Still there feeling tourists condition less security conducive.
- 2) Interrupt culture foreign to society.
- 3) There is destruction environment around area lake.

From the results IFAS analysis and the EFAS, then SO strategy is considered strategy have high priority and urgent for carried out. Strategy is:

- 1) Develop tour interest, in particular tour *fishing* and making attractions tour above surface lake. Development in matter this form provision tools *fishing*, provide guide experienced travel, and create package journey tour with tour superior *fishing*. Making attractions tour above surface Lake for example banana boat, provision transportation Lake for look scenery from middle lake and so on
- 2) Build network with other objects in South Sumatra, in particular The capital city of Palembang. Cooperation give profit introduction object with convenience interaction Public local. tourists visiting the object another tour will given description about tour Lake Ulak Lia. Besides that, with cooperation, promotion could conduct at airports and seaports sea as door enter journey to South Sumatra.
- 3) Cooperate with agent's journey both in South Sumatra and outside province. Cooperation promotion tour with

- agent's journey tour give profit in minimize budget issued and facilitated traveler obtain information tour.
- 4) Upgrade cooperation among government center and area. Policy government center is opportunity for area in Upgrade performance and expect there is lead returns obtained, for example in matter convenience in develop potential. Cooperation this expected give benefit in frequency visit and bridge convenience in visit.
 - 5) Create a special website tour Regency Musi Banyuasin. Promotion through electronic media especially internet capable give more opportunities good compared to with promotion through other media. Internet is need Public moment this. Based on results study through answer given respondents, the majority traveler knows location tour from the internet. This prove, promotion through this medium will effective net traveler for Upgrade frequency visit to area aim tour.
 - 6) More make it easy access enter area tour. convenience in matter this related with center information to area aim tour. Traveler hope could with easy reach information in one time. Information center will give access to area tour so that traveler no need looking and wondering to society. This center provide all required information traveler During was on the lake Ulak Lia.

4. Conclusion

Based on results analysis and discussion that has been outlined before, then conclusions supporting internal factors development tourism Lake Ulak Lia is diversity attractions, image of the area that has been long famous, trait openness, security, and convenience reach location. While hindering is not yet existing center information travel, properties to very environment low, human resources field tourist still low, and yet adequate infrastructure supporters. Whereas factors supporting external development tourist Lake Ulak Lia is accessibility, development technology and information, regulation, as well height potential and interest tourists. While hindering is interrupt culture and destruction environment. Strategy priority based on SWOT is development tour *fishing* and making attractions tour above surface lake, build network with tour others, cooperate with agent travel, and create a special website. To use realize enhancement sector tourism on the lake Ulak Lia is expected will government, society and *stakeholder's* other do reform social, economic and technological in create climate effort.

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