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by Muhammad Hendri

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Strategy for Management of Ulak Lia Lake Reserve as a Aquatic Eco-Tourism Area in Musi Banyuasin Regency

Witry Indriany, Muhammad Hendri

Environmental Management Postgraduate Program, Sriwijaya University
Email: [witryindriany\[at\]gmail.com](mailto:witryindriany[at]gmail.com), [muhammad.hendri\[at\]unsri.ac.id](mailto:muhammad.hendri[at]unsri.ac.id)

Abstract: Lake Sanctuary has potential for flora and fauna diversity, also aesthetic value for ecotourism activities. Inapt management in Ecotourism development can result in a lack of public attention, and environmental sustainability. In this location there is also a tendency to increase the exploration of resources quantitatively (high production) which ignores quality due to lack of attention to environmental factors in planning or decision makers. This study aims to determine the strategy for developing the Ulak Lia Lake Sanctuary as an aquatic ecotourism area. The method used is a SWOT analysis based on the results of a questionnaire to visitors at the location. Based on the study, it was concluded that the priority strategy based on SWOT was to improve tourism, especially fishing and aquaculture tourism, to build networks with other objects in South Sumatra, especially Palembang city, to cooperate with travel agents, increase cooperation between the central government and local governments, build a special website for Banyuasin Regency tourism and make it easier to access tourist areas. To improve tourism sector in Lake Ulak Lia, the government, community and other stakeholders are expected to be able carry out social, economic and technological reforms in creating a business climate.

Keywords: Strategy, Ecotourism, Lake Sanctuary

1. Introduction

The concept of ecotourism as stated in Permendagri Number 2 of 2009, where sustainable tourism development supports environmental conservation (nature and culture) and increases community participation in management, thereby providing economic benefits to the community and local government in increasing local revenue (PDR). Through the potential of the area (Roostika, 2012). Ecotourism itself basically guarantees environmental sustainability with almost the same intent as conservation, namely: maintaining ecological processes that continue to support life, protecting biodiversity and ensuring the sustainability and utilization of species and their ecosystems (Alamsyah, 2013).

One of the fishery reserves in South Sumatra is the Ulak Lia fishery, which is determined and managed based on the Decree of the Governor of South Sumatra Number 398/Kpts/IV/1982 and the Decree of the Regent of Musi Banyuasin Number 587/MUBA.01/SK/VII/2017. This sanctuary is a type of swamp lake sanctuary located in Ulak Lia Village, Sekayu District, Muba Regency with an area of 115 ha. The shape of this lake is very distinctive, at certain times this lake can look like a horseshoe. The water in this lake is quite clear and available throughout the year with a variety of biota due to the water quality that meets fish habitat standards and routine restocking activities. Siltation often occurs in lakes due to very high sedimentation and weeds that grow to cover certain locations so that they cover parts of the lake.

Lake Sanctuary has the potential for diversity of flora and fauna around the lake, the potential for waters such as fish species, aquatic plants and the potential for environmental services (scenery) with very potential aesthetic value for ecotourism activities. However, the development of ecotourism that is not supported by proper management can

result in a lack of attention to the surrounding community, and environmental sustainability (Wardhani, 2007). Other problems are caused by an increasing tendency to explore quantitative resources (high production) which ignores quality where there is a lack of attention to environmental factors in planning or decision makers, and weak coordination between relevant agencies in solving management problems seen from various interests, and the absence of public perception or understanding of the aquatic environment as a limited natural resource.

The characteristics of tourists need to be known so that the development of tourist facilities at Lake Ulak Lia can be more easily directed so that the use of tourist facilities can be more optimal. In addition, it can also be known who is the market segment of the tourism object and seeks to develop tourism objects according to their needs. The characteristics of tourists in this study include demographic characteristics of tourists (age and gender, area of origin of tourists, education level and income level) and characteristics of tourist visits (mode of transportation, length of visit, travel motives and tourist attraction of Lake Ulak Lia). In order for the development of Lake Ulak Lia tourism to provide the maximum benefit for development, in its implementation a planned and systematic strategy is needed to be able to attract a large number of tourists. Based on the problems that have been described, the purpose of this research is to determine the strategy for developing the Ulak Lia Lake Sanctuary as an aquatic ecotourism area.

2. Research Methodology

This research has carried out at the Lake Ulak Lia Sanctuary in July 2022. Administratively, the Lake Ulak Lia Sanctuary is located in Soak Baru Village, Sekayu District, Musi Banyuasin Regency. The data that will be collected in this study are generally primary data through the distribution of

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questionnaires and interviews. The existing data is processed through data grouping, classification according to the order of problems and classification of internal and external factors. After that do the strategy preparation using SWOT analysis.

3. Results and Discussion

The strategy for developing the Lake Ulak Lia tourist area is directed based on a SWOT analysis. SWOT analysis (*strengths, weaknesses, opportunities, threats*) is an analysis method that will describe the strengths, weaknesses, opportunities, and threats, as well as the constraints that must be faced in a planning process. By knowing your strengths and weaknesses, you will be able to reduce existing weaknesses and at the same time maximize your strengths. The same applies to challenges and opportunities, where when challenges can be minimized, existing opportunities are actually enlarged.

The following will describe an analysis of the conditions faced in developing tourism in Ulak Lia Lake which includes an analysis of internal conditions and an analysis of external conditions as follows.

a) Internal Condition Analysis

Strengths

- It has a variety of tourism objects with very interesting and diverse lake tourism potential.
- Famous in various regions, especially in the city of Palembang and its surroundings
- The nature of the openness of society to foreigners.
- The level of security and comfort in a guaranteed area.
- The price of the tour is quite cheap.
- Ease of reaching tourist attractions in the area.
- The amount of interest from the community for the development of tourist areas based on the existing potential.
- The existence of facilities and infrastructure as an initial step for tourism development.

Weaknesses

- Does not yet have a tourist information center.

- Awareness of most people about the environment is still very low.
- Do not have the capacity of human resources and sufficient capital in tourism development.
- Tourism supporting infrastructure is not yet available adequately (drainage, waste disposal, communications, health facilities, and *money changers*).

b) Analysis of External Conditions

Opportunities

- Tourists easily reach the location.
- The high potential and interest of tourists
- Land transportation routes to locations that have developed.
- Lake Ulak Lia is included in the development area in the concept of regional tourism development which is directed at the development of ecotourism.
- Local government policy that determines the area of Lake Ulak Lia and its surroundings as a mainstay area with the development stage of the area for the leading sector of tourism.
- The local government is paying attention to the Ulak Lia Lake Area.
- Strong development of technology and information

Threats

- There are still tourists who feel that the security conditions are not conducive.
- Foreign cultural interference to society.
- There is environmental destruction around the lake area.

After analyzing internal and external conditions, then calculating the weight of internal and external factors in order to determine the location of the strategic quadrant of development that is considered urgent to be carried out. The calculation of the factor weights is done by tabulating the IFAS – EFAS (*Internal – External Strategic Factor Analysis Summary*) score. The following is the calculation of the weights of internal and external factors contained in the IFAS and EFAS analysis tables which are shown in Table 1 and Table 2 below.

Table 1: Analysis of Internal Strategic Factors (IFAS)

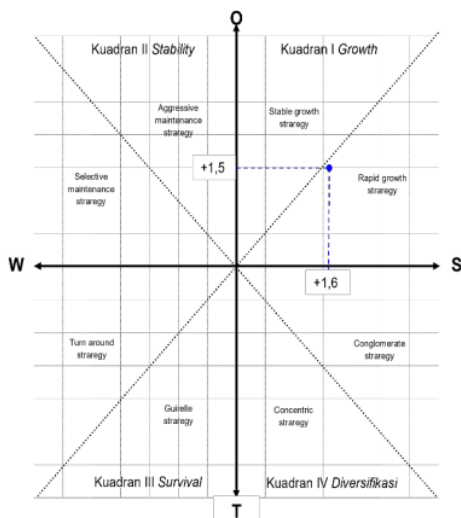
No	Strategic Factors	Weight	Rating	Score
	<i>Strength (S)</i>			
I	1 It has a variety of tourism objects with very interesting and diverse lake tourism potential.	0.2	4	0.8
	2 Famous in the area, especially Palembang City and its surroundings	0.1	4	0.4
	3 The nature of the openness of society to foreigners.	0.1	2	0.2
	4 The level of security and comfort in a guaranteed area.	0.2	4	0.8
	5 The price of the tour is quite cheap.	0.1	2	0.2
	6 Ease of reaching tourist attractions in the area.	0.1	3	0.3
	7 The amount of interest from the community for the development of tourist areas based on the existing potential.	0.1	3	0.3
	8 The existence of facilities and infrastructure as an initial step for tourism development.	0.1	2	0.2
	Total Weight	1		3.2
II	<i>Weakness (W)</i>			
	1 Not yet have a tourist information center.	0.3	1	0.3

2	Awareness of most people about the environment is still very low.	0.3	1	0.3
3	Do not have the capacity of human resources and sufficient capital in tourism development.	0.2	3	0.6
4	Tourism supporting infrastructure is not yet available adequately (drainage, garbage disposal, communication, health facilities, and money changers).	0.2	2	0.4
Total Weight		1		1.6
Score Strength – Weakness IFAS = 3.2 – 1.6 = +1.6				

Table 2: Analysis of External Strategic Factors (EFAS)

No	Strategic factors	Weight	Rating	Score
<i>Opportunity (O)</i>				
I	1 Tourists easily reach the location.	0.2	3	0.6
	2 The high potential and interest of tourists	0.2	4	0.8
	3 Developed land transportation routes.	0.2	3	0.6
	4 The central government's policy is to determine the Ulak Lia Lake area and its surroundings as a mainstay area with the development stage of the area for the leading sector of tourism.	0.1	2	0.2
	5 The local government is paying attention to the Ulak Lia Lake Area.	0.1	2	0.2
	6 Strong development of technology and information	0.2	4	0.8
Total Weight		1		3.2
<i>Threat (T)</i>				
II	1 There are still tourists who feel that the security conditions are not conducive.	0.2	3	0.6
	2 Foreign cultural interference to society.	0.3	2	0.6
	3 There is environmental destruction around the lake area.	0.5	1	0.5
Total Weight		1		1.7
Score Opportunity – Threat EFAS = 3.2 – 1.7 = +1.5				

To find out the location of the strategic quadrant that is considered to have a high priority and urgent to be implemented immediately, the X and Y axis formulations are used, where the X axis is EFAS (Opportunities – Threats) and the Y axis is IFAS (Strengths – Weaknesses) which are stated in values according to the scoring results. (Table 1 and Table 2), as the results are shown in the following figure.



SWOT Analysis Quadrant Layout Chart

Based on the quadrant location formulation in Figure above, the urgent strategy to be implemented in the context of developing the Ulak Lia Lake tourism area is to be located in quadrant I or located between external opportunities and internal strengths (growth strategy) which is a strategy designed to achieve growth in the number of tourist visits

(frequency), visits and tourist areas of origin), assets (tourist objects and attractions, supporting infrastructure and facilities), income (entry fees and the amount spent). Based on the quadrant above, the urgent strategy in quadrant I included in the *Rapid growth strategy*, which is a strategy to increase the growth rate of tourist visits in a faster time (the second year is greater than the first year and so on), improving the quality of the power factor to maximize the utilization of all opportunities.

Based on the SWOT analysis matrix, SO, WO, ST, and WT strategies are produced. The strategies are:

- SO (*Strength-Opportunity*) strategy, a strategy that uses strengths and takes advantage of opportunities.
 - Developing interest tourism, especially *fishing tourism* and *enjoying the scenery*.
 - Build a network with other objects in South Sumatra, especially the Musi Banyuasin Regency.
 - Collaborating with travel agents both in the city of Palembang and outside the province of South Sumatra.
 - Increase cooperation between central and local governments.
 - Create a special website for Musi Banyuasin Regency tourism.
- WO (*Weakness-Opportunity*) strategy, a strategy that minimizes weaknesses and takes advantage of opportunities.
 - Build a tourist information center to facilitate tourists in terms of information.
 - Improving human resources in the field of tourism.
 - Bring in investors.
 - Provide and complete tourism infrastructure and facilities to support tourist activities
- ST strategy (*Strength-Threats*), a strategy that uses strengths and overcomes threats.

- Creating tourist attractions to support tourism activities in Lake Ulak Lia.
 - Maintaining the image of the area.
 - Increase public understanding of the benefits of socio-cultural resilience.
- d) WT (*Weakness-Threats*) strategy, a strategy that minimizes weaknesses and avoids threats.
- Increase public awareness of the importance of the environment and sustainable tourism.
 - Build cooperation with the central government to maintain security.

From the results of the IFAS and EFAS analysis contained in the quadrant layout graph, the SO strategy is a strategy that is considered to have a high priority and is urgent to be implemented. These strategies are:

- 1) Developing interest tourism, especially *fishing tourism* and making tourist attractions above the surface of the lake. Development in this case is in the form of providing *fishing* tools, providing experienced tour guides, and making tour packages with superior *fishing tours*. Making tourist attractions on the surface of the lake such as banana boats, providing lake transportation to see the scenery from the middle of the lake and so on
- 2) Build a network with other objects in South Sumatra, especially the capital city of Palembang. Cooperation provides the advantage of object recognition with the ease of interaction with the local community. Tourists who visit other tourist objects will be given an overview of Lake Ulak Lia tourism. In addition, with cooperation, promotions can be carried out at airports and seaports as entry points for trips to South Sumatra.
- 3) Cooperating with travel agents both in South Sumatra and outside the province. Cooperation in tourism promotion with travel agents provides benefits in minimizing the budget spent and making it easier for tourists to obtain tourist information.
- 4) Increase cooperation between central and local governments. Central government policies are an opportunity for regions to improve performance and hope that there will be reciprocity, for example in terms of ease in developing potential. This collaboration is expected to provide benefits in the frequency of visits and facilitate the ease of visits.
- 5) Create a special website for Musi Banyuasin Regency tourism. Promotion through electronic media, especially the internet, is able to provide better opportunities than promotions through other media. Internet is the need of today's society. Based on the results of research through the answers given by respondents, the majority of tourists know tourist sites from the internet. This proves that promotion through this media will be effective in attracting tourists to increase the frequency of visits to tourist destinations.
- 6) Easier access to enter tourist areas. Ease in this case is related to the information center to tourist destinations. Travelers expect to be able to easily reach information at one time. The information center will provide access to tourist areas so that tourists do not have to search and ask questions to the public. This center provides all the information tourists need while in Lake Ulak Lia.

4. Conclusion

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Based on the results of the analysis and discussion that have been described previously, the conclusion of the strategy for developing the ecotourism area of Ulak Lia Lake as an ecotourism area is the development of *fishing tourism*. And create tourist attractions on the surface of the lake, build networks with other tours, collaborate with travel agents, and create special websites. It is hoped that sustainable tourism development is not just a discourse but is actually applied, at least with a public awareness program on the importance of the environment, especially the lake environment. In order to realize an increase in the tourism sector in Lake Ulak Lia, it is hoped that the will of the government, community and other *stakeholders* to carry out social, economic and technological reforms in creating a business climate.

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