



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 5 Tahun 2024 Page 2224-2232

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

Feasibility Study of Green Tourism Destination Development Reviewed from Marketing Perspectives, Environmental Issues and Risk Management Aspects

Bambang Suhartawan^{1✉}, Sukma Irdiana², Vivid Violin³, Made Prasta Yostitia Pradipta⁴, Ismed Wijaya⁵

(1) Jayapura University of Science and Technology, (2) Institut Teknologi dan Bisnis Widya Gama Lumajang, (3) Politeknik Maritim AMI Makassar, (4) Sekolah Tinggi Pariwisata Sahid Surakarta, (5) Polytechnic State of Lhokseumawe

Email: basuhpapua@gmail.com^{1✉}

Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis kelayakan suatu destinasi wisata yang direncanakan baik oleh pemerintah ataupun swasta untuk dikembangkan sebagai daerah wisata berbasis ekosistem. Penelitian ini menggunakan metode wawancara, survei dan analisis SWOT (Strength, Weakness, Opportunity, Threat). Suatu daerah yang masih terjaga kualitas alamnya memiliki potensi yang signifikan untuk dapat dijadikan suatu obyek atau destinasi wisata dengan tetap menjaga kelestarian dari alamnya, daerah seperti ini dapat memberikan manfaat sosial dan lingkungan, seperti ruang hijau untuk tujuan wisata dan juga sebagai sarana pendidikan. Saran dari penelitian adalah daerah wisata yang memiliki prospek untuk digarap menjadi suatu destinasi wisata berbasis ekosistem membutuhkan dukungan pemerintah juga pemilik modal atau pihak swasta dalam hal pengembangannya. Saran lainnya adalah diperlukan suatu studi kelayakan ekonomi dalam menghadapi kondisi bisnis yang tidak pasti yang dapat berdampak terhadap pengembalian modal yang membutuhkan jangka waktu lama.

Kata Kunci: *Destinasi Wisata, Lingkungan, Studi Kelayakan*

Abstract

This study aims to test and analyze the feasibility of a tourist destination planned by either the government or the private sector to be developed as an ecosystem-based tourist area. This study uses interview, survey and SWOT (Strength, Weakness, Opportunity, Threat) analysis methods. An area that still maintains its natural quality has significant potential to be used as an object or tourist destination while maintaining the sustainability of its nature, an area like this can provide social and environmental benefits, such as green space for tourism purposes and also as a means of education. The suggestion from the study is that tourist areas that have the prospect of being developed into an ecosystem-based tourist destination require support from the government as well as capital owners or the private sector in terms of their development. Another suggestion is the need for an economic feasibility study in dealing with uncertain business conditions that can have an impact on the return on capital that requires a long period of time.

Keywords: Tourism Destination, Environment, Feasibility Study

INTRODUCTION

To avoid confusion between the different tourism modalities, it is important to provide clear definitions and distinguish between alternative, sustainable, rural, and ecotourism. Alternative tourism is a form of tourism that offers experiences different from mass tourism, often emphasizing closer contact with local culture and the environment. Sustainable tourism, on the other hand, aims to minimize negative impacts on the environment and local communities while increasing social and economic benefits for all parties involved. Rural tourism focuses on the development and promotion of destinations in rural areas, often involving activities related to traditional life and local culture (Suhartawan et al., 2022). Meanwhile, ecotourism is a type of tourism that focuses on visits to natural areas with the aim of preserving the environment, promoting conservation, and supporting sustainable development. Ecotourism emphasizes environmental education and local community participation in natural resource management. Understanding the differences between rural tourism and ecotourism is essential to developing ecotourism in rural areas. While rural tourism focuses more on aspects of local culture and life, ecotourism emphasizes environmental preservation and conservation (Suyatno et al., 2023).

Rural tourism meets many of ecotourism's requirements in a unique way. It allows visitors to enjoy and appreciate contemporary culture while living in an authentic rural environment. Due to the limited space available, rural tourism, unlike mass tourism, does not rely on large infrastructure, thereby avoiding crowds and offering a more peaceful and

intimate experience. Most rural tourism destinations offer visitors the opportunity to participate in local recreational activities such as cattle herding, which allows for active engagement with the daily lives of local communities. In addition to providing an immersive and authentic experience, rural tourism also provides significant economic benefits to local residents by enhancing local economic opportunities and supporting the regional economy (Khairullah et al., 2023). However, rural tourism occasionally fails to adhere to conservation guidelines. We are addressing this challenge by distributing brochures and educational materials to visitors, emphasizing the importance of good practices in preserving the environment and native flora and fauna (Widjaja et al., 2021). It must strictly implement necessary conservation guidelines to prevent contamination and negative impacts from tourist arrivals, ensuring that rural tourism remains sustainable and does not damage the authenticity and beauty of the existing environment (Pradipta, 2016).

Tourism's impact is generally highly dependent on three main factors namely visitor numbers, visit modality, and site characteristics. Visitor numbers are important because the more tourists there are, the greater the potential for negative impacts on the environment and local communities (Ariyono et al., 2023). Overcrowding can lead to environmental damage, increased pollution, and pressure on local infrastructure. Therefore, we must carefully manage visitor numbers to keep impacts within acceptable limits and minimize negative effects. The visit mode also influences the impact of tourism (Wijaya et al., 2021). Mass tourism, which involves large numbers of visitors at the same time, tends to have a more significant impact on the environment and local culture than more managed tourism, such as ecotourism. Ecotourism, which emphasizes sustainability and conservation principles, generally has a smaller impact because of its more environmentally and culturally sensitive approach (Suhartawan et al., 2022). The characteristics of the destination location also play an important role in determining the impact of tourism. Each destination has different ecological conditions, environmental carrying capacity, and infrastructure readiness. Locations with fragile ecosystems or sensitive cultures require more careful management to prevent damage (Wijaya et al., 2020). Understanding and effectively managing these three factors is critical to minimizing the negative impacts of tourism while maximizing the positive benefits for the environment, local communities, and visitors (Gai et al., 2024).

One of the possible weaknesses is a nature reserve may have when declared as a nature reserve area is the lack of socialization (Kraugusteeliana & Violin, 2024). Lack of socialization can result in a variety of problems, such as low public awareness of the

importance of preserving the nature reserve and the proper ways to interact with the area. Without adequate information, visitors may not understand the rules and guidelines set, which can lead to negative impacts on the environment, such as pollution or damage to flora and fauna (Gai et al., 2024). Furthermore, a lack of socialization can have an impact on local community involvement (Pradipta, 2023). Uninformed or uninvolved in the management and maintenance of the nature reserve, the surrounding community may not feel responsible or invested in the project's success (Chusna et al., 2022). This could potentially diminish community support and the potential economic gains from sustainable tourism (Pradipta & Satiti, 2022). For nature reserves to function effectively, it is important to address this weakness by increasing socialization efforts through various channels, such as education programs, information campaigns, and direct engagement with the community.

METHOD

This study developed a comprehensive research method by applying an integrated approach that includes interviews, surveys, and SWOT analysis. SWOT is used analysis to assess the strengths, weaknesses, opportunities, and threats associated with the offered attractions and services. Data was used from interviews and surveys to compile a SWOT matrix, which aids in the formulation of appropriate strategies. Based on the results of the analysis, target markets are identified and target profiles are developed. The resulting marketing strategy includes promotions, communications, and service offerings that are in accordance with market needs. Moreover, the process of implementation and evaluation entails executing the prepared marketing plan. An evaluation system was developed to track the strategy's effectiveness and make necessary adjustments based on market feedback and ongoing analysis results.

RESULT AND DISCUSSION

This study demonstrates that establishing a nature reserve has enormous potential to provide significant social benefits to the community. These benefits not only improve the quality of life by providing green space for recreation and education, but they also raise residents' environmental awareness. With the nature reserve, the community can be more involved in environmental conservation efforts, creating stronger social bonds between them. The authorities set various requirements for the project, ensuring every step adheres to applicable regulations. The long-term sustainability of the nature reserve is a major

focus, with efforts to ensure that the project can last for a long time and continue to provide benefits to the community in the future. Mitigation measures have been implemented, such as waste management, biodiversity protection, and control of human activities around the area, to reduce potential negative impacts on the environment. With these strategies, the nature reserve not only contributes positively to the community but also maintains the existing ecosystem. The project serves as a model of sustainability that protects the environment and inspires similar projects in the future, as well as providing a place where the community can learn and actively participate in environmental conservation.

It is also clear that the government is likely to support the project if it is proposed. This support demonstrates that stakeholders at the highest management level recognize the strategic value and potential long-term benefits. The project has a great chance of getting approval and smoother implementation because important decisions can be taken more quickly and efficiently. It also reflects an awareness of the importance of initiatives that are in line with the long-term vision, both in terms of social responsibility and the potential to improve image and reputation. In addition, strong support will make it easier for the project to obtain the resources needed for its implementation, whether in the form of funds, manpower, or logistical support. This enables the project team to concentrate on executing a meticulously planned strategy, guaranteeing the timely completion of all project stages. Support also sends a positive signal to other stakeholders, such as sponsors, business partners, and the wider community, that the project has a strong foundation and solid commitment from management. Thus, it not only has a high chance of success but can also serve as an example for similar initiatives in the future.

The economic analysis revealed a lack of reliability in determining the feasibility of this investment. The analysis failed to fully consider various scenarios, including optimistic, average, and pessimistic variables, crucial for evaluating the project's feasibility. These uncontrollable variables, such as the number of tourists the company can receive and the average amount of money they will spend, have a significant impact on the final result. Without considering these scenarios, this analysis is unable to provide a comprehensive assessment of the feasibility of the investment. In a broader context, it is important to recognize that the uncertainty in these uncontrollable variables makes it difficult to draw a final conclusion about the feasibility of the project. Despite the potential benefits, we must deeply consider the risks associated with the variability in the number of climbers and their expenditures. However, this analysis can confirm that in certain contexts, the investment

may be feasible. This implies that in specific situations where these variables typically occur, the investment could be feasible. Conversely, in less favorable scenarios, this investment may be exposed to greater risks and requires more careful consideration. Therefore, further analysis covering various scenarios and considering all important variables is necessary to reach a more definitive conclusion on the feasibility of the investment.

Positive results from the balance analysis indicate that there will always be an economic surplus each month. This is because the projected number of climbers exceeds the minimum number required to cover the activity's operational costs. In other words, the income generated will exceed the total costs incurred to run the activity. The project has the potential to become a stable and sustainable source of income. When the number of tourists exceeds the required number, we can use the generated financial benefits for a variety of purposes, including reinvestment in the project, facility improvements, or the expansion of existing activities. Furthermore, it can also serve as a financial buffer to deal with future fluctuations in the number of climbers. Although there is variability in the number of tourists, it can help stabilize the financial condition and ensure that activities continue to run even if there is a temporary decline. Overall, the results of this analysis indicate that with proper management and wise use of economic resources, this project has the potential to become a sustainable and profitable venture in the long term. The surplus generated each month provides a strong foundation for future project development and sustainability.

A margin of safety minimizes potential risks for the project, ensuring its survival in diverse market and operational scenarios. However, it is important to note that this study does not account for the initial investment necessary for the project's launch. Without considering the initial investment, this analysis provides an incomplete picture of the actual potential risks and benefits. This analysis's exclusion of the initial investment implies that accounting for the initial costs may not provide an entirely accurate apparent margin of safety.

The cash flow shows that it takes more than five years to recover the capital in the pessimistic scenario. Even though the pessimistic scenario eventually recovers the capital, it indicates a higher financial risk. In contrast, in the optimistic and average scenarios, the recovery time is much shorter. The optimistic scenario recovers the capital in two years, whereas the average scenario requires three years. This significant difference in recovery time suggests that the project's success is highly dependent on the realization of key

variables. Despite the risks in the pessimistic scenario, the large potential returns in the optimistic and average scenarios provide a strong reason to consider this investment carefully, especially if there is a belief that a more favorable scenario is more likely to occur. This analysis emphasizes the importance of considering different scenarios in making investment decisions. Understanding the variation in recovery time under different conditions allows for more wise investment decisions that consider both potential risks and profit opportunities.

The analysis of the Net Present Value and Internal Rate of Return reveals that the project is not feasible in the pessimistic scenario, where the NPV falls below zero and the IRR falls below the expected discount rate. This indicates that the cash flow generated is not sufficient to cover the initial investment and other costs. In contrast, in the average and optimistic scenarios, both NPV and IRR show positive results. In the average scenario, the NPV is positive and the IRR is higher than the discount rate, indicating adequate returns. In the optimistic scenario, the NPV and IRR are significantly higher, indicating excellent potential returns if key variables such as the number of climbers and their expenses exceed expectations. As a result, this analysis confirms that the project's feasibility is highly dependent on the realization of key variables. The pessimistic scenario shows significant financial risks, while the average and optimistic scenarios offer enormous profit opportunities. Investment decisions must take into account the likelihood of each scenario occurring as well as the willingness to face the risks associated with the pessimistic scenario.

Based on the analysis and evaluation conducted, the implementation of ecotourism is considered feasible and has enormous potential to achieve success in terms of sustainability. The project offers an opportunity for responsible and sustainable development, in line with conservation and community development objectives. The project's success will depend on the consistent implementation of ecotourism principles, as well as the ability to adapt to challenges that may arise during implementation. Overall, the project has the potential to make a positive contribution to environmental conservation and the well-being of local communities. By adhering to ecotourism guidelines, the project not only supports long-term sustainability but also strengthens community development through effective conservation practices. Successful implementation of ecotourism will ensure that the project can provide significant economic and environmental benefits to all stakeholders.

CONCLUSION

The conclusion of this analysis shows that the nature reserve establishment project has great potential to provide significant social and environmental benefits. The project, if implemented in accordance with ecotourism principles, can create green space that is useful for recreation and education, increase environmental awareness, and strengthen social ties in the community. In addition, strong support from the government and stakeholders has the potential to facilitate project approval and implementation, as well as ensure the availability of necessary resources. However, the economic analysis shows that the feasibility of the investment still faces uncertainties, especially in the pessimistic scenario where financial risks are higher and the payback period is longer. Although the NPV and IRR analysis show positive results in the average and optimistic scenarios, it is important to consider all scenarios to get a comprehensive picture of the potential risks and benefits.

REFERENCES

- Suhartawan, B., Alfons, A. B., & Daawia, D. (2022). Water Quality Status Based on Pollution Index to Meet The Needs of Sanitary Hygienic Water For Communities Around Lake Sentani In Jayapura Regency. *Journal Research of Social Science, Economics, and Management*, 2(3), 273-290.
- Suyatno, S., Suhartawan, B., Usman, S., Riupassa, H., Marianingsih, S., & Nanlohy, H. Y. (2023). Utilization of market waste as organic fertilizer for the people of Hinekombe Village, Jayapura Regency. *Community Empowerment*, 8(10), 1605-1610.
- Khairullah, M. N., Irdiana, S., & Darmawan, K. (2023, November). Post Pandemi Covid-19 Tourism Recovery Efforts. In *Progress Conference* (Vol. 6, No. 1, pp. 111-116).
- Widjaja, G., Irdiana, S., & Jusman, I. A. (2021). National HR management policies and benefits for MSME managers in the Indonesian tourism sector in the 21st century: systematic review of international publications. *International Journal of Business, Economics and Management*, 4(2), 417-426.
- Pradipta, M. P. Y. (2016). *Tajen sebagai modal budaya dalam pengembangan wisata berbasis masyarakat di desa Pakraman Sukasada, Singaraja, bali* (Doctoral dissertation, UNS (Sebelas Maret University)).
- Ariyono, K. Y., Irdiana, S., Darmawan, K., & Khairullah, M. N. (2023). The role of tourists in increasing community income in the Sunan Ampel tourism religious tourism area in Surabaya. *Jurnal Cakrawala Ilmiah*, 2(5), 1901-1910.

- Wijaya, I., Faisal, F., Yusuf, M., Dewi, N., Syafrizal, S. H., & Zulkarnain, T. (2021). Strategi Pemasaran UMKM Nana's Cake di Desa Hagu Teungoh Kecamatan Banda Sakti Kota Lhokseumawe. In *Prosiding Seminar Nasional Politeknik Negeri Lhokseumawe* (Vol. 5, No. 1, pp. 55-57).
- Suhartawan, B., Haurissa, J., & Rumawak, S. A. (2022). Lake Sentani water quality index based on NSF-WQI as raw water for drinking water for Lake Sentani coastal communities, Jayapura Regency. *Jurnal Syntax Admiration*, 3(9), 1189-1204.
- Wijaya, I., Zulkarnaini, Z., & Nasir, M. (2020). Pelatihan Manajemen Dasar Dan Produksi UKM D'Mar Craft Di Desa Meunasah Mee Kecamatan Muara Dua Kota Lhokseumawe. In *Prosiding Seminar Nasional Politeknik Negeri Lhokseumawe* (Vol. 4, No. 1, pp. 66-68).
- Gai, A. M., Mahmudin, T., Violin, V., Utama, A. N. B., & Apramilda, R. (2024). Analysis of The Effect of Cultural Tourism Development, Accessibility and Economic Policy on Tourism Competitiveness in Indonesia. *International Journal of Engineering, Science and Information Technology*, 4(2), 16-20.
- Kraugusteeliana, K., & Violin, V. (2024). Application of Decision Support in Performance Assessment of Delivery Services in the E-Commerce Industry. *Jurnal Galaksi*, 1(1), 53-61.
- Gai, A. M., Purwati, S., Violin, V., & Ibrahim, M. M. (2024). The Application of Plural Panelist Synthesis Method in Identifying Determinant Factors That Influence Economic Growth. *Jurnal Sistim Informasi dan Teknologi*, 18-22.
- Pradipta, M. P. Y. (2023). The Use of Wellness Tourism in Tourism Development: A Case Study in Baluwarti Village, Surakarta City. *JURNAL PENDIDIKAN DAN KELUARGA*, 15(01), 9-23.
- Chusna, S. A., Pradipta, M. P. Y., & Budiningtyas, E. S. (2022). Pengembangan Agrowisata Merah Jambu Berbasis Wisata Edukasi Di Kabupaten Karanganyar. *Sabbhata Yatra: Jurnal Pariwisata dan Budaya*, 3(2), 113-120.
- Pradipta, M. P. Y., & Satiti, E. N. (2022). Pengelolaan Kampung Pecinan Sudiroprajan Sebagai Daya Tarik Wisata Budaya Di Surakarta. *Jurnal Pariwisata Terapan*, 8(1), 61-70.