

## THE DESIGN OF LOCAL WISDOM-BASED ECOTOURISM DESTINATION IN KUPANG CITY

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### Abstract

*Kupang is the right region for the ecotourism destination in NTT because it has three superior perspectives i.e. first; ecotourism as a product (diverse natural and cultural resources), second; ecotourism as a market; the products are produced by farmers, not only marketed to traditional markets but also to domestic and international market, and third; ecotourism as a approach to development, it needs cooperation among the government authorities, society and entrepreneurs to develop the potential of local communities becoming the potential of ecotourism which is ready to offered to the potential market. This research aims to formulate the implementation strategies of local wisdom-based ecotourism destinations model using SWOT (strength, weakness, opportunity, threat) analysis. Results of the study indicated that Kupang has diverse natural attractions such as beach, mountain and culture that can be promoted as local wisdom-based ecotourism. The design of the ecotourism development in Kupang City noticed the local wisdom which consist of two aspects, tangible local wisdom and intangible local wisdom and they are grouped into similar industry in a region. Varied industrial activity, called agglomeration, divided into 4 clusters ; education, culture, environment and aesthetics. Recommendation from the result of this research was all attractions that had been identified and most of them had not developed yet, needed to be noticed from the government, private sector, NGOs, academics and society in creation of a sustainable tourism development program.*

**Keywords:** *Ecotourism, Local wisdom-based, SWOT*

### INTRODUCTION

The tourism sector is the one of the important economic activities in the 21st century. The development of technology, communication and information, has encouraged the acceleration of growth and unification of the world economy and emerged the presumption that the resource-based development approach has lost its

competitive power, it is not relevant to be highlighted as a paradigm of development. However, this point of view is not entirely true if seen from a variety of potential and the level of development of each region, which in the context of Indonesia showed a high degree of variation.

The tourism sector can be described as driver of economy because from the various studies and the observation showed that the tourism sector has a double impact (multiplier effects) to all sectors of economic activities (agriculture, fisheries, animal husbandry, small industries/cooperative, mining and forestry) either the increasing of production activity as well as the job creation. Tourism is regarded as an invisible exports because it is the one source of foreign exchange. Tourism is considered the "industry without smokestacks" by economic experts which means the risk of loss is relatively smaller in comparison to other technology intensive industries.

This tendency signed, the choice of the tourism development as a flagship sector (locomotive) is the right way to accelerate the progress of regional economy in Nusa Tenggara Timur (NTT). The history proved that NTT was not able to rely on agriculture as the flagship sector towards the sustainable development because the basic idea of sustainable development was the preservation of natural and cultural resources ultimately to the local wisdom each region. This idea should be applied into the concept of sustainable tourism that can facilitate public participation in planning, decision-making process and providing an opportunity to fulfill their needs. Another reason, NTT has rich natural and human resources composing of natural attractions, sea panorama, diverse culture and friendly communities that holds customs regions.

Tourism development through ecotourism can be one strategy for tourism sector to face competition and uncertainty because ecotourism is a environment-based tourism that provide little impact for the damage of nature and local culture, actively contributes to nature conservation activities and culture, and local communities involvement in the planning, development and management of tourism as well as giving the positive contributions towards the welfare of the community.

There are four important ecotourism elements that sustainable and giving the hope to the creation of the welfare society. They are a pro-active element, concerning the environment preservation, involvement of the local people and education element.

Preliminary study shown that Kupang City is the right region to be developed as NTT ecotourism destination because it has three perspectives the flagship i.e. first;

ecotourism as a product (diverse natural and cultural resources). Second; ecotourism as a market; the products are produced by farmers, not only marketed to traditional market but also to domestic and international markets. Third; ecotourism as a approach to development, it needs cooperation among the government authorities, society and entrepreneurs to develop the potential of local communities becoming the potential of ecotourism which is ready to offered to the potential market. Beside the attraction product, Kupang also has a lot of facilities such as: hotels, motels, restaurants, souvenir shop, sports facility, harbor, airport, land-sea-air transportation and the access road to a tourist destination. All tourism information can be obtain from leaflets/brochures, promotion through the mass media and electronic media.

Currently condition described an overview that existing ecotourism products in Kupang had not well-organized, the destination had not shown the proper spaces to be visited, from where to start and where the place to end of tour in Kupang City. Hence, it is need to grouping and realignment in one industrial area.

According to the background above, it can be formulated research problem as follows: "How to Design Local Wisdom-based Ecotourism Destinations in Kupang City?"

## **THE FRAMEWORK**

The main purpose of the development of tourism in NTT, especially in Kupang City is to increase foreign exchange earnings, to increase local income and to open the opportunity of employment for the local community. However, government authorities have lack of knowlegdge concerning the development of tourism and that will impact on art and culture, the social life of the community, the economy, the environment and foreign exchange leakages. It needs a the right design of tourism destinations, supported by the rules and laws of tourism from the local government, as well as providing protection of natural resources and cultural assets, preventing of environmental pollution and damage of the cultural heritage that will be used as raw material for the tourism industry. Preservation of natural and cultural resources ultimate to local wisdom each region is the concept of sustainable tourism that can facilitate public participation in the planning of tourism development, decision-making process and providing for opportunity to fulfill their needs. The tourism sector can be described as driver of economy because from the various studies and the observation showed that the tourism

sector has a double impact (multiplier effects) to all sectors of economic activity (agriculture, fisheries, animal husbandry, small industries/cooperative, mining and forestry) and the increasing of production.

## **RESEARCH OBJECTIVES**

This research was carried out to achieve the following objectives :

1. Identifying the high potential of local wisdom-based ecotourism in Kupang City
2. Designing of local wisdom-based ecotourism destinations in Kupang City
3. Applying the implementation strategy of wisdom-based ecotourism destinations model in Kupang City

## **RESEARCH METHODS**

This is an applied research that purpose for practical problems solving. It is classified into Development Research or Action Research and collaborated research with other stakeholders, especially with communities. The research will be carried out the actions of describing, interpreting and explaining the variety of resources and the preservation of the uniqueness and richness of the sea and land ecosystem as a buffer of ecotourism destination. There are 5 stages which is the cycle of Action Research, i.e. diagnosing, action planning, action, evaluation, and learning or reflection. Most of the initial problems of the diagnosis stage (preliminary diagnosis) has been done through the preliminary studies (Road Map). So that a diagnosis would be integrated in every stages of the research especially on the stage of evaluation and learning towards a next year research-stage.

There are four main actions that will be implemented in this research :

1. Identifying the high potential of local wisdom-based ecotourism in Kupang City
2. Designing of local wisdom-based ecotourism destinations in Kupang City
3. Applying the implementation strategy of wisdom-based ecotourism destinations model in Kupang City
4. Ecotourism Destination Design Workshop

This research was located in Kupang City and it took 4 points/clusters of ecotourism destinations

## **DATA COLLECTION**

Data collection techniques :

1. Field Research : this method aims to get data about the issues that will be examined, i.e. observation, the dissemination of questionnaires, interviews and FGD towards stakeholders/entrepreneurs, local communities and other related parties.
2. Library studies: reading, studying and reviewing a variety of literature from the library, textbooks, scientific journals, magazines as well as previous relevant research.
3. Workshop activities

## **DATA ANALYSIS**

Research review was done through processes, i.e. input by conducting planning, core transformation, action and output, and the emphasis on reflection to the results of the activity. After data were collected, they were analyzed and tabulated. The analysis was done using a descriptive qualitative analysis which consists of the analysis of the ecotourism profil, potential and design. Then, formulate implementation strategies of wisdom-based ecotourism destinations model using SWOT (*strength, weakness, opportunity, threat*). Detail description of the research method as follows:

### **1. THE POTENTIAL AND LOCAL WISDOM-BASED ECOTOURISM DESIGN IN KUPANG CITY**

Kupang has diverse natural attractions of beach, mountain and a culture that clearly can be determined as local wisdom-based ecotourism. All the existing tourist attractions in the Kupang City will be shown as follow : ecotourism activities usually exist in tropical regions that have good biodiversity of flora and fauna which are endemic and susceptible to change. Government tourism agency has described the availability of natural attractions tourism (beach and mountain), man-made tourism and cultural tourism in Kupang City. That diverse tourism potential is so interesting to be visited by domestic tourists, foreign tourists and travelers. They can enjoy all the attractions of Kupang.

The development of tourism as an industry, has created employment opportunities and increased income for communities surrounding tourism sites. The hospitality business (hotel), home stay, restaurants, tourist transportation, travel

agencies, souvenir shops and small/micro enterprises grow in that region. Along with the development of tourism and the increasing number of tourists visit, the demand for agriculture, fisheries, and livestock product also increased. These all aspects are interconnected and complement in the tourism industry.

It is visible that tourism businesses seem to give a very big advantage for government, businesses and communities. But eventually it will create problems for us. For example, the hotels growth along the coast of Pasir Panjang to Lasiana Beach has blocked tourist views of the beach and the sunset. Another issue is the impact on the environment. There are a few hotels that litter and discharge dumped into the sea. This will pollute the marine environment, the place for bathing tourists and travelers.

The right solution for environmental problems in particular areas of tourism development, namely "back to nature". The movement "back to nature" is a concept of tourism development in the form of ecotourism and the activities which does not need the availability of accommodation facilities and modern or luxury restaurants or exaggeration artificial building but adapted to nature and based on the community local wisdom. Prominence in the development of ecotourism is to maintain the authenticity of the environment without destroying nature, animal and plants, maintaining the traditional art and culture of the community and the creation of quietness and hospitality. Development of ecotourism requires an appropriate design so that once the government implement it, the community will prove the beneficial for them.

Tourism sites data which has been identified above can be used to design the development of ecotourism in Kupang, concern to local wisdom which consists of two aspects, the tangible local wisdom and intangible local wisdom. That design can be seen in the following table:

**Table 1.**  
**Design Of Ecotourism Destinations In Kupang City**

<b>Cluster</b>	<b>Intangible Local Wisdom</b>	<b>Intangible Local Wisdom</b>	<b>The Center Of Destination</b>
Educational	Benteng Concordia Fatufeto Meriam Sekutu Patung Sonbai Taman Kalpataru Bunker Jepang Bakunase Penjara Belanda Meriam Jepang Bunker Jepang Liliba Museum daerah NTT Museum Eltari Patung Kirab Remaja Patung HKS Tugu Jepang		Museum daerah NTT
Cultural		Situs Taebenu Situs Kuburan Belanda Gereja Kota Kupang Gereja Katedral Pura Hindu Mesjid Raya Kupang Rumah Raja Kupang	Rumah Raja Kupang
Environmental	Hutan Lindung Alak Cek Dam Manutapen Cek Dam naioni Gua Monyet Kelapa Satu Klenteng Kupang Kolam Fontein Kolam Airnona Mata Air sagu Mata Air Bakunase Mata Air Oelan Gua Alam Fatukoa Hutan Lindung Naimata		Mata Air Oelan
Aesthetics	Pantai Namosain Pantai Nunhila Pantai Flobamora Pantai Pasir Panjang Pantai Kelapa Lima Pantai Paradiso Pantai Lasiana Taman Nostalgia		Pantai Lasiana

Table above explained that Cluster is a grouping of similar industries in a region, if the industrial activities are varied then called agglomeration. Analysis results obtained 4 cluster as follows:

1. Educational Cluster: travelers can enjoy the sites, get the knowledge and experience of the past history of the events.
2. Cultural Cluster: travelers can enjoy the hospitality of the local community and interact directly with the community that exists around the area attractions
3. Environmental Cluster: tourists enjoy freely the beauty of nature-friendly environment. Tourism conservation is becoming very important when tourists enjoy it.
4. Aesthetics Cluster: the beauty and authentic of tourism and attraction becomes the choice of tourists.

Beside the quality, the potential should be a competitive advantage that can provide a major contribution for the economy of the region. The marine tourism will become one of the underpinning an economically sustainable area/ecosystem. Planned strategy and long term vision were developed as follows:

1. Managing marine tourism, the government should change from convoluted bureaucratic system approach into a entrepreneurial system approach. Government is expected to be responsive and always work hard in looking at opportunities for the people's prosperity. Government as policy holders should mobilize a regulation/policies that support the development of marine tourism. This policy about creation of a special economic area in the region that are developing marine tourism, for example, the visa-free policy for visiting tourists.
2. Mapping a potential of marine tourism, such as value, characteristic, infrastructure that support the economy. Thus, it can be determined which of the marine tourism should be developed and where that just needs to be revitalized. It is also needed to map the the marine tourism both internal and external environment. The internal environment are the strengths and weaknesses of marine tourism. While the external environment are socio-cultural, political/policy, market economy, and the capabilities of the technology. It also need to know the development of marine tourism in another countries, so that we can learn from their successes and failures in developing of it.

3. Drafting plans for investment and development of various information that we have got from the mapping above. Noticed in this preparation, it will not only build a marine tourism but also another factors such as access of transportation, telecommunications etc. Thus marine tourism development plans can be measured and fixed targets.
4. Creating a formidable human resources quality in the field of marine tourism, i.e skills, capabilities in innovation, adaptability in a variety of external environmental changes, working culture, the level of education and degree of understanding of the strategic issues and concepts of marine tourism. In the future, the primacy of innovation human resources will be as crucial as the importance of the natural resources and the capital. This is related to the rapid development of technology, especially information technology.
5. Formulating marketing strategy, promotion on international television and a variety of media such as the internet, magazines and international level of tourism exhibitions as Thailand marketed their tourism. They even spent funds about US \$ 1 billion to promote their tour in several international television networks. Some countries creatively performed market segmentation of tourists, as Hong Kong and Thailand did it to differentiate their tourism development marketing planning.

## **2. IMPLEMENTATION STRATEGIES THE DESIGN OF LOCAL WISDOM-BASED ECOTOURISM DESTINATION IN KUPANG CITY**

### **Performance Of The Tourism Sector**

To improve the performance of marine tourism sector, there are five main components of the supply side :

1. Marine tourism objects (attraction)
2. Transportation
3. Services
4. Promotion
5. Information

That components should be developed attractively, at least equal to that offered by other regions. Supporting policies i.e financial, economy-politics, human resources, infrastructure, safety and comfort and other government policies are also needed

### **Tourism Development Strategy**

The variety marine potential that we have, still do not give a competitive advantage which can provide a major contribution in the economy of the region. Therefore, in order to become one of the region's sustainable economy contribution, marine tourism must be developed by a planned strategy and long-term oriented. The intended strategy are:

1. Managing marine tourism, the government should change from convoluted bureaucratic system approach into an entrepreneurial system approach. Government is expected to be responsive and always work hard in looking at opportunities for the people's prosperity. Government as policy holders should mobilize a regulation/policies that support the development of marine tourism.
2. Mapping a potential of marine tourism, such as value, characteristic, infrastructure that support the economy.
3. Learning from the success story of other areas, such as Bali and Yogya
4. Drafting plans for investment and development.
5. Creating a formidable human resources quality in the field of marine tourism,i.e skills, capabilities in innovation, adaptability in a variety of external environmental changes, working culture, the level of education and degree of understanding of the strategic issues and concepts of marine tourism.
6. Formulating excellent marketing strategies.

### **Community-Oriented Tourism Development**

The development and the growth of tourism in Nusa Tenggara Timur has linkages with the all regional economy which encompasses the entire community multi-sectoral activities. Community involvement will guarantee the suitability to the development program and management based on aspirations of the local community, existing capacity and commitment, due to a strong sense of belonging. Development that is based on the community in the long run will allow a high level of continuity. This means that the community or local people play an important role and a major influence in decision-making and benefit on the lives and their environment. The criterias of community-oriented development are:

1. Advancing the level of life of the community through increased economic income
2. Distributing the income evenly on the local people
3. Preserving the cultural identity and local traditions
4. Utilizing all aspects of the community, for example: (1) develop community activities: weaving, tourist guiding, culinary, building the facilities for outbound activity, (2) performing a wide range of custom events, (3) planning of the tourism event, (4) preserving the culture: through the leather puppet show, (5) caring for the environment (ex: dragon fruit trees planting along the road of the village), (6) seeking an equally distribution of benefits to the community, and (7) guarantee the repayment of benefits to the community.

Tourist development opportunities in NTT is very wide open to society, micro, small and medium enterprises as well as the government. This potential can be sold to investors based on the framework of the rules that have been constructed by the government. The concept of selling does not mean to give to others as property rights but as a temporary owner for a certain period. Furthermore, there are several tourist destinations that does not need investors, but can be managed by the local community themself on the intervention by the government through the rules and policies that build the sustainability for the community. For example: performance of dance, music, culture and exhibition of handicrafts. There are also traditional market and the provision of distinctive culinary. Some of the roles that become government responsibility are:

1. Commitment and consistency about land development in tourist areas including the assurance of the right of ownership, rent system and so forth.
2. Natural environment protection and cultural heritage to maintain the attractiveness of tourism sites including the utilization of the environmental rules.
3. Providing of infrastructure: roads, ports, airports, bridges, terminals and tourism transportation.
4. Fiscal facilities, tax, credit and uncomplicated business license to drive community tourism businesses
5. Security and comfortable of tourism through the assignment of special security services in tourist locations.
6. Health coverage at tourism sites

7. Regulation of business competition

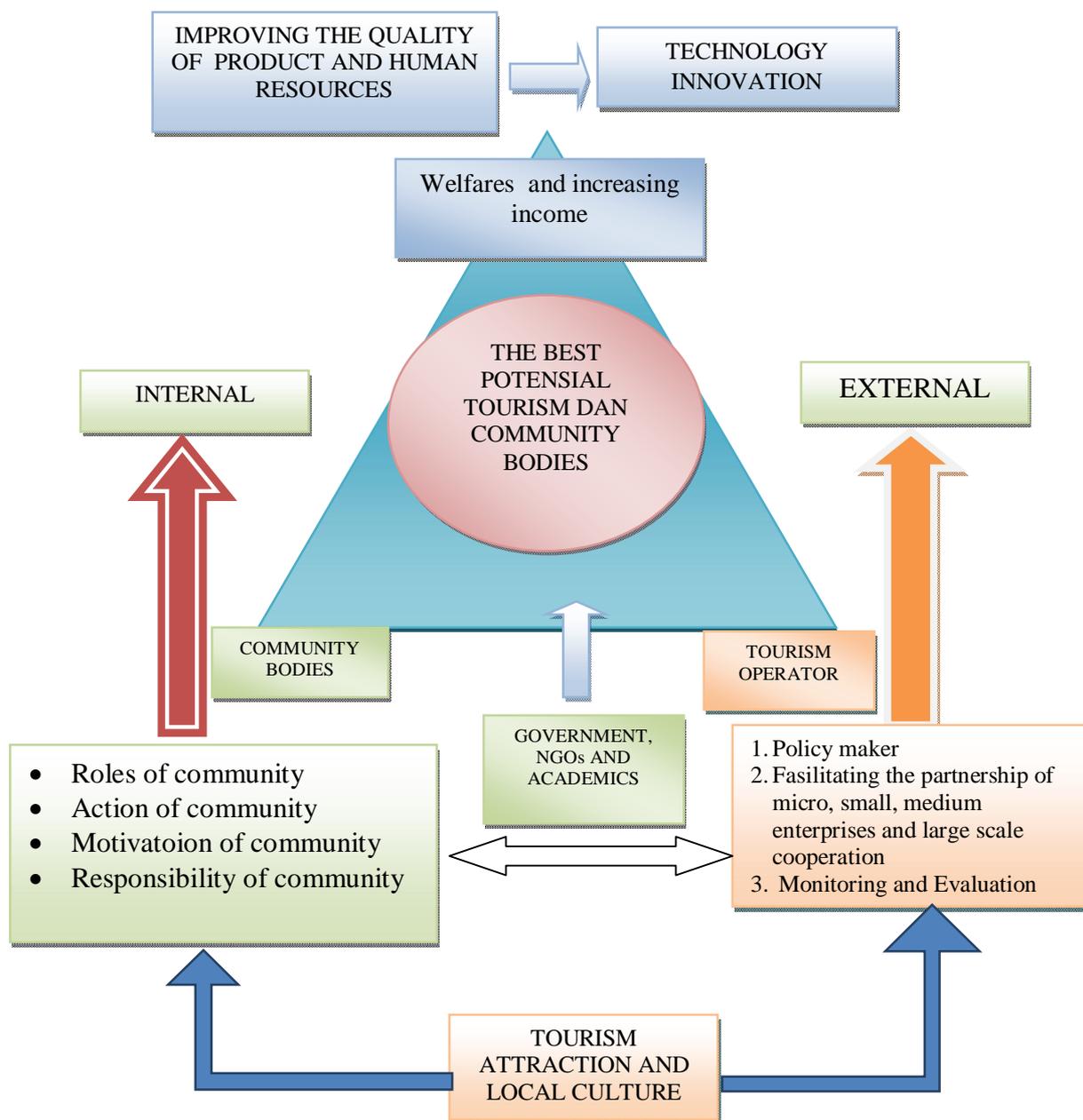
Running this strategic role, government should draft a clear planning, supported by monitoring and evaluation activities.

**Table 2.**  
**Implementation strategies of ecotourism in Kupang**

	<b>STRENGTH</b>	<b>WEAKNESS</b>
	<ul style="list-style-type: none"> <li>➤ Developing area</li> <li>➤ Diversity tourism product</li> <li>➤ Original environment</li> <li>➤ A strong regional culture</li> <li>➤ The hospitality of the local community</li> <li>➤ The availability of the road/acces to tourism destination</li> </ul>	<ul style="list-style-type: none"> <li>➤ The lack of time and place of tourism arragement</li> <li>➤ Low level of understanding of the local industry in promoting tourism packages</li> <li>➤ Environmental degradation because of the hospitality industry</li> <li>➤ Isolated development of technology and knowledge</li> <li>➤ Lack of partnership among government, communities, NGOs and academia</li> <li>➤ Limited accessibility to tourism destination</li> </ul>
<b>OPPORTUNITIES</b>	<b>SO</b>	<b>WO</b>
<ul style="list-style-type: none"> <li>➤ The emerging of free trade (MEA)</li> <li>➤ The emerging of potential market</li> <li>➤ Development of sustainable ecotourism</li> <li>➤ Cultural show</li> <li>➤ Government policy on tourism destination</li> <li>➤ The opening of investment</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increasing of tourism promotion</li> <li>➤ Increasing of market share through integrated marketing</li> <li>➤ Improving facilities and infrastructure for the tourist market segment</li> <li>➤ The creation of the pride and confidence of the local people for their own assets</li> <li>➤ Determination of the government regulations about investment policy</li> </ul>	<ul style="list-style-type: none"> <li>➤ The designing of appropriate ecotourism destinations</li> <li>➤ Improving the alignment of the construction of tourism business units</li> <li>➤ Environmental conservation from tourists as well as the stakeholder</li> <li>➤ The promotion of the local culture into the international level</li> <li>➤ The establishment of institutional arrangements in organizing tourism</li> <li>➤ The development of the infrastructure that supporting tourism</li> </ul>

THREAT	ST	WT
<ul style="list-style-type: none"> <li>➤ The competition</li> <li>➤ The expansion of free trade</li> <li>➤ Employees from outside the NTT</li> <li>➤ Diverting to another competitor region</li> <li>➤ Environmental damage</li> <li>➤ The emergence of negative activities such as gambling, drugs, and prostitution.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The improvement of the competitiveness of tourism destinations, products and services</li> <li>➤ Recruiting of supervisor and professional tour guides</li> <li>➤ Presenting the unique and quality products</li> <li>➤ Community-based ecotourism development</li> <li>➤ Developing of the vocational and educational exchange in the field of tourism</li> </ul>	<ul style="list-style-type: none"> <li>➤ Improving the tourism image</li> <li>➤ Increasing the coordination among government, private sector, NGOs, academia and the community</li> <li>➤ Encouraging economic, agriculture, livestock, fisheries, and others activities in supporting of tourism development</li> <li>➤ Avoiding the local culture commercialisation</li> <li>➤ Encouraging the community participation in the development of ecotourism in Kupang City</li> </ul>

## DESIGN OF LOCAL WISDOM-BASED ECOTOURISM DESTINATIONS IN KUPANG CITY



## RECOMMENDATIONS

1. All of the attractions have been identified as not well developed, so that needed special attention from the government, private sector, NGOs, academics and communities in order to be a major concern when creating a sustainable tourism development program.
2. Tourist development opportunities in NTT is wide open to society, micro, small and medium enterprises as well as the government. This potential can be sold to investors with the basic framework of the rules that have been constructed by the government. The concept of selling does not mean to give to others become property rights but as a temporary owner for a certain period. Furthermore, there are several tourist destinations that does not need investors, but can be managed by the local community themself on the intervention by the government through the rules and policies that build the sustainability for the community. For example: performance of dance, music, culture and exhibition of handicrafts.

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