

Strategy to Improve Marine Tourism Competitiveness in Wakatobi National Park, Indonesia

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Abstract:

Wakatobi National Park which is in the center of the coral triangle has the highest marine biodiversity, and the largest corals in the world. Many regions in Indonesia and the world have similar tourist attractions (marine) so that strong competitiveness is needed to bring in tourists. Wakatobi is a group of islands (45 islands), so access between islands is by small or large boat. Wakatobi has the potential for marine tourism which has high competitiveness with the main strength being the uniqueness and diversity of its marine tourism attractions.

The strategy for increasing the competitiveness of the Wakatobi tourist destination was compiled by conducting a quantitative descriptive analysis. The strategy was developed based on the results of a SWOT analysis of 6 elements of tourism, namely attractions, amenities, accessibility, image, human resources, and price. The priority strategy for increasing the competitiveness of marine tourism in Wakatobi is to carry out an aggressive strategy, namely utilizing strengths to take advantage of existing opportunities by supporting aggressive growth policies based on sustainable tourism.

Key Word: Tourism; Maritime; Tourism competitiveness; Wakatobi; Sustainable tourism.

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I. Introduction

Nature tourism is one part of the needs of human life that must be met to provide balance, harmony, tranquility, and excitement of life, where natural recreation or natural tourism is a form of utilization of natural resources based on the principle of natural sustainability (Pratikto et al., 1997). The high arrival of foreign tourists for nature tourism is inseparable from the condition of Indonesia which has thousands of islands with vast seas, so it is possible to have many and diverse natural tourism potentials.

Maritime tourism is a visit to a tourist attraction, especially to witness the beauty of the ocean, diving with complete diving equipment (Pendit, 1999). Wakatobi Regency, Southeast Sulawesi Province is a group of small islands with the main islands of Wangi-Wangi, Kaledupa, Tomia, and Binongko which are rich in marine tourism potential, especially the beauty of the sea. However, on the mainland also has cultural heritage in the form of historic buildings.

The marine waters and the culture of the marine community in Wakatobi have the potential to become a leading tourist attraction in Southeast Sulawesi, which is supported by its geographical condition in the form of small islands with a diversity of marine life and underwater beauty. Marine tourism activities are very safe to do in Wakatobi because the coastal waters have small waves and tend to be calm. The white sand complements the strength of the potential for marine tourism here.

Based on the Law of the Republic of Indonesia No. 10 of 2009, Tourist Attractions are described as everything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made resources that are the target of tourist visits. According to (Yoeti, 2002) attraction is anything that can attract tourists to visit a tourist destination, such as:

- Natural attraction: landscape, seascape, beaches, climate, and other geographical features of the destinations.
- Cultural attraction: history and folklore, religion, art and special events, festivals.
- Social attractions: the way of life, the resident populations, languages, opportunities for social encounters.
- Built attraction: building, historic and modern architecture, monument, parks, gardens, marinas, etc.

Wakatobi is a marine tourism area that has uniqueness and diversity, but it is necessary to develop a strategy to increase its competitiveness so that the desire to visit tourists also increases. The number of interesting natural and cultural tourist attractions will be meaningless if they are not utilized and managed properly and optimally. The advantages of tourism potential in Wakatobi need to be measured to get an overview of the existing conditions of competitiveness. An overview of community conditions, environmental

utilization, and government policies related to tourism is important information that plays a role in formulating strategies to improve the competitiveness of marine tourism, especially in Wakatobi.

The marine tourism area is an area that has certain functional functions or aspects, by applying the regional development approach it is hoped that development can be more interactive and functionally responsive so that the benefits of development to be developed have a sector or business that is potential and strategic to support development (Adisasmita. H.R., 2005).

To improve the quality of tourism, it is necessary to determine the leading tourism. The determination of this leading tourism can strengthen the network of local destinations in order to increase the competitiveness of tourist destinations. Measurement or assessment of the advantages of potential tourist attractions is needed in planning tourism development.

To formulate the right priorities in planning and implementing tourism development in Wakatobi, it is necessary to identify its strengths and weaknesses. Identifying the existing condition of the quality of marine tourism potential and formulating strategies to increase competitiveness is carried out first.

II. Material And Methods

Potential Tourism Attractions of the Wakatobi Islands

According to Pendit, (1999) tourism potential is a variety of resources contained in a particular area that can be developed into a tourist attraction. In other words, tourism potential is a variety of resources owned by a place and can be developed into a tourist attraction that is used for economic purposes while still paying attention to other aspects.

Wakatobi Regency is part of the Southeastern peninsula of Sulawesi Island, located in the southern part of the equator, extending from north to south between 5.00 - 6.25 South Latitude, and stretching from west to east between 123.34 - 124.64 East Longitude. Total Area The land area is $\pm 823 \text{ km}^2$ and the sea area is estimated to be $\pm 18,377.31 \text{ km}^2$.

Wakatobi Regency is one of the existing National Parks in Indonesia with a total area of 1.4 million ha. Wakatobi National Park has 2 seasons, the rainy season and the dry season with an average temperature of $21.6^\circ\text{C} - 34.2^\circ\text{C}$. Has a land area of $\pm 823 \text{ km}^2$ or only about 4.3 percent of the total area of Wakatobi Regency as a whole. The rest is sea area which covers $\pm 19,200 \text{ km}^2$.

Quoting from Clifton et al. (2010) "With a resident community of around 100,000 people, the WNP is Indonesia's third largest and most populated marine national park. Located centrally within the Coral Triangle, it includes approximately 50,000 ha of coral reefs, including fringing reefs around the four main islands, large offshore atolls, extensive platform reefs and a barrier reef off the north coast of Wangi- Wangi (Pet-Soede and Erdmann, 2003)". Hereinafter "The reefs within the WNP provide wide niche diversity which support rich marine communities. These reefs harbour over 390 species of hard coral belonging to 68 genera and 15 families (Turak et al., 2003). The fish assemblages of the reefs are very rich, with 590 fish species from 52 families having been recorded (Halford, 2003). These levels of diversity are among the highest recorded in any coral reef ecosystem."

Wakatobi Regency is located at the center of the world's coral triangle. According to records from the Marine and Fisheries Service of Wakatobi Regency. Wakatobi National Park has the highest amount of marine biodiversity in the world, namely 750 species of coral from 850 species of world coral, 900 species of world fish with 46 identified divinities, 942 species of fish, 90,000 ha of coral reefs, the coral of Kaledupa Atoll with a length of 48 km and is a coral reef. The longest atoll in the world (Operation Wallsea, 2006). Wakatobi consists of a group of islands, so access or transportation used between islands is using small or large boats. There are 43 islands that are included in the territory of Wakatobi Regency.

The Coral Triangle Initiative aims to achieve biodiversity conservation and sustainable use of marine resources through an ecosystem-based management approach, involving the establishment of marine protected area (MPA) networks, detailed regional management plans, agreements on tuna fishing and live reef fish trading, and the implementation of measures designed to facilitate adaptation to climate change over the next ten years (CTI Secretariat, 2008).



Figure no1: Map of Wakatobi's Position in the Coral Triangle (Source: wakatobi national park.com)

Marine tourism potential in Wakatobi is around four main islands and their surroundings, namely Wangi-Wangi, Kaledupa, Tomia, Binongko, and Hoga Islands.

Wangi-Wangi Island: Wangi-Wangi Island: This island is the main gateway for tourists who want to visit Wakatobi because this island is the capital of Wakatobi Regency, as well as the airport, the main port of ships is also on this island. Wangi-Wangi Island, called Wanci by the local community, also provides various tourism supporting accommodations such as hotels and restaurants. Tourism activities that can be done here are marine tourism such as diving, snorkeling, swimming, and fishing. Many dive spots around Wangi-Wangi beach and near the harbor. Another tourist activity is visiting Kapota Island which is known as an ecotourism island and can be reached by land transportation. Here you can find Bajo tribal settlements and various other land attractions.

Kaledupa island: The trip to Kaledupa Island from Wangi-Wangi Island takes about 2 hours by boat. The word "Kaledupa" comes from the word "Kauhedupa" which means incense wood. Kaledupa Island looks greener than the other islands in the Wakatobi area, because it is overgrown with trees. Some of the usual tourist activities carried out here are swimming, snorkeling, and diving. There are 22 dive points, and all of them can be reached within 30 minutes. Kaledupa Island also has cultural heritage, such as the Bente Mosque, Ollo Fort, and 150 homestays.

Tomia island: Tomia is the third island in Wakatobi which can be reached in 3-4 hours by public boat. Wakatobi Dive Resort is a favorite place for foreign tourists on Tomia Island. This resort is very exclusive and private and even has a direct line from Bali to Tomia Island. There are 43 mapped dive points on Tomia Island. Activities besides diving are exploring the mangrove forest area on Runduma Island and seeing green turtles around Tomia Island. Here there is a coral called Table Coral with a size of 2-3 meters and Mari Drunken Coral.

Binongko island: The environment on this island is different from other islands in Wakatobi, this island is surrounded by hills and rocky cliffs. One unique thing that can be found on this island is a "blacksmith" or blacksmith who produces high-quality machetes. If we are going to do underwater activities, we will meet hundreds of turtles. On this island there is Yoro Beach which is a beach with reddish-white sand.

Binongko Island has cultural tourism such as the Tadu Fort in Haka Village, Togo Binongko District. Inside the fort there are old tombs. This fort is composed of rocks and has two doors called Lawa. According to history, this fort was once an old village marked by the remains of old foundations, old pillars, former stables, and relics of life in ancient times. People used to build forts to protect their village from Sanggila (Pirate) attacks.

Hoga Island: Hoga Island is one of the islands in the Wakatobi archipelago which is the most beautiful underwater tourist island in the world. This island is in the east of Kaledupa Island. Tourists can see the enchanting charm of the beach and the beauty of colorful fish between the curves of the coral reefs. Apart from that, you can also find various types of marine fauna, such as anemone fish, barracuda fish, and pygmy fish. There are about 83 types of colorful fish here. If we come at the right time, we can see turtles laying their eggs here. The best time to visit this place is around April to June or from October to December each year.



Figure no2: The beauty of the underwater on Tomia Island.

Methodology

The method used is a combination of two approaches both quantitatively and qualitatively. Its use is based on the importance of the goals to be achieved in solving the problems that have been set out in this paper. The combination of quantitative and qualitative approaches is known as the triangulation approach. The combination of these two approaches is expected to provide added value or separate synergies and can minimize the weaknesses in the two paradigms. These two paradigms will support each other where the quantitative approach will help the qualitative approach and vice versa the qualitative approach will help the quantitative approach.

The quantitative paradigm is used to see facts that occur in the field that are felt by the five senses of tourists who come to tourist destinations. Sources of knowledge consist of rational thinking and empirical data. Therefore, the measure of truth lies in coherence and correspondence. Coherent means according to previous theory (rational), and correspondence means according to the reality of field data (empirical).

Julia Brannen revealed that the quantitative research paradigm consists of two important aspects, namely quantitative research that uses enumerative induction and tends to generalize. The emphasis on data analysis from the enumerative induction approach is quantitative calculations ranging from frequency to statistical analysis. Basically generalization is the application of findings from a sample to all populations, because in the quantitative paradigm there is an assumption about similarities between certain objects, then generalization can also be interpreted as universalization.

The qualitative paradigm uses analytical induction and extrapolation. Analytical induction is an approach to processing data into concepts and categories. So the symbols used are not in numerical form, but in the form of descriptions, which are taken by converting data into formulations. Meanwhile, extrapolation is a way of drawing conclusions that is carried out simultaneously during the analytical induction process and is carried out gradually from one case to another, then from the analysis process a theoretical statement is formulated.

III. Result

Existing Condition of Wakatobi Archipelago Tourism Destinations

The assessment of existing conditions on the quality of potential tourist attractions in Wakatobi is based on the opinions of visiting tourists. The assessment variable refers to the 6 elements of tourist destinations compiled by UNWTO (2005) namely Attractions, Amenities, Accessibility, Human Resources, Image, Price, as independent variables. Furthermore, these variables were reduced to 40 indicators which were presented in the form of positive statements. The existing condition of the quality of this tourist destination is assessed in 5 levels using a Likert scale. The lowest score is 1 for Very Not Good, 2 for Not Good, 3 for Fairly Good, 4 for Good and 5 for Very Good with a weighted interval of 0.8. Research variables are everything that the researcher determines to be studied to obtain information about it, and then conclusions are drawn Sugiyono (2009) in Siahaan & Komariah (2022).

Respondents involved are domestic tourists and foreign tourists totaling 320 people. The area of origin of many respondents came from Jakarta as much as 50%. Foreign tourists come from Taiwan, Singapore, Malaysia, Canada, the Netherlands, and the UK. Most of the foreign respondents came from Malaysia (6%)

followed by Taiwan 4% and the others 2% each. This data illustrates that visiting tourists are still dominated by domestic tourists, so it is necessary to take action to increase foreign tourist visits.

80% of respondents are aged 26-45 years, and 10% are over 45 years old. The education level of the respondents is 44% Bachelor, and 39% Master. Sources of information obtained by respondents in traveling, 44% of respondents stated that the source of information was obtained from the internet, 34% said from friends/family, 10% from travel agencies. Individual respondents' travel arrangements are 32%, groups are 42%, through travel agents 20%, and others 6%. The data above shows that group travel arrangements have the highest percentage. The respondents' tourist destinations are 36% for vacation, 36% for business/services, 22% for sports, 2% for conservation, and 2% for knowledge. Data on the number of visits that have been made by respondents as tourists. 78% said it was a first visit, 12% a second visit, and 10% said it was a third visit or more.

Tableno1: Respondents' assessment of the 6 elements of tourist destination variables in Wakatobi.

Variable	Dimensions (Sub-variable)	Indicator	N	min	max	Mean	Average score
Attractions (v1)	Enchantment of nature (sea and land), marine life, beach sand, beach sports	v1.1 Diversity of activities	320	2	5	4.02	3.92
		v1.2 Tourist attraction quality		2	5	4.11	
		v1.3 Diversity of tourist attractions		1	5	3.68	
		v1.4 Wave conditions for activities		2	5	4.10	
		v1.5 Sand Quality		2	5	3.71	
Amenities (v2)	accommodation, information center, recreational facilities, food and drink facilities, shopping facilities	v2.1 Hotels, lodging	320	1	5	2.95	3.31
		v2.2 Banking services		1	4	2.54	
		v2.3 Restaurant		1	4	3.07	
		v2.4 Souvenir shop		2	4	3.36	
		v2.5 places of worship		2	4	3.33	
		v2.6 Tourist information center		1	5	3.54	
		v2.7 Tourism environment arrangement		1	5	3.57	
		v2.8 Signboard for tourists		1	5	3.49	
		v2.9 Health facility		1	5	3.18	
		v2.10 Clean water		1	5	3.43	
		v2.11 Electric network		2	5	3.46	
		v2.12 telecommunication network		2	5	3.58	
		v2.13 Tourist activity support tools		2	5	3.72	
		v2.14 Waste management		1	5	3.06	
Accessibility (v3)	Jalur darat,udara,danlaut	v3.1 Road conditions to the location	320	1	5	3.37	3.48
		v3.2 Availability of sea and land transportation		1	5	3.45	
		v3.3 Traveling time		2	5	3.71	
		v3.4 Transportation information		2	5	3.54	
		v3.5		2	5	3.33	
Human Resources (v4)	Tenaga kerjayangterampil	v4.1 Quality of employee expertise	320	1	5	3.37	3.41
		v4.2 Friendliness of employees		1	5	3.45	
		v4.3 Employee response		1	5	3.71	
		v4.4 Adequate number of employees		2	5	3.54	
		v4.5 The readiness of the coast guard		2	5	3.33	
Image (v5)	keunikan,pemandangan,adegan,kualitaslingkungan,keselamatan,tingkatlayanan,dankeramahan	v5.1 Has a characteristic and unique environmental Hygiene	320	2	5	3.83	3.65
		v5.2		1	5	3.28	
		v5.3 Tourist safety		2	5	3.52	
		v5.4 No air pollution, noise		1	5	3.88	
		v5.5 Community acceptance		2	5	3.74	
Price (v6)	Biayatransportasi,akomodasi,makan danminum, jasaperjalanan,tiket masuk,parkir.	v6.1 Travel transportation fee	320	2	5	3.82	3.51
		v6.2 Hotel/lodging fee		1	4	3.08	
		v6.3 Tour service fee		2	4	3.07	
		v6.4 Price of admission		2	5	3.72	
		v6.5 Parking fee		2	5	3.80	
		v6.6 Travel activity fee		2	5	3.58	

Table no 1 shows the results of tourist assessments of the 6 elements of tourist destinations in the Wakatobi National Park which can be described as follows:

Attractions: The Attraction variable is reduced to 5 statements/indicators. The quality of tourist attractions (marine biota) as an object of underwater photography gets the highest average score of 4.11 (Good). The diversity of tourist attractions gets the lowest score with an average weight of 3.68 (good). This value indicates that the quality of marine tourism attractions is the most attractive. Tourist attractions in Wakatobi are considered good with an average score of 3.92.

Amenities: The Amenity variable was reduced to 14 indicators. The value of the availability of activity support tools gets the highest average value of 3.72 (good), and the availability of banking services gets the lowest weight of 2.59 (not good). The average value for each indicator shows that 8 of the 14 indicators are declared

good, 6 indicators are considered quite good and only one indicator is declared not good. Overall, the tourism supporting facilities in the Wakatobi area are stated to be quite good with an average score of 3.31.

Accessibility: The Accessibility variable is reduced to 5 indicators. This indicator only refers to land and sea transportation modes. Both of these modes of transportation are used in achieving the location of tourist destinations in Wakatobi. Availability of transportation information gets the lowest score of 3.48 (good), while the highest score is on the indicator of travel time to the tourist location.

Image: The Image variable is reduced to 5 indicators. Overall, it was declared good with an average score of 3.65. The air and noise pollution-free indicator has the highest score of 3.88 (good). The lowest value on the environmental hygiene indicator with a value of 3.28 (good enough).

Human Resources: The Human Resources variable is reduced to 5 indicators. These indicators are related to the quality of the existing employees in the tourist destinations. The highest score on employee hospitality is 3.65 (good) and the lowest is on the quality of employee expertise 3.29 (good enough). Overall, Human Resources in the tourism sector in Wakatobi are declared good with an average score of 3.41.

Price (Price Match): The cost of tour services gets the lowest value, which is 3.07 (good enough), for the highest value on transportation costs to the tourist destination (3.82). Four of the six indicators derived from the price variable were declared good and the other two were quite good, but overall the weight of the average value of the price variable was declared good (3.51).

Environmental conditions of marine tourism destinations in Wakatobi

Tourism development must be able to utilize resources optimally so that they are efficient and effective by taking into account the preservation of regional culture and natural wealth as tourist attractions. Optimum utilization of marine potential does not mean forgetting a very important factor for the value of developing sustainable marine tourism areas, namely efforts to repair damaged areas and not reduce their potential diversity. Consistent in supporting sustainable tourism by adjusting the concept and implementation.

The current tourism paradigm is more concerned with flexibility, segmentation, and diagonal integration as a form of innovation that requires controlling economic motives towards the conservation of natural resources and socio-cultural preservation. The new global trend of tourism has been taken into consideration by WTO member countries (World Tourism Organization) in formulating general provisions for 'sustainable tourism'. The World Tourism Organization (1997) states "meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems".

The Wakatobi community is a society that cares about the environment. This is inseparable from the role of academia, government and some managers of the tourism industry. The form of community involvement in the coastal environment can be seen in the existence of beach clean-up activities and also mangrove forest conservation.

Waste management is something that has the potential to cause environmental damage in addition to tourism activities that do not pay attention to the carrying capacity of the natural environment. The results of observations in several tourist destination locations show that there are still tourism managers who do not provide trash bins so that it greatly disturbs the comfort of tourists. Warning signs to keep the environment clean were also not visible in several locations. This sign is very important to remind tourists to keep the environment clean and not disturb the comfort of traveling.

Socio-Cultural in Wakatobi

The socio-cultural conditions of the people in the Wakatobi tourist destination are considered good, this can be seen from the high sense of solidarity and social ties among them. The majority of Wakatobi residents use the sea as a source of income. The forms of their activities include being fishermen, farmers cultivating marine products (seaweed), government employees, and traders. Some of the tribes that inhabit the Wakatobi area are the indigenous Wakatobi, Javanese, Bugis and Bajo tribes. Harmony and communication between tribes is well maintained and there is no visible conflict. They always work together to help each other in various matters and respect each other. Community acceptance of newcomers and tourists is very good, seen from the way they greet and respond to tourist questions. The local wisdom of the Wakatobi people is a force in the development of the tourism industry. However, their understanding of the concept of tourism awareness is not yet strong because there is no overall government role in socializing the concept of tourism awareness.

The Economic Condition of the People in Wakatobi

The Wakatobi community is generally a fishing community that utilizes marine resources to support their lives by catching fish in the sea using boats or by cultivating ponds. According to Firth (1946) in Satria (2009), fishing communities have similarities with farming communities, namely the nature of small-scale

businesses with simple equipment and market organizations; exploitation which is often associated with cooperation problems; mostly depend on subsystem production; and vary in their level and economic behavior.

The position of fishermen is often considered low in several countries, thus reducing the interest of women to marry fishermen. The low social position of fishermen is often caused by the isolation of fishermen (on small islands), and also due to the lack of interaction with urban communities due to the low quality of access to cities. Economic power is very dominant in determining the position of fishermen because the capital factor is indeed the key in the formation of social class based on a Marxist perspective. Economic power will determine political, legal and other social life.

Opening new economic opportunities from the tourism sector is the most possible thing to do in an effort to create community economic equality. Tourism development can be the best solution. The potential that exists in Wakatobi can be used as capital to drive the community's economy. Need to do a more thorough touch of development.

The Influence of Technology on tourism development in Wakatobi

The development of information technology is starting to have a positive impact because the world of tourism is starting to show significant changes. It is very easy for tourists to determine the tourist destinations they want to visit. The availability of telecommunications networks in tourist destinations is very helpful for tourists to communicate, including informing family and friends about their satisfaction in traveling, and is considered very important for tourism development.

Information technology in Wakatobi has developed to keep up with the times so that tourism information that is developing inside and outside the Wakatobi area is easy to obtain. Infrastructure to support information traffic continues to be added, with the hope that the people of Wakatobi, including those living on small islands, can communicate easily, and get information on developments in their region and the world. Another role of information technology is to introduce tourist destinations.

Technological developments in other fields have begun to be felt, such as natural resource processing technology, especially marine resources, as well as technology in the transportation sector.

Strategies to Increase Tourism Competitiveness of the Wakatobi Islands

Tourist destinations that are spread throughout Indonesia do various ways to increase their advantages in order to compete in the business of bringing in tourists. Currently, tourism information can be obtained quickly. Efforts to improve the quality of tourism competitiveness in each destination can be clearly and easily identified. These various efforts will certainly create strong competition to bring as many tourists as possible to their respective regions. For this reason, it is necessary to make various efforts to increase its competitive advantage.

Formulation of strategies to increase the competitiveness of tourist destinations in the Wakatobi Islands using a SWOT analysis. SWOT analysis is a form of analysis that compares external factors (opportunities and threats) with internal factors (strengths and weaknesses) (Rangkuti, 2015). The results of this analysis will provide a basic view of the strategies needed to achieve the objectives. Rangkuti in Arsyadha (2002), states that strengths and weaknesses occur more in the internal (internal) environment, while many opportunities and threats occur outside the environment. This analysis method is based on logic whose goal is to maximize potential and opportunities but at the same time minimize obstacles and threats in the hope that it will provide output in the form of targets and actions to achieve goals.

Tourist perceptions of the 6 elements of tourist destinations, are the main factors in formulating strategies to increase the competitiveness of marine tourism in Wakatobi and become internal factors. Furthermore, these factors will be enriched by the results of observations and interviews with stakeholders. External factors were obtained from interviews related to the environment, government policies, socio-cultural impacts, technological developments, and the quality of competitiveness with similar tourist destinations in Indonesia.

Table no 2: Internal and External Factors Destination Tourism of Wakatobi.

FAKTOR INTERNAL	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Diversity of tourist activities • Quality of location photography/nature scenery • Diversity of natural attractions • Condition of the waves for tourism activities • Quality of roads to tourist sites • Travel time to tourist sites from the city • Traveler safety • Community acceptance of tourists • Employee friendliness 	<ul style="list-style-type: none"> • The existence of banking services (ATM) is still lacking in tourist areas • Inadequate restaurant availability • Inadequate availability of health facilities • Poor waste management • The quality of employee skills is still low • The alertness of the coast guard.

<ul style="list-style-type: none"> Stakeholder involvement in the management of the natural and socio-cultural environment. 	
FAKTOR EKSTERNAL	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Travelers love the diversity of attractions and activities Concern for stakeholders (community, government, managers, academics) towards environmental sustainability Increased tourist confidence in security and safety in traveling Stipulation of local government regulations on tourism management Rapid technological development Continuous infrastructure development. 	<ul style="list-style-type: none"> Tourist activities disturb environmental sustainability Tourist activities can have a negative impact on the socio-cultural life of the community Construction of facilities in tourist destinations that are not environmentally sound There are many similar tourist destinations that continue to grow.

The strategies generated in the SWOT analysis (Salusu, 2000), include: 1) SO Strategy, using strengths to take advantage of opportunities available in the external environment; 2) WO strategy, used to improve internal weaknesses by taking advantage of opportunities from the external environment; 3) ST strategy, using strength to minimize the impact that will occur from the external environment; 4) WT strategy, aims to minimize internal weaknesses and reduce external challenges.

Table no 3: SWOT matrix of strategies to improve the quality of Wakatobi’s tourism competitiveness.

	STRENGTHS	WEAKNESSES
	SO strategy	WO strategy
Opportunities	<ol style="list-style-type: none"> 1. Improve the quality of various tourist attractions and activities by utilizing stakeholders' concern for environmental sustainability to provide satisfaction to the wishes of visiting tourists. 2. Improve the quality of access (roads and travel time) to tourist destinations by taking advantage of government regulations on tourism, rapid technological advances, and continuous infrastructure development. 3. Increase the security and safety of tourists in tourist destinations by utilizing the trust of tourists in traveling. 	<ol style="list-style-type: none"> 1. Improve the quality of banking services (ATM) in tourist areas by taking advantage of technological developments and the stipulation of regional regulations on tourism. 2. Improve the skill quality of employees and the alertness of the coast guard by taking advantage of the opportunities provided by the local government through the local regulation on tourism. 3. Increase the availability of restaurants, health facilities, increase the liking of tourists for the diversity of attractions and tourist activities available.
	ST strategy	WT strategy
Threats	<ol style="list-style-type: none"> 1. Increase stakeholder involvement in the management of the natural and cultural environment to address environmental sustainability disturbances and adverse impacts on the socio-cultural life of the community as a result of tourist activities. 2. Increase stakeholder involvement in environmental management to address infrastructure development in tourist destinations that are not environmentally sound. 3. Improve the quality of various tourist attractions and activities to face competition in the development of similar tourist destinations. 	<p>Improve the quality of employee skills, the alertness of the coast guard, and waste management to avoid the bad impact of tourist activities.</p>

Priority Strategy for Improving the Competitiveness of Wakatobi Islands

Determination of priority strategies by weighting IFAS and EFAS and then inserting them into the SWOT diagram to find out the position of the priority strategy. The weighting step of IFAS and EFAS begins by entering the indicators of strength and weakness into the IFAS matrix and then determining a relative score with a total of 1. Next is to rank each indicator based on its importance with a rating scale of 1 to 4, where 1 is of low importance and 4 very high level of importance. To determine the value of the score is done by multiplying the relative value with the level of importance. The next step is to add up all the values in each indicator to find out the value of its strengths as well as its weaknesses.

Table no 4: Internal Factor Analysis Strategy (IFAS)

No.	Strenghts	Score	Weight	Total
1	Diversity of tourist activities	0.11	3	0.33
2	Quality of location photography/nature scenery	0.11	4	0.44
3	Diversity of tourist attractions	0.1	4	0.4
4	Condition of sea waves for tourism activities	0.1	3	0.3
5	The quality of the road to the tourist location	0.09	4	0.36
6	Travel time to the tourist location from the city	0.1	4	0.4
7	Tourist safety	0.09	3	0.27
8	Community acceptance of tourists	0.1	3	0.3

9	Employee hospitality	0.1	3	0.3
10	Stakeholder involvement in natural and socio-cultural environmental management	0.1	3	0.3
amount of strengths		1		3.4

No.	Weaknesses	Score	Weight	Total
1	Banking services (ATM) in tourist areas	0.14	1	0.14
2	Availability of restaurants	0.17	2	0.34
3	Availability of Healthcare facilities	0.17	2	0.34
4	Waste management	0.16	1	0.16
5	Employee skill quality	0.18	1	0.18
6	Coast guard alert	0.18	2	0.36
amount of weakness		1		1.52

Tablono 5:ExternalFactorAnalysisStrategy(IFAS)

No.	Peluang(<i>Opportunities</i>)	Score	Weight	Total
1	The diversity of attractions, and tourist activities is liked by tourists.	0.19	4	0.76
2	Concern of stakeholders (community, government, managers, academics) towards environmental sustainability.	0.15	4	0.6
3	Increased tourist confidence in security in traveling	0.14	4	0.56
4	Stipulation of local government regulations on tourism management	0.19	4	0.76
5	Rapid technological development	0.19	3	0.57
6	Continuous infrastructure development.	0.14	3	0.42
amount of opportunity		1		3.67

No.	Ancaman(<i>Threats</i>)	Skor	Weight	Total
1	Tourist activities disturb environmental sustainability	0.23	2	0.46
2	Tourist activities have a negative impact on the socio-cultural life of the community	0.23	2	0.46
3	Development of infrastructure facilities in tourist destinations that are not environmentally friendly	0.23	2	0.46
4	Many similar tourist destinations that continue to grow	0.31	1	0.31
amount of Threats		1		1.69

Rangkuti (2015) explains the SWOT analysis diagram as follows:

- Quadrant 1: This is a very favorable situation by taking advantage of opportunities and strengths. The strategy that must be implemented in this condition is to support an aggressive growth policy (growth oriented strategy).
- Quadrant 2: Despite facing various threats, the company still has internal strength. The strategy that must be applied is to use strength to take advantage of long-term opportunities by means of a diversification strategy (product/market).
- Quadrant 3: The company faces a huge market opportunity, but on the other hand, it faces some internal constraints/weaknesses. The focus of this company's strategy is to minimize the company's internal problems to seize better market opportunities.
- Quadrant 4: This is a very unfavorable situation; the company faces various internal threats and weaknesses.

The strategic position of increasing tourist attraction in Wakatobi in the SWOT analysis can be determined by performing the following calculations:

- Reduce the number of strengths with the number of weaknesses to determine the position of the coordinates of the internal factor.

$$\Sigma \text{Strength} - \Sigma \text{Weakness} = \Sigma S - \Sigma W = 3.40 - 1.52 = 1.88$$

- Reduce the number of opportunity values by the number of threat values to determine the position of the coordinates of the external factor.

$$\Sigma \text{Opportunity} - \Sigma \text{Threat} = \Sigma S - \Sigma W = 3.67 - 1.69 = 1.98$$

So the strategic position of increasing tourist attraction in the coastal area of Wakatobi is at the coordinates point (1.88: 1.98). This position shows that the tourist area of the Wakatobi archipelago is in a strong internal and external condition. The development opportunity to increase its competitiveness by implementing the strategies that have been formulated is very large. The priority of the strategy is to carry out an aggressive strategy, namely using strength to take advantage of existing opportunities (SO strategy) by supporting a growth-oriented strategy policy based on sustainable tourism.

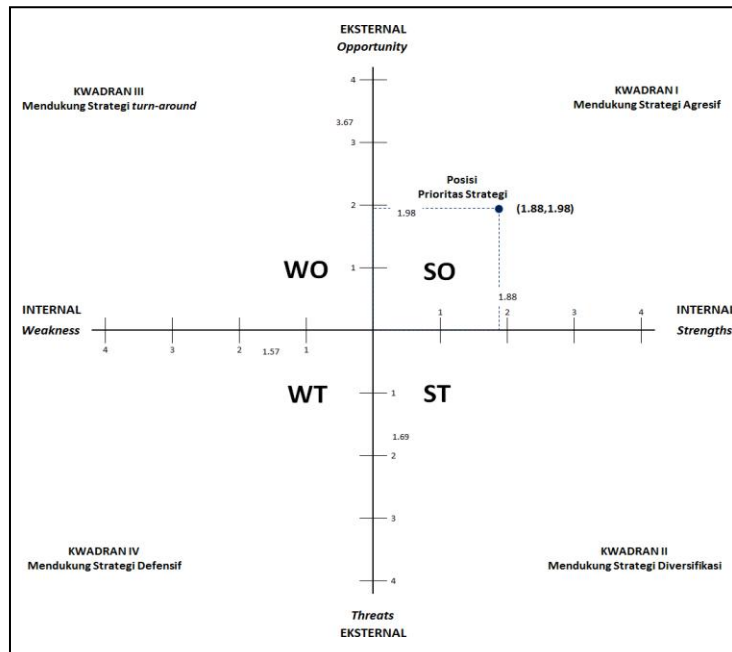


Figure 3: Priority Position of Strategy for Increasing Competitiveness of Marine Tourism in Wakatobi in the SWOT Diagram.

IV. Discussion

Tourist attractions are the main attractor of tourist arrivals to Wakatobi, therefore the preservation and protection of marine tourism potential must be encouraged, because the authenticity of natural resources is the core of marine tourism. Diversification of tourist attractions must be carried out based on the principles of preservation in the development of sustainable tourism.

Facilities and infrastructure are factors that affect the viability of a tourism industry. Tourists will not feel comfortable, satisfied, and stay long if tourism support facilities are inadequate. Accessibility to tourist destinations in Wakatobi is very dependent on sea transportation because Wakatobi is an archipelagic region. This makes accessibility a vital element in tourism activities. Seriousness in improving it is needed. The image of tourists towards tourist destinations in Wakatobi is good. However, environmental cleanliness is a concern for tourists to improve, friendliness, and good public acceptance are factors that strengthen tourist visits.

The performance of the tourism industry is determined by the quality of the human resources working in it. If the quality of human resources is low, then the management of the tourist attraction will not be good. The position of this variable is quite good, so it is necessary to immediately improve the quality by providing tourism education to tourism actors and the community. Regulations need to be made to control hotel and homestay rates, boat fares, entry fees to tourist attractions, and tourist activities. The results of the analysis of tourist perceptions of potential tourist attractions in several tourist attractions in Wakatobi are good, so Wakatobi is very possible to be used as a leading tourist destination with high competitiveness.

Tourism development in Wakatobi must seek to maximize the positive impacts on environmental, socio-cultural, and economic aspects, and minimize the negative impacts. The development of marine tourism areas must be more directed and used towards efforts to develop environmentally friendly tourist areas, avoid pollution and environmental destruction, and waste marine natural resources. Awareness of environmental impacts is a very important factor in the development of marine tourism areas. Alertness to the impact caused by uncontrolled tourist visits must be increased to maintain the sustainability of the environmental quality of natural resources.

The environment is a fragile asset and resource, so it is very easy to damage and very difficult to restore as before. Environmental damage due to tourism activities is very difficult to recover and requires a large amount of money so that attention must be paid to its conservation.

The environment cannot be separated from tourism activities because it is the main attraction of marine tourism activities. In theory, the relationship between the natural environment and tourism should be mutual and beneficial. Tourists enjoy the beauty of nature and the income paid by tourists is used to protect and maintain nature for the sustainability of tourism. The relationship between the environment and tourism is not always a mutually supportive and beneficial symbiosis, so conservation, appreciation, and education efforts need to be carried out, so that the relationship is sustainable.

The impact of tourist ships can be minimized by making a non-permanent dock of wood. This pier serves as a place for mooring berths, and the growth of various flora and fauna. Besides that, it can also be used to spread visitors when the number of tourists is large and exceeds capacity, so that when they are not doing snorkeling and diving, they can rest and do activities at this pier.

The increasing number of tourist visits will automatically lead to an increase in the amount of waste due to increased tourist activity and consumption. This must be a concern for the community and local governments or tourism managers because the impacts are very serious, such as health, beauty, odor, air and groundwater pollution. The people of Wakatobi are already aware of the impact caused by this waste, they work together with stakeholders to socialize about disposing of garbage in its place, also carry out activities to clean up trash on the beach together.

So far, the impact of tourism on the socio-cultural community tends to assume that socio-cultural changes will occur due to the arrival of tourists. Pizam and Milman (1984) classify the impact of tourism on socio-culture into six, namely: impact on demographic aspects (population, age, changes in the population pyramid), impact on livelihoods (change in employment, distribution of work), impact on cultural aspects (tradition, religion, language), the impact of transforming norms (values, norms, sex roles), the impact of changes in consumption patterns (infrastructure, commodities) and environmental impacts (pollution, traffic jams).

The development of the tourism sector will indirectly increase the migration of people who come from other areas. They come with the aim of looking for job opportunities and traveling. Wakatobi's status as a tourist destination has an impact on people's behavior becoming more open. The interaction of tourists with local communities has an impact on changing the cultural nature of the community from being homogeneous to being more plural, especially related to cultural values and norms. According to Abu (2004), social and cultural change covers various fields of life and is a problem for all social institutions such as: industry, religion, economy, government, family, associations, and education.

The tourism industry affects many industries in society, especially to meet the needs of tourists. Many fishing communities have turned into service providers for boat tours and tour guides. In the education sector, some people have participated in tourism education. Universities in this area have started to pioneer education that refers to the needs of the tourism industry.

Between (1999), suggested that tourism has a very close economic relationship with many sectors, through the open-loop effect and induced-effect (in addition to terms that are commonly known as the trickle-down effect and multiplier effect). The impact of tourism on the economy can be positive or negative. In general, Cohen (1984) classifies the impact of tourism on the economy as follows: the impact on foreign exchange earnings; impact on community income; impact on job opportunities; impact on prices and tariffs; the impact on the distribution of benefits and profits; impact on ownership and control; impact on development; and the impact on government revenues.

The economic impact seen in the Wakatobi tourist destination is the creation of job opportunities, increasing the income of local people, the emergence of homestays, local restaurants, tour guides, increasing the number of hotels, boat rentals, and other trade services.

Information Technology is a technology used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely information that is relevant, accurate and timely, which is used for personal, business and governance, and is strategic information for decision making.

The characteristics of tourism potential in Wakatobi are unique, diverse, and competitive. The number of tourist destinations in Indonesia that are in the process of improving their quality is a driving force for accelerating the preparation of a good competitiveness improvement strategy in Wakatobi and its implementation. Stakeholders in Southeast Sulawesi province must be more serious and active in increasing their competitiveness. Good management and development strategy will be a weapon in winning the competition so that it can turn threats into opportunities. The similarity of these destinations does not need to be feared because each tourist destination has its own uniqueness as long as it can be placed in the right market segment.

The priority strategy in increasing the competitiveness of marine tourism in Wakatobi is an aggressive strategy that uses strengths to take advantage of existing opportunities. This strategy must be oriented towards sustainable tourism because the preservation of nature and culture is the main attraction in Wakatobi. The involvement of the local community and other stakeholders is needed to make it happen.

V. Conclusion

The Wakatobi Islands have world-class marine tourism potential because of their position in the Coral Triangle Center. The strength of its main competitiveness lies in the uniqueness and diversity of marine life and its maritime culture. The availability of supporting facilities and infrastructure, adequate prices, and the provision of tourism services also become the basic capital in competing.

Diversify tourist attractions and activities while maintaining the preservation of natural resources to respond to the high demand for tourist attractions and activities because of the rapid development of the tourism sector. Maintain the uniqueness of the tourist attraction which is a factor that attracts tourists to come for a tour. Improve the quality of human resources by utilizing government support at the central and regional levels. Improve tourism facilities in tourist destinations, one of which is by providing banking services at tourist locations to make it easier for tourists to manage their finances. Build Stakeholder Cooperation to avoid conflicts of interest. The world community is competing to play a role in this preservation. This opportunity must be utilized so that the competitiveness of marine tourism in Wakatobi is getting stronger.

Apply an aggressive strategy as a priority strategy to increase the competitiveness of marine tourism in the Wakatobi islands, namely using strength to take advantage of existing opportunities (SO strategy) by supporting a growth-oriented strategy based on sustainable tourism.

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