

KAJIAN KEANEKARAGAMAN HAYATI DAN BUDAYA LOKAL SEBAGAI DAYA TARIK EKOWISATA DI TAMAN NASIONAL MANUSELA KABUPATEN MALUKU TENGAH

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INTISARI

Pemanfaatan potensi flora fauna dan budaya lokal dalam Taman Nasional Manusela sebagai daya tarik ekowisata memberikan peluang pengembangan ekowisata yang dapat menunjang kelestarian kawasan dan meningkatkan kesejahteraan bagi masyarakat sekitar kawasan. Penelitian ini bertujuan mendapatkan data dan informasi terkait dengan; (1) mengidentifikasi daya tarik keanekaragaman hayati dalam Taman Nasional Manusela, (2) mengidentifikasi daya tarik budaya lokal (3) mengidentifikasi daya dukung kawasan bagi ekowisata, (4) mengidentifikasi stakeholders dan kontribusinya dalam pengembangan ekowisata, (5) menghitung dampak nilai ekonomi bagi masyarakat dan pengelolaan kawasan, (6) membangun model strategi pengembangan sesuai karakteristik potensi daya tarik yang ada dalam kawasan TNM.

Pendekatan yang digunakan untuk menjawab pertanyaan penelitian adalah pendekatan deskriptif analitik secara kualitatif dan kuantitatif dengan menggunakan metode pengumpulan data melalui observasi langsung, wawancara secara mendalam (*indepth interview*), kuisioner, dan dokumentasi. Data dianalisis dengan *deskriptive analysis, stakeholders analysis, scoring, carrying capacity, Travel Cost Method, SWOT, Analytical Hierarchy process (AHP)* dan Simulasi model estimasi jumlah wisatawan dengan menggunakan tools MS.Excel.

Hasil penelitian menunjukkan bahwa (1) potensi flora yang dimiliki pada resort Sawai-Masihulan, Kanikeh dan Sasarata berdasarkan analisis keanekaragaman Indeks Shannon-Wiener berada pada tingkat sedang 2,1-3,0 dengan daya tarik ekosistem hutan tropis dataran rendah, hutan tropis pegunungan tinggi, potensi daya tarik satwa dalam hal ini dikhususkan pada satwa jenis burung ditemukan 22 jenis burung endemik, 7 jenis yang dilindungi, 17 jenis masuk dalam kategori appendiks I, 2 jenis tergolong *critically endangered* (CR), dan 5 jenis tergolong *vulnerable* (VU), keindahan morfologi satwa berdasarkan hasil kuisioner diperoleh 21 jenis tergolong sangat menarik (SM), 14 jenis tergolong menarik (M). Potensi daya tarik budaya lokal berupa adat istiadat, dan kearifan lokal orang Nuaulu menjadi peluang daya tarik yang memiliki nilai keunikan tinggi bagi wisatawan (2) daya dukung fisik kawasan TNM akan menjadi faktor pembatas dalam menerima kunjungan wisatawan. Hasil perhitungan menunjukkan bahwa daya dukung fisik (PCC) pada resort Sawai Masihulan sebesar 13 200, resort Kanikeh sebesar 14 400, dan resort Sasarata 10 400. Daya dukung rill (RCC) untuk Sawai-Masihulan sebesar 2747, Kanikeh sebesar 6380, dan Sasarata sebesar 840, daya dukung ekologis (ECC) untuk Sawai Masihulan sebesar 72 wisatawan/aktivitas *birdwatching*, Kanikeh 42 wisatawan/aktivitas, Sasarata 12 wisatawan/aktivitas.(3) keterlibatan *stakeholders* dalam pengelolaan dan pengembangan di kawasan TNM masih bersifat *single institution* (Balai TNM),

belum adanya keterlibatan secara optimal dari pihak terkait (pemerintah kabupaten, LSM, swasta) (4) nilai manfaat ekonomi melalui TCM wisatawan akan diperoleh melalui estimasi belanja wisatawan (*tourist expenditure*). Berdasarkan hasil perhitungan dampak ekonomi yang diperoleh oleh pemilik penginapan, pemilik sarana transportasi darat dan laut, jasa guide, pemilik warung, dan pemasukan bagi kawasan TNM melalui tiket masuk sangat dipengaruhi oleh jumlah wisatawan, aktivitas wisata yang dilakukan dan lama tinggal wisatawan di kawasan. (5) Strategi pengembangan yang perlu dilakukan terkait daya tarik keanekaragaman hayati dan budaya lokal berdasarkan pada hasil analisis SWOT dan AHP didapati tujuh faktor utama yang perlu diprioritaskan untuk pengembangan ekowisata di TNM: 1. Pengembangan atraksi *birdwatching*; 2. Pengembangan jalur interpretasi flora; 3. pengembangan budaya lokal; 4. Pengembangan infrastruktur aksesibilitas dan amenitas; 5. Pengembangan peran kelembagaan; 6. Kontrol daya dukung; 7. Keterlibatan masyarakat sekitar. Model strategi pengembangan yang diharapkan untuk dikembangkan menggunakan skenario optimis. Estimasi model skenario optimis perlu dikembangkan pada ketujuh faktor kunci yang diharapkan dapat memberikan pengaruh signifikan terhadap jumlah kunjungan wisatawan di TNM.

Kata kunci : keanekaragaman hayati, budaya lokal, daya dukung, stakeholders, strategi ekowisata

STUDY ON BIODIVERSITY AND CULTURAL ATTRACTION AS LOCAL NATIONAL PARK ECOTOURISM IN CENTRAL MALUKU Manusela DISTRICT

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ABSTRACT

Exploiting the potential of local culture flora and fauna in the National Park as an attraction ecotourism Manusela provide ecotourism development opportunities that can support the preservation of the region and improve the welfare for the people around the area. This study aims to obtain data and information related to; (1) analyze the attractiveness of biodiversity in the National Park Manusela, (2) analyze the attractiveness of the local culture (3) analyzing the carrying capacity of the area for ecotourism, (4) identify stakeholders and their contribution in the development of ecotourism, (5) calculate the impact of economic value to community and area management, (6) determine the model of development strategies according to the characteristics of potential attraction that exist in the area of TNM.

The approach used to answer the research question is descriptive and analytical approach to qualitatively and quantitatively using the method of collecting data through direct observation, in-depth interviews (depth interview), questionnaires, and documentation. Data were analyzed by deskriptive analysis, stakeholder analysis, scoring, carrying capacity, Travel Cost Method, SWOT, Analytical Hierarchy Process (AHP) and Simulation models estimate the number of tourists using tools MS.Excel.

The results showed that (1) the potential flora owned the resort Sawai-Masihulan, Kanikeh and Sasarata based on analysis of the Shannon-Wiener diversity index was at a moderate level from 2.1 to 3.0 with the appeal of lowland tropical forest ecosystems, tropical forest mountains high, the potential appeal of the animals in this case is devoted to the wildlife species of birds are found 22 species of endemic birds, 7 species were protected, 17 species included in the category appendix I, 2 types classified as critically endangered (CR), and 5 species classified as vulnerable (VU) , the beauty of the animal morphology berdasarkan questionnaire results obtained 21 species classified as very interesting (SM), 14 species belonging to attract (M). The potential appeal of the local culture in the form of customs, and local knowledge into opportunities Nuaulu the appeal has unique high value for tourists (2) the physical carrying capacity of the region TNM will be a limiting factor in receiving a visit tourist. The calculations show that the physical carrying capacity (PCC) to the Sawai resort Masihulan by 13 200, amounting to 14 400 Kanikeh resort, and the resort Sasarata 10 400. The carrying capacity of rill (RCC) to the Sawai-Masihulan of 2747, Kanikeh of 6380, and amounted Sasarata 840, ecological carrying capacity (ECC) to the Sawai Masihulan for 72 tourists / activity of birdwatching, Kanikeh 42wisatawan / activity, Sasarata 12 tourists / activity. (3) involvement of stakeholders in the management and development in the region TNM still single institution (Hall TNM), yet the optimal involvement of relevant stakeholders (local governments, NGOs, private) (4) the value of economic benefits through tourist TCM

will be obtained through the estimation of tourist spending (tourist expenditure). Based on the results of the calculation of the economic impact of which was obtained by the owner of the inn, the owner of the land and sea transportation, guide service, shop owners, and income for the region through admission TNM was strongly influenced by the number of tourists, tourism activities are carried out and the length of stay of tourists in the region. (5) The development strategy needs to be done about the appeal of biodiversity and local culture based on the results of SWOT analysis and AHP found seven key factors that need to be prioritized for the development of ecotourism in TNM: 1. Development birdwatching attraction; 2. Development of flora interpretation path; 3.development local culture; 4. Development of infrastructure accessibility and amenities; 5. Development of the role of institutions; 6. Control the carrying capacity; 7. The involvement of surrounding communities. Model development strategy which is expected to be developed using the optimistic scenario. Estimation models developed in the optimistic scenario the seven key factors that are expected to impact the number of tourists in TNM. Estimates of the number of tourist arrivals if the development model of optimistic done in TNM,

Keywords: biodiversity, local culture, carrying capacity, stakeholders, ecotourism strategy