

The Development Strategy Tourism in Mapur Island Marine Conservation Area Bintan Regency

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ABSTRACT

The coastal area of Mapur village is a conservation area that is a tourist attraction because of its uniqueness and natural beauty. This aims to increase people's income, utilize seagrapes without exploiting them, and make tourism while still paying attention to preserving the aquatic environment sustainably. This research was carried out in February 2022 in the Bintan Waters, Mapur Island, Bintan Regency, Kepulauan Riau Province. The method used in this study is mixed, including qualitative and quantitative methods. In this study, researchers explored data and information on topics or issues related to strategies for tourism development by describing qualitative and quantitative data using SWOT analysis. In selecting informants, the researchers used a purposive sampling technique with 30 respondents: a village leader, a PKK leader, the LPM, a youth organization leader, an Ecology Foundation Team, three fishermen, and 22 tourists. Results show that Mapur Village can be categorized as a water conservation area, which has now been designated as TWP (Tourism Water Park) in Bintan Timur. This village has excellent potential and is very promising as a tourism destination based on its natural resources, such as abundant sea grapes with high economic value ecological conditions. Waters and social support, beautiful beaches, and coral reefs in good condition all support the development of tourism on Mapur Island. The best strategy is to implement an aggressive approach by maximizing existing strengths and opportunities, which can be done with 4 SO strategies: cultivating sea grapes with eco-farming techniques, utilizing sea grapes and beautiful beaches to bring in tourists, and opening business opportunities for rural communities. They are building cooperation between village communities and the government, universities, and LPM and expanding promotions.

Keywords: Conservation, Mapur Island, SWOT, Tourism, Tourism Water Park.

1. INTRODUCTION

Based on the decision of the Minister of Maritime Affairs and Fisheries No. 31 of 2020 concerning the management of conservation areas, the Decree of the Minister of Maritime Affairs and Fisheries No. 18 of 2022 stipulates a conservation area in the waters of the eastern region of Bintan Island, Kepulauan Riau Province with a total area of 138,568.42 ha and the establishment of TWP (water tourism park) east of Bintan Island consisting of 3 regions: I water around Sebung bay, II waters around Mount Deer and area III of the seas around coastal Bintan including Mapur Island ([Ministry of Maritime Affairs and Fisheries, 2022](#)).

So far, tourism on Mapur Island has been running precisely on the back beach,

which is managed by the private sector, while the front beach area is used as a settlement for the village community; sadly, tourism activities on the back beach do not involve the Mapur village community.

In the existing conditions, Mapur Island is divided into three: beach tourism (snorkelling, diving), which is managed by the private sector; The second part is eco run activities, which are worked with ecological foundations, universities involving the local community, especially youth, with the concept of tourism that links sources of livelihood activities for local communities with tourism activities that have been going on as ecotourism based on livelihood activity is now starting to develop in fisheries and marine development policies. Studies conducted by ([Viktor and](#)

Darwis, 2019). The third part is the demand for seagrapes (foreign and domestic) to meet the high demand for them while the people still use nature. It can be overcome by cultivating sea grapes to avoid large-scale exploitation of seagrapes. Seagrape (*Caulerpa racemosa*) is now a new potential commodity in fisheries (Ma'ruf et al., 2013). This type is being intensively carried out with different development models. Even seagrapes are now an export commodity for food, medicines, cosmetics, and other products (Tanduyan et al., 2013). The purpose of the research is to find out the potential for tourism development based on marine grape ecofarming in the marine conservation area of Mapur Island and to analyze marine grape ecofarming-based tourism development strategies in the marine conservation area of Mapur Island.

2. RESEARCH METHOD

Time and Place

This research was conducted in February 2022 in Bintan Waters, located on Mapur Island, Bintan Regency, Kepulauan Riau Province.

Method

The method used in this study is mixed, including qualitative and quantitative methods. In this study, researchers explored data and information on topics or issues related to strategies for tourism development by describing qualitative and quantitative data using SWOT analysis. In selecting informants, the researchers used a purposive sampling technique with 30 respondents: a village leader, PKK leader, NGO, youth organization leader, Ecology Foundation Team, three fishermen, and 22 tourists.

Procedures

Data Processing Techniques

To obtain the expected data, there are 4

data collection methods the authors use, namely as follows: Participatory Observation, Interview, Questionnaire, and Documentation Study. Steps In SWOT Analysis: The first thing to do in determining the SWOT matrix is to know the internal strategic factors (IFAS) and external strategic factors (EFAS) (Rangkuti, 2019). The steps that must be taken are as follows.

External Strategy Factor Matrix

Before making a matrix of external strategic factors, researchers need to know the external strategic factors (EFAS). There are several ways to determine them: 1) Arrange in column 1 (5 to 10 opportunities and threats). 2) Give the weight of each factor in column 2, starting from 1.0 (very important) to 0.0 (not important). These factors are likely to have an impact on strategic factors. 3) Calculate the rating in column 3, each factor, by giving a value of 4 (very influential) to a value of 1 (no effect).

Based on the influence of these factors on existing site conditions. Giving a value to the rating for the opportunity factor is positive (a more significant opportunity is given a rating of 4, but if the chance is slight, it is given a rating of 1). Giving a threat rating value is the opposite. For example, if the threat is substantial, the rating is 1; if the threat is minor, it is given a rating of 4. 4) The next step is to multiply the weight in column 2 by the rating in column 3 to obtain the weighting factor in column 4. The result is a weighting score for each factor whose value varies from 4.0 (very influential) to 1.0 (no effect). 5) Add the weighted scores (in column 4) to obtain the total weighted scores in the study locations. This total value shows how the research location reacts to external strategic factors. More details can be seen in the following EFAS Table 1.

Table 1. External strategy factors (EFAS)

No	External Factors	Weight	Ratings	Weight X Ratings
1.	opportunities (O)			
2.	Threat (T)			
	Total	1.00		

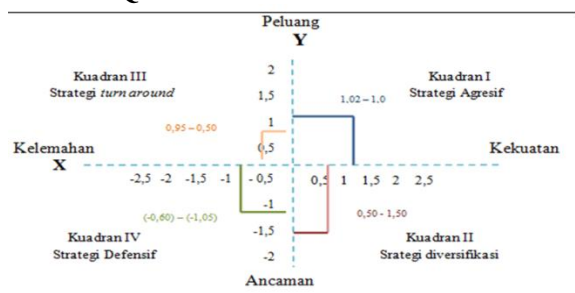
Table 2. Internal strategic factors (IFAS)

No	Internal Factors	Weight	Ratings	Weight X Ratings
1.	Strength (S)			
2.	Weakness (W)			
	Total	1.00		

Table 3. SWOT matrix analysis

	internal		
eksternal		Strength (S)	Weakness (W)
		S-O	W-O
Opportunities (O)		Generate strategies that use strengths to take advantage of opportunities	Generate strategies to minimize weaknesses to take advantage of opportunities.
		S-T	W-T
Threats (T)		Generate strategies that use strengths to overcome threats	Generate strategies that minimize weaknesses to avoid threats.

Table 4. Quadrant SWOT



Based on the example of the SWOT quadrant above, four strategic recommendations include: 1) Quadrant I indicates a strong position and opportunity. The recommended strategy is an aggressive (growth-oriented), namely, intensive and broader development of specific segments. This is a very advantageous situation because it has power and opportunity. 2) Despite facing various threats, Quadrant II still has internal strength. The strategy that must be implemented is to use strength to take advantage of long-term opportunities through a diversification strategy (product/market). 3)

Quadrant III indicates a weak position but an opportunity. The strategy recommendations are turned around, which means minimizing internal problems to seize better opportunities. 4) Quadrant IV is very unfavourable in dealing with various internal threats and weaknesses.

3. RESULT AND DISCUSSION

The strategy for developing sea grape ecofarming-based tourism in the Mapur waters conservation area, researchers compiled a strategic base based on the draft strategy of the Kepulauan Riau Tourism Office for 2021-2026 in the vision of the RPJMDes and RKPDes as outlined in the Mapur APBDes which supports the development of village tourism and Coremap activities phases I, II and III which made a difference, especially in the village of Mapur with Pokmas and eco run activities that were successfully held in 2020, really supported researchers in formulating the right strategy. The initial stage is carried out; the researcher identifies the strengths, weaknesses, opportunities owned, and the threats that arise.

Table 5. Swot matrix analysis

		(Strengths)	(Weaknesses)
	IFAS	<ul style="list-style-type: none"> - Unique seagrapes have superior appeal - Favorable conditions for seagrapes - Stunning beaches and coral reefs - Public safety and openness to visitors - Support from the community for tourism development - Affordable transportation costs 	<ul style="list-style-type: none"> - Lack of promotion/ tourist information - The tourism development program has not been maximized - Inadequate facilities and infrastructure - Processed products and souvenirs are less varied - HR is still low - There is no cooperation with the private sector
	EFAS		
	(Opportunities)	(S-O)	(W-O)
	<ul style="list-style-type: none"> - Diversity of technology-based promotional media - Availability of provincial 	<ul style="list-style-type: none"> - We are utilizing seagrapes and the beauty of the beach to attract tourists and open business 	<ul style="list-style-type: none"> - Adding/developing infrastructure facilities - Providing HR training by

government budget	opportunities for village	maximizing processed
- Research and conservation potential	communities.	products & souvenirs typical of the village
- Potential tourists	- Building cooperation between village communities and the	- Conduct outreach and design programs in tourism development.
- The opening of new business opportunities for the community	government, universities, and NGOs	
(Treathts)	(S-T)	(W-T)
- Potential environmental and cultural changes	- Expanding promotions	- Improving tourism support facilities during a pandemic
- There are more exciting tourist attractions	- Introducing the traditions and culture of the people on Mapur Island	
- Unpredictable weather	- Highlight tourist objects	
- Government regulations	- Increase the safety factor	
- Garbage post	- Organize information boards to clean up trash together	

Table 6. Internal strategy factor matrix (IFAS)

No.	Internal Strategy Factors	Weight	Ratings	Weight x ratings
(Strengths)				
1.	Sea grapes that have superior appeal	0.11	3.74	0.41
2.	Favorable conditions for sea grapes	0.10	3.41	0.34
3.	Stunning beaches and coral reefs	0.11	3.95	0.43
4.	Public safety and openness to visitors	0.12	4.00	0.48
5.	Support from the community for tourism development	0.11	3.84	0.42
6.	Affordable transportation costs	0.10	3.43	0.34
Total				2.42
(Weaknesses)				
1.	Lack of promotion/tourist information	0.07	2.41	0.17
2.	The tourism development program has not been maximized	0.07	2.29	0.15
3.	Inadequate facilities and infrastructure	0.06	2.13	0.12
4.	Processed products and souvenirs are less varied.	0.06	2.14	0.13
5.	human resources are still weak	0.06	1.91	0.11
6.	There is no cooperation with the private sector	0.03	1.20	0.03
Total				1.00 34.45 0.71
Total S – W				3.13

Table 7. External strategy factor matrix (EFAS)

No.	External Strategy Factors	Weight	Ratings	Weight x ratings
(Opportunities)				
1.	Diversity of technology-based promotional media	0.11	3.49	0.38
2.	Availability of government budget	0.12	3.74	0.44
3.	Research and conservation potential	0.13	3.92	0.50
4.	Potential tourists	0.12	3.87	0.46
5.	The opening of new business opportunities for the community	0.13	4.00	0.52
Sub Total			19.02	2.30
(Treathts)				
1.	Potential for environmental and cultural change	0.08	2.60	0.20
2.	There are more exciting tourist attractions	0.04	1.27	0.05
3.	Unpredictable weather	0.11	2.93	0.32
4.	Government regulations	0.09	1.65	0.14
5.	Garbage post	0.07	2.31	0.16
Sub Total			1.00 10.76 0.87	
Total O – T				3.17

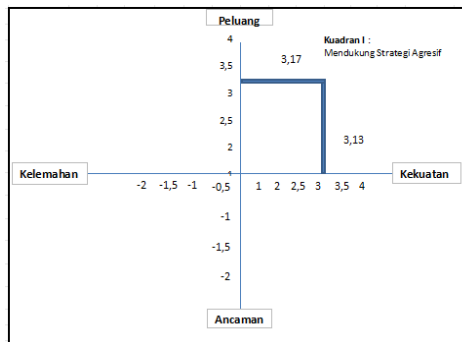


Figure 1. Mapur Island SWOT quadrant

The SWOT quadrant analysis shows that internal and external factors in tourism development on Mapur Island are in quadrant I: supporting an aggressive strategy can be seen in the following quadrant (Figure 1).

According to [Rangkuti \(2019\)](#), following quadrant I, the strategy that must be carried out is an aggressive strategy (Growth), namely, by maximizing all the strengths Mapur village possesses and making the most of opportunities. Four are 4 S-O strategies that can be carried out in developing marine grape tourism in Mapur village, namely as follows:

Cultivating seagrapes using ecofarming techniques. Observation results show that sea grapes are abundant and have high economic value. This makes an eco-farming-based seagrape cultivation system feasible and provides tourism with the natural beauty of Mapur Island. If seen from several previous studies, the Mapur Island area has good ecological value, and from a socio-economic perspective, the community is very supportive.

Utilizing seagrapes the beauty of the beaches to attract tourists and open up business opportunities for village communities. The people in Mapur village make seagrapes a tourist attraction that can be cultivated by selling them fresh or processed. Seagrapes can be used as exciting research material from various research groups and as a conservation activity supported by coral reefs and enchanting beaches.

Building cooperation between the community and the government, universities, and NGOs. Synergize with each other to develop the potential of Mapur Village,

maximizing the potential of Mapur Island so that it can compete with other tourist attractions.

Expand tourism promotion. To maximize existing opportunities, efforts must be made to increase the number of tourist visits by utilizing technology as a tourism promotion option, which can be promoted via Instagram, Facebook, TikTok, and other websites.

4. CONCLUSION

Berdasarkan Based on the results of the research and discussion, it can be concluded that Mapur Village is a water conservation area that has now been designated as TWP (water tourism park) Bintan Timur, as a village that has great potential and is very promising when viewed from its natural resources such as seagrapes which are abundant with high value. High economic conditions, supportive ecological and social conditions, beautiful beaches, and coral reefs in good condition all support the development of tourism on Mapur Island. The strategy that should be implemented from the results of this research is to implement an aggressive approach by maximizing existing strengths and opportunities, which can be done with 4 S-O Strategies, namely: cultivating seagrapes using eco-farming techniques, utilizing sea grapes, the beauty of the beach to attract tourists and its openness. Business opportunities for village communities. It builds cooperation between village communities and the government, universities and NGOs and expands promotions.

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