

INTISARI

“STRATEGI PENGEMBANGAN EKOWISATA BAHARI DI SEKSI PENGELOLAAN TAMAN NASIONAL (SPTN) WILAYAH I TARUPA, BALAI TN TAKA BONERATE “

Seksi Pengelolaan Taman Nasional (SPTN) wilayah I Tarupa merupakan bagian dari Taman Nasional Taka Bonerate. Ketergantungan masyarakat terhadap Sumber Daya Alam Laut, Ekosistem karang fragile dan mudah rusak, potensi Sumber Daya Alam melimpah dan jumlah kunjungan yang terus meningkat dalam 5 tahun (tahun 2011 sd 2015) terakhir, sehingga kajian topik terkait strategi pengembangan ekowisata bahari di SPTN Wil I Tarupa perlu dirumuskan. Tujuan penelitian ini adalah untuk mengetahui kondisi ekowisata bahari, mengetahui persepsi dan preferensi ekowisata bahari serta merumuskan strategi pengembangan ekowisata bahari di Seksi Pengelolaan Taman Nasional (SPTN) wilayah I Tarupa, TN. Taka Bonerate.

Kondisi ekowisata bahari didekati melalui beragam tipe data, diantaranya, analisis potensi dan daya tarik wisata alam dengan pedoman ADO ODTWA Ditjen PHKA 2003, analisis karcis masuk Taman Nasional Taka Bonerate, analisis dukungan penganggaran, analisis daya dukung kawasan (Fisik dan efektif) dengan rumus *cifuentes*, 1992, daya dukung riil aktifitas perairan dengan rumus *yulianda*, 2007, analisa persepsi para pihak serta proyeksi pengembangan ekowisata bahari dengan analisa deskriptif. Persepsi dan preferensi wisatawan dengan Analisa deskriptif. Beragam sumber data tersebut dianalisis SWOT untuk menentukan strategi pengembangan, kemudian Analisa QSPM digunakan untuk merumuskan strategi prioritas pengembangan ekowisata bahari.

Kondisi ekowisata bahari SPTN Wil I Tarupa sudah berjalan dengan baik selama beberapa tahun terakhir, kuantitas pengunjung bertambah setiap tahunnya, begitu juga anggaran yang berdampak terhadap ekowisata bahari terus ditingkatkan alokasinya, Daya dukung kawasan belum mencapai titik jenuh, persepsi semua pihak yang mengerucut terhadap pelibatan masyarakat lokal. Walaupun berdasarkan penilaian potensi dan daya tarik wisata alam SPTN Wil I Tarupa termasuk klasifikasi B “Daerah belum layak dikembangkan”, artinya suatu daerah memiliki potensi namun memiliki hambatan dan kendala dalam pengembangannya, hal ini dapat dikembangkan dengan intervensi terhadap kriteria dengan klasifikasi rendah (iklim, potensi pasar, pengaturan wisatawan dan akomodasi), Persepsi wisatawan terhadap kawasan ekowisata di SPTN Wil I Tarupa sangat baik dengan tingkat kepuasan berwisata pengunjung diatas 90% dengan preferensi ketertarikan datang adalah menikmati keindahan terumbu karang dan aktifitas utama berupa snorkeling dan diving

Hasil Analisa SWOT dan QSPM diperoleh 3 (tiga) strategi prioritas pengembangan ekowisata bahari di SPTN Wil I Tarupa adalah pemberdayaan kapasitas kelembagaan lokal, pengembangan dan peningkatan ekowisata bersama masyarakat, pemda dan Pemprov, penyusunan prosedur tetap layanan jasa wisata.

Kata kunci : Ekowisata bahari SPTN Wil I Tarupa, Strategi pengembangan, SWOT dan QSPM

ABSTRACT

"MARINE ECOTOURISM DEVELOPMENT STRATEGY IN THE NATIONAL PARK MANAGEMENT SECTION (SPTN) REGION I TARUPA, TAKA BONERATE NATIONAL PARK"

National Park Management Section (SPTN) region I Tarupa is part of Taka Bonerate National Park. People's dependence on Natural Resources Marine, coral fragile ecosystem and easily broken, the potential of natural resources abundant and the number of visits increase in the last 5 years (2011 till 2015), Therefore the study of topics related to strategy development of marine ecotourism in SPTN Wil I Tarupa need to be formulated. The purpose of this study was to determine the condition of marine ecotourism, knowing the perceptions and preferences as well as the marine ecotourism strategy to develop marine ecotourism in the National Park Management Section (SPTN) region I Tarupa, Taka Bonerate National Park.

Condition of marine ecotourism is approached through a variety of data types, in between, analyzes the potential and natural attractions with guidelines ADO ODTWA PHKA 2003, analysis of admission to the Taka Bonerate National Park, analysis support for budgeting, analysis of the carrying capacity of the area (physical and effective) with the formula Cifuentes , 1992, the real carrying capacity of the waters activity by the formula yulianda 2007, perception analysis of the parties and the projected development of marine ecotourism with descriptive analysis. Perception and traveler preferences with descriptive analysis. Various data sources will analyzed by SWOT for strategy development, then analyzes QSPM used to formulate strategy marine ecotourism development priorities.

Marine ecotourism condition SPTN Region I Tarupa already running well over the last few years, the quantity of visitors increases every year, as well as the budget that have an impact on marine ecotourism continuously improved allocation, carrying capacity of the area still don't reached yet the saturation point, the perception of all parties conical on community involvement local. Although based on the assessment of potential and natural attractions SPTN Region I Tarupa including classification B "area is not eligible to be developed", it means an area has potential but has obstacles and constraints in its development, it can be developed to intervene against the criteria of low classification (climate, market potential, tourists and accommodation arrangements), traveler perceptions on ecotourism in SPTN Region I Tarupa very well traveled visitor satisfaction level above 90% with interest coming preference is enjoying the reefs and main activities such as snorkeling and diving. The results of SWOT analysis and QSPM obtained three (3) marine ecotourism development priority strategy in SPTN Region I Tarupa is the empowerment of local institutional capacity, development and improvement of ecotourism with the community, local government and the provincial government, the preparation of operating procedures tour services.

Keywords: Development strategy, Marine ecotourism SPTN Wil I Tarupa, QSPM and SWOT