



Implementation Strategy of a Community-Based Tourism Approach at Siwang Village Tourist Destination, Ambon City, Maluku Province, Indonesia

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Abstract. The development of tourist destinations with a community-based tourism approach is one form of alternative tourism that has the potential to be carried out. Tourism destination development activities carried out by the community often unknowingly have implemented a community-based tourism approach, as happened in the tourist destination of Siwang Village, Ambon City. Through a qualitative methodology, this study found that the people in Siwang Village have successfully implemented a community-based tourism approach to develop their tourism potential and attractiveness. Siwang Village is one of the mountainous tourist destinations in Ambon City, Maluku Province, which has been successfully managed independently by optimizing its potential and human resources. This research was conducted in 2021 by making the community key informants and policy makers and tourists additional informants.

Keywords: Ambon; Community; Destinations; Siwang; Tourism

1. Introduction

Tourism development means developing destinations and areas around tourist destinations (1). In developing tourism, it is imperative to do it in a planned, applicable, and continuously monitored manner. In addition to generating a million benefits for the region, tourism can also cause problems such as distortion of local communities, environmental degradation, loss of identity and integrity, and misunderstandings (2). Therefore, a systematic and measurable planning system is needed to avoid the negative impacts of tourism development.

Developing a tourist village needs to be supported by a tourist attraction. According to (3), the tourist attraction is everything that has uniqueness, beauty, authenticity, and value in the form of a diversity of natural wealth that is the target or destination of tourist visits. According to Witt Rusyidi et al., tourist attraction is the primary motivation for tourists to make tourist visits (4). In another aspect, tourism development should be pursued based on a healthy and comfortable environment so that nature becomes preserved, empowers and maintains art and culture that has developed for a long time in tourist attraction areas, and is directed at creating positive learning for the community related to sound management of tourism activities (5).

One of the concepts that can be used as a reference for the development and development of a village or tourism village is community-based tourism (CBT). Community-based tourism is an approach that prioritizes community involvement in the development of tourist destinations. The involvement of the community in the development of a tourist destination that is jointly owned will create a sense of love and responsibility for the area. This is in line with the community-based tourism development approach (the community approach), which is a tourism development approach that emphasizes maximum community involvement in the tourism development process (6). Community-based tourism development is a model that provides maximum opportunities for the community to participate in tourism development. Community-based tourism development is an activity that, from the idea to its management, is carried out entirely by the community in a participatory manner, and the benefits are felt directly by the local community (7).

Siwang Village is one of the areas in Ambon City developing mountain tourist destinations, contributing to the CBT concept as an approach to developing tourist destinations. The development of the Siwang Village destination with the application of the CBT concept was carried out because of the conditions the community experienced. The tourist destination of Siwang Village is managed independently by the community, especially the owners of tourist objects. Based on minimal knowledge related to tourism and limited economic capacity, the owners of tourist objects seek to develop their tourism potential. Siwang Village, located on the city's outskirts, has a potential natural tourist attraction to continue developing. This is supported by the topography of Siwang Village, located in the mountains, so that the temperature can provide coolness for visiting tourists. In addition, the tourist destination of Siwang Village is directly facing the sea, which provides a natural sensation that is beautiful to look at (8). The natural beauty of Siwang Village has the potential to be developed into a tourist destination.

Siwang Village is administratively part of the Urimeseng Country, Nusaniwe District, Ambon City, Maluku Province. Geographically, Siwang Village is located in the mountainous area adjacent to the Kudamati village (Gunung Nona). Accessibility to Siwang Village can be done by using 2-wheeled vehicles (motorcycles) and 4-wheeled vehicles (cars). The distance to Siwang Village is about 30-40 minutes from the center of Ambon City. Even though it is located on the outskirts of the city, many problems are still faced by the people in Siwang Village. From the aspect of transportation, there is no public transportation that takes the route to Siwang Village. In addition, the condition of the roads has also been damaged, and because of that sometimes people rarely go to Siwang Village. In other aspects, clean water and electricity availability is also still limited. Therefore, the community has not been able to access clean water properly, and electricity around tourist destinations is also not yet available in its entirety.

Even in such conditions, the people in Siwang Village still strive to develop their tourism potential, so there are six tourist attractions in the tourist destinations of Siwang Village. Each tourist attraction has its own uniqueness and charm. However, there is no competition between one object and another. Instead, it is a collaboration between the owners. This is seen in the mutual agreement that the entrance fee to each location is the same, namely Rp. 8000 per person. Referring to the reality in the Siwang Village destination, this research was conducted to know the strategies used in implementing the concept of community-based tourism.

2. Methods

The method used in this study is qualitative, which aims to examine the natural conditions in the research location. Researchers act as critical instruments, and research results emphasize meaning rather than generalization (9). The location of this research is in Siwang Village, Urimessing, Nusaniwe District, Ambon City, Maluku Province. Siwang Village was chosen as the research location because it is an area developing tourist destinations with community-based tourism. The data obtained came from the community that owns the tourist attraction and the community around the tourist attraction, as well as policymakers in Siwang Village.

3. Results and Discussion

3.1. Siwang Village Tourism Potential and Attraction

The tourist destination of Siwang Village is one of the unique natural tourist destinations. This tourist destination is in the administrative area of Urimessing State, Ambon City, Maluku Province. Geographically, tourist destinations are located in the mountainous region of Ambon city. Therefore, this destination is different from other destinations and is the only mountain tourist destination in Ambon City. The potential possessed by the Siwang Village destination provides a different character of tourist attraction and has the potential to be developed. The tourist attraction that is owned is the natural tourist attraction. This is in line with the opinion Dai et al., who said that tourism potential is everything contained in an area that can be developed into a tourist attraction that can be utilized or realized, be it natural potential or artificial (10).

In Ijatuyi et al., explains tourist attraction as something that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or destination of tourist visits (11). Referring to this explanation, the potential and tourist attraction in the Siwang Village tourist destination is also a tourism potential with natural attractions that come from the natural wealth owned by the people in Siwang Village. The natural potential as a tourist attraction in Siwang Village which was owned, was finally successfully developed by the community as a mountain tourist destination. Communities with their abilities and limited knowledge about tourism can finally make Siwang Village a tourist destination that local tourists and foreign tourists can visit.

The potential tourist attraction in Siwang Village is the potential for natural tourism. Siwang Village has a unique mountain tourist attraction compared to other tourist destinations in Ambon City. In addition, it can be said that the tourist destination of Siwang Village is the only mountain destination with a tourist attraction that other tourist destinations in Ambon City do not have. Concerning this, the development of Siwang Village tourist destinations towards superior ecotourism-based tourist destinations must be a concern of the Urimessing State government and the Ambon City government through the Ambon City Tourism and Culture Office. The potential tourist attraction in Siwang Village is natural tourism which includes beautiful natural charm and fresh air. This follows the context of Siwang Village as a unique mountainous area. The natural uniqueness that becomes the tourist attraction of Siwang Village consists of:

1. View of the ocean from above

One of the indicators that become the main attraction for tourists visiting Siwang Village tourist destinations is the view of the blue ocean from the height of the tourist attraction



in Siwang Village. The view of the blue ocean during the day with the stretch of Tanjung Seri also excites tourists to continue visiting the tourist destinations of Siwang Village.

2. Sunset and sunrise views

Sunset and sunrise have become an attraction that many tourists are interested in. If in the summer, in the morning, the sun will appear with beautiful light and color, adding to the attraction for tourist destinations in Siwang Village. In the afternoon, the appearance of a beautiful sunrise also makes the view from the top of the Siwang Village destination unique.

3. Shady and green trees

Beautiful natural tourist destinations with shady and green trees are also found in the Siwang Village. Conditions are still beautiful, with fresh air attracting and motivating tourists to visit. Fresh air is not only found in the morning and evening, but even during the day with the hot sun, the air in the Siwang Village destination is still fresh to breathe.

4. Mist

An inseparable part and a tourist attraction of Siwang Village is the fog. In the rainy season, fog will appear and cover the area of tourism objects in Siwang Village. In addition, the sea and Cape Seri are also covered and cannot be seen from a height. Tourists must wear thick clothes because the air at the top of Siwang is icy.

5. Fresh air

One aspect that also adds to the uniqueness of the tourist destination of Siwang Village namely the fresh air. Natural conditions that are still beautiful create fresh air that tourists can enjoy. Fresh air is meant not only during the rainy season but also in summer.

The five components of potential and tourist attractions in Siwang Village are unique that other tourist destinations in Ambon City do not have. This is because Siwang Village is the only mountain tourist destination in Ambon City with unique potential and tourist attractions. The potential and tourist attractions owned are used as photo backgrounds for tourists who want to visit and enjoy the potential attractions in Siwang Village. Referring to Ijatuyi et al., opinion, the tourism potential in Siwang Village is part of the tourism product (11). Because tourists can enjoy the potential and tourist attraction and before tourists enjoy, tourists are obliged to buy tickets as a basis for entering the attraction. Even though the products owned are not related to products that can be consumed, these products can facilitate tourists to enjoy the natural scenery and provide inner satisfaction for visiting tourists.

3.2. Strategy for the Implementation of the Community-Based Tourism Approach

Siwang Village is one of the areas on the outskirts of the city. However, Siwang Village is still an undeveloped area. One of the factors that are the leading cause of Siwang Village has not developed, namely the development process that has not touched aspects of community life. Even so, Siwang Village has tourism potential and resources that can be developed into a tourist destination. These potentials and tourist attractions are then managed and developed into mountain tourist destinations in Ambon City. Through collaboration and community participation, Siwang Village is finally known as a mountain tourist destination with a unique charm. In 2019 the development of potential tourist attractions in Siwang Village was carried out, and in the end, Siwang Village was known as a mountain tourist destination with a unique charm. The community's development and management process uses a community-based tourism approach. The community does not realize the process of



implementing the concept of community-based tourism. This is due to the limited knowledge of the community in tourism (12). However, the advantage is that the community can apply the concept .

Community-based tourism is a development concept that focuses on the opportunities provided to the community to gain economic benefits through full community involvement. In addition, community- based tourism is also an adaptive approach that allows the elaboration of societal values (13). Referring to the perspective put forward by Burgos and Martens, it can be said that the pattern of development and management of the Siwang Village tourist destination has been carried out using a community tourism approach. The indicators that serve as the basis for implementing the concept of community-based tourism in the tourist destination of Siwang Village are:

1. The development of tourism objects is carried out collectively through clans.
Developing the existing tourist attraction in Siwang Village occurs based on a collective community initiative based on the eye of the house or clan. Members belonging to the clan have different roles and functions or responsibilities. Each is assigned a role in the process. The primary basis of this process is self-reliance and the initiative of each group member to develop their tourism object. Community members of the clans in Siwang Village agreed to develop the potential and tourist attractions in the locations owned.
2. Management of tourist destinations is carried out by involving the community.
In addition to developing the Siwang Village tourist destination, which was carried out in the form of a clan, it turned out that there was also community involvement in this process. Community involvement or participation is carried out by helping tourist attraction owners to work and helping maintain security for visitors. This process indirectly shows the solidarity built among the people in Siwang Village. In addition, community participation can also be seen through the role of community members as managers of tourist attractions and parking managers. The community also shows another aspect through road repair activities to provide security and comfort for visitors. This was done because the access to the Siwang Village tourist destination was damaged and had the potential for an accident for visitors who crossed it.
3. Participation of policymakers in the process of developing and managing tourist destinations.
The participation of policymakers in developing tourist destinations in Siwang Village can be said to be very low. The form of participation from policymakers is only limited to providing assistance, which has not answered the basic needs of the community that owns tourism objects in Siwang Village. Even so, the participation of policymakers from the city to the provincial level is still well responded to by the community, especially the owners of tourist objects.

Three aspects that indicate the implementation of a community-based tourism approach in Kampung Siwang, indirectly confirm the local knowledge possessed by the community on how to develop the potential of their tourism resources. The solidarity that has long lived together with the community has become a binder for the community to support each other in building and developing existing tourist attractions. Competition and profit are not the main goals of the owners of tourist attractions, but rather to promote their place of residence, so that they are known by the public, which is the main goal of all development and development processes carried out.

3.3. Community Participation in Tourism Destination Development

The development of tourism potential in Siwang Village can be considered unique and different from the development of tourism potential in Ambon City. The uniqueness lies in the initial process of making a tourist attraction in Siwang Village. The birth of the Siwang Village tourist destination was initiated by a young man who saw the tourism potential of one of the objects, namely Siwang Paradise. One of his colleagues supported the young man's initiative, and then the two communicated with the landowner to develop the existing tourism potential into a tourist attraction. The year 2019 became the forerunner of the birth of a tourist destination in Siwang Village. With limited finances, the Siwang Paradise tourist attraction was finally opened, and, in the end, it was visited by tourists among young people. After a week, making the tourist attraction was carried out. Many young people visited and enjoyed the natural atmosphere and took pictures. The photos captured by the young people's cameras were then published through social media and succeeded in attracting the attention of the people of Ambon to visit. Since then, the Siwang Paradise tourist attraction has gone viral and is visited by many local tourists to national and foreign tourists.

Besides, the tourism potential in Siwang Village continues to be developed into a tourist attraction pioneered by the Siwang Village community. The community sees the potential to be used as a tourist attraction that tourists can visit. The approach used in developing tourism potential in Siwang Village carried out by the community is a participatory approach that involves family members and the community around the destination. The community independently manages and develops tourist objects in Siwang Village and eventually becomes a tourist destination that has a unique attraction.

As one of the actors or tourism people, the community has a critical role in developing Siwang Village tourist destinations. The community is the rightful owner of various resources, which are tourism capital. In this regard, the role of the community becomes vital in tourism development. Siwang Village tourism destination is one of the tourism destinations that uses a community-based tourism approach in its management process. The tourist objects in the Siwang Village tourist destinations are the result of the management of the community independently and independently. The capital used for development processes comes from the community, especially the community that owns the tourism object. This shows that public awareness to develop the tourism potential in Siwang Village.

Community participation in the management and development of tourism potential in Siwang Village occurs naturally without being forced by other parties. Public awareness is born from the desire and wisdom to develop the owned tourism potential. Even with limited access to the capital, the community is enthusiastic about making Siwang Village a tourist destination. This community participation is in line with the tourism principles put forward by the (Ministry of Public Works and Housing Regional Infrastructure Development Agency Indonesia Tourism Development Program, 2020). The tourism principles in question include (1) community as an elemental force; (2) tourism of the people, by the people, and for the people; (3) tourism as an activity of all levels of society, while the government only as a facilitator. Referring to the 3 principles of tourism, the Siwang Village tourist destination is a tourist destination that has implemented the concept of community or community- based tourism development.

Community-based tourism is alternative tourism that is carried out to involve the community as the main actor in tourism (14). Therefore, the sustainability of tourism is also determined by the roles and functions of the community. If the roles and functions of the



community are not carried out optimally in developing a tourist destination, then, in the end, the destination cannot benefit the community. The sustainability of a tourist destination will continue to have an economic, social, and cultural impact on the community around the tourist destination if full support from the community is carried out (15). In another aspect, collectivity and cooperation between community members are well established in tourism management.

Conclusions

Community-based tourism, in principle, emphasizes community participation in developing tourist destinations. This participation is carried out by optimizing the potential possessed by the community, specifically related to their potential and tourist attraction. Community-based tourism is one approach that has been applied by the community in the tourist destination of Siwang Village. Siwang Village tourism destinations are managed and developed independently and independently by the community. This is proven through tourism destination development activities by each tourist attraction owner. Developing tourist destinations in Siwang Village is carried out in the form of self-help and self-help by each owner of the location or tourist attraction by involving the community and policymakers. Community participation is a form of solidarity shown through cooperation activities in working and maintaining security and comfort for visitors. In another aspect, the participation of policymakers is shown through the provision of assistance to the owners of tourist objects.

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Conflicts of Interest

The authors declare no conflict of interest

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