



Sustainable Approach in Tourism Development on Morotai Island

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Abstract

Morotai Island is one of the tourist destinations in Eastern Indonesia. In its development, it uses a sustainable tourism approach by paying attention to environmental, socio-cultural and economic aspects of the community. The aim of this research is to analyze the implementation of sustainable tourism in Morotai Island Regency with a focus on the actualization of environmental, socio-cultural and economic sustainability. A qualitative approach was used to explain the research focus. Interviews and observations are categorized as primary data sources, while literature studies on sustainable tourism are included in secondary data. Data collected from the field is then analyzed in three parts, namely data filtering, data delivery, and mapping conclusions. Tourism development on Morotai Island has had an impact on the infrastructure sector and the construction of facilities to support tourism activities such as on Dodola Island. The institutionalization of citizen participation, data collection and preservation of local culture, as well as the challenges of managing waste in tourist destinations are the actualization of the application of sustainable tourism principles on Morotai Island

Keywords: Implementation, Sustainable Tourism, Morotai Island.

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I. INTRODUCTION

The application of the concept of sustainable tourism has been widely used in Indonesia in developing a tourist destination (Budiani et al., 2018). To facilitate this, the Ministry of Tourism and Creative Economy issued regulations regarding sustainable tourism in 2016. Ministerial Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destination Development requires the management of tourist destinations to pay attention to sustainability in tourism development. This regulation explains important matters regarding sustainability related to destination management, local community economy, cultural and environmental preservation (Kemenpar, 2016).

The United Nation World Tourism Organization (UNWTO) explains that efforts to serve the needs of tourists and tourist areas today need to also pay attention to protection and sustainability for future generations. So that resource management for economic, social and cultural interests continues to maintain sustainability in the future (UNEP & UNWTO, 2005). Meanwhile, Musaddad et al., (2019) explained that sustainable tourism development is an approach that designs and thinks about what bad and positive things will happen and how to overcome and prevent them.

North Maluku Province as a tourist destination in Eastern Indonesia has tourism potential spread across the islands of Morotai, Tobelo, Weda, Sula Islands and Taliabu Island. However, this tourism potential has not been managed using a sustainable tourism approach, so that community empowerment, nature and socio-cultural protection have not been implemented (Umasugi, 2023). Especially the tourism potential found in Morotai Island Regency, such as marine tourism, natural tourism, history and culture, so that this wealth becomes an opportunity for developing sustainable tourism (Ibrahim, 2017).

Discussions about tourism and sustainable tourism in Morotai Island Regency have been carried out by many previous researchers. Umasugi (2023) researched sustainable tourism in Tanjung Bongo, North Halmahera, the results of which showed that there was a need for local participation in managing tourism activities. Meanwhile, a study on tourism on Morotai Island conducted by Natan (2016) has outlined the various tourism potentials of Morotai Island which are unique and offer various tourist attractions compared to other areas.

Singalen & Kudubun (2017) discussed the form of community participation in Wawama Village, Morotai Island in providing historical tourist attractions at the Trikora Museum and the History of World War II so that they could support the development of Morotai tourism. Then Witomo & Ramadhan (2018) emphasized the various economic potentials that can be generated from tourism activities which contribute directly to the original income of the region and the community around the tourist attraction. Coupled with research from Mamonto, Umagapi & Ambarita (2020) which focuses on the design of using technology to map Morotai Island tourism in the form of GIS. To explain tourists' choices in choosing accommodation while traveling on Morotai Island, Singalen (2023) conducted an analysis using the TOPSIS approach to explain this.

The various previous studies above show that discussions regarding the implementation of sustainable tourism on Morotai Island have not been carried out. Although similar studies have been carried out before, specifically on Morotai Island there have been no studies on this matter. Especially analyzing the implementation of various principles of sustainable tourism. So this research aims to analyze data mapping the implementation of sustainable tourism on Morotai Island so that the focus in this research becomes something new and can add to the discourse regarding the discussion of sustainable tourism on Morotai Island.

II. METHODS

Qualitative methods are used to discuss the phenomenon of implementing sustainable tourism on Morotai Island. Anggito & Setiawan (2018) explained that qualitative research is carried out by collecting data in natural conditions to interpret certain phenomena where the researcher is the key instrument in the action. Informants in qualitative research according to Sari et al., (2022) were determined purposively, so the informants consisted of heads of departments at the Morotai Island Regency Tourism Office and representatives of parties in the tourism industry on Morotai Island. Interviews, observations and studies regarding tourism development are categorized into primary data and secondary data. Field data collection was then analyzed into three stages starting from data filtering, data presentation, and drawing conclusions (Sugiyono, 2009) from the analyzed data related to sustainable tourism.

III. RESULTS AND DISCUSSION

1. Tourism Development on Morotai Island

Morotai Island's tourism development is based on the Tourism Special Economic Zone (KEK) development policy established by the Central Government based on Government Regulation No. 50 of 2014. The implications of the policy continue with the construction of road infrastructure, bridges and tourist facilities, especially on Dodola Island, as well as development private residences and hotels. The determination of Morotai as a Tourism SEZ was motivated by existing potential such as natural beauty, panoramic views of islands with white sand and pristine coral reefs. So that Morotai Island becomes a tourist area that is different from other places. Not only that, in 2019 the Government allocated IDR 273.86 billion for repairs and construction of the 201.89 kilometer Morotai Island ring road.

The choice of Morotai as a national tourism development area cannot be separated from the large amount of tourism potential that exists in this region. As an area that was once the location of World War II, it can explain important events left by the role of Japan and the United States. Morotai Island is also surrounded by small islands which have natural beauty, white sand and the charm of beautiful coral reefs. This panorama creates a competitive advantage for Morotai Island's tourism competitiveness.

2. Diversity of Tourism Potential on Morotai Island

Morotai Island has types of tourism consisting of natural, historical, cultural and marine tourism. Nature tourism is the main attraction to encourage an increase in the number of tourist visits to Morotai. Several tourist attractions that are currently receiving the attention of local governments to be developed and become tourist attractions of choice for local and national tourists to visit are:

a. Natural tourism The natural tourist attraction in the beautiful Morotai Island Regency is one of the leading destinations for tourists. The nature of Morotai Island has become famous nationally and even internationally. The beaches and underwater charm of Morotai Island have made this area chosen by the central government as 10 new Bali tourist destinations in Indonesia to be developed immediately. Some of the tourist destinations are as follows:

1. Dodola Island

Dodola Besar Island and Dodola Kecil Island are two islands that are connected to each other only when the sea recedes and forms a sand road. White sand surrounds the two islands plus the sea is green, clear and bluish. This island has become a tourism icon for Morotai Island because it has become the main destination for tourists when they come to this area. The view of the white sand and clear water makes this island so beautiful, so that tourists on this island feel comfortable. Apart from that, the white sand that surrounds the island makes tourists

enjoy its beauty. So there is a saying that "for people who come to Morotai Island and have not visited Dodola Island, their journey is not complete".

2. Kolorai Island

Kolorai Island also has beautiful and natural white sand. Most of the people there live as fishermen.

3. Galo-galo Island

Galo-Galo Island is an interesting natural tourist destination to visit. This island has superior products such as fresh salted fish.

4. Kokoya Island

Kokoya Island offers beautiful natural panoramas and soft white sand. This island is uninhabited. This island is only 3 miles from Daruba City.

5. Cape Gorango

Cape Gorango is in the villages of Gorua and Koruga. Tanjung Gorango has a beautiful and blue beach view. Apart from that, at Tanjung Gorango there are rocks and coral cliffs which add to the beauty of the Tanjung Gorango landscape.

b. Marine tourism

The underwater beauty of Morotai Island district attracts tourists for diving and snorkeling. In Morotai there are many other interesting diving locations. No less than twenty-five diving locations are available for visitors. Some of them are Tanjung Wayabula, Tanjung Dodola, Tanjung Batu Layar, Tanjung Sabatai, and Saminyamau. Each mining location in Morotai has its own advantages. Cape Gorango and Black Tip Point are highly recommended for tourists who want to see schooling sharks. Around Dodola Island, you can also find many other snorkeling locations. The unique underwater scenery in Morotai attracts many national and foreign tourists to come to see it. It is not surprising that many guests specifically visit Morotai so they can carry out snorkeling and diving activities at designated dive spots.

c. Historical Tourism

Historical tourism in Morotai Island Regency is very diverse because it offers historical sites from World War II between Japan and the United States. This island was used as a base by the United States when it attacked Japan in World War II. Here are some historical tourist sites:

1. Pitu Foundation

On Morotai Island there is a fairly large airstrip left behind by the Japanese army in 1944. General Douglas MacArthur from the United States in 1944 brought in around 3,000 planes to carry out a series of attacks on Japan. Until now, Pitu airport is still used and is one of the air access points to Morotai Island.

2. Glass Water Cave

Historical tours include Air Glass, where United States (US) general Douglas MacArthur bathed during World War II.

3. Zum-Zum Island

Zum Zum Island is the command and defense center of the US army. From Daruba District City, you can go to this island by boat for fifteen minutes. You will meet the wreck of a sunken Japanese army submarine during the trip.

Some of the tourist attractions above have diverse historical backgrounds, making them superior to other tourist areas in Indonesia. The stories and stories of World War II events in this region are so rich, making it a potential and superior historical tourist attraction when compared with other tourist destinations in Indonesia. This condition also made Morotai Island designated as 10 new Bali destinations in Indonesia. This means that Morotai, with its wealth of historical riches, has been recognized by the government as being able to encourage tourism progress in the eastern region of Indonesia, especially in the outermost areas in the heart of the Pacific Ocean which directly borders the Philippines.

4. Actualization of Sustainable Tourism Principles

In sustainable tourism development, there are several elements that form the basis for its implementation. In the context of tourism development on Morotai Island, the following principles of sustainable tourism can be seen:

a. Socio-cultural

The culture and art of Morotai Island is almost the same as North Halmahera. This shows that the Tobelo and Galela tribes are the majority of the population of Morotai Island Regency. Arts and culture that still exist today include the Kabata Dance Talaga Lina, Tegal, Tide-Tide, Cakalele, Denge-denge, Bobaso, Salumbe, Tokuwela, Yangere, and Kabata Dance. Traditional music such as Bamboo Blow Music, Gala, Hitada Bamboo Music, and Yangere Music are also included in wedding customs. The diversity of Morotai's arts and culture is still strong. This can serve as capital for future tourism growth.

Tourists who want to learn, see and experience for themselves a life that is different from their patterns and customs, are very impressed by what they encounter in Morotai Island Regency because of the pristine historical heritage and cultural heritage, most of which have not undergone much change. In addition, most customs continue to develop.

The historical and cultural aspects of the local community show that they have a unique history and life, have a strong historical charm, and there are many things in their life that are not found in Indonesian society as a whole. The traditional rituals that they carry out show their uniqueness - are very attractive for foreign tourists who want to get cultural enrichment from and in their tourism activities.

b. Environment

The natural conditions used as tourist destinations are still protected from damage that has the potential to disrupt the ecosystem of living creatures in the area. However, what managers and the government need to be wary of is the waste produced from various tourism activities. For example, on Dodola Island, which is one of the tourism icons of Morotai Island and a destination for local tourists, various types of rubbish are starting to be found. Where tourists who come often throw rubbish out of place. So it disturbs the surrounding environment on Dodola Island, which is a coastal area. This tourist rubbish certainly disturbs the beauty of the beaches on Dodola Island and the life of various marine biota in the area.

Apart from Dodola Island, rubbish is also a problem faced by several tourist destinations on Morotai Island. Therefore, waste management at tourist attractions must receive serious attention. The role of tourists in maintaining cleanliness at tourist attraction locations must be a common concern. Managers must continuously remind visitors to dispose of rubbish in the right place while trying to provide adequate rubbish bins at tourist attraction locations.

The problem of plastic waste from tourism activities is indeed a problem in tourism management in almost all regions in Indonesia. The active role of managers and involving tourists to be aware of the cleanliness and dangers of plastic waste on environmental sustainability at tourist attraction locations must continue to be conveyed. Waste management cannot be handed over to one party, but must be a shared responsibility, namely the manager, government and tourists. When everyone has the same awareness about environmental cleanliness, the sustainability of a tourist destination can be envisioned by future generations.

c. Economy

Tourism businesses in the Morotai Island district are quite well developed, but are still concentrated in urban areas. This is because the capacity of business actors in rural areas is still very minimal, as well as limited market access between sellers and buyers due to obstacles in connecting transportation between islands in Morotai Island district, including a lack of human resources if you look at tourism businesses in Pulau district. Morotai such as accommodation, transportation, restaurants/eating houses.

It is recorded that the number of tourist facilities in Morotai Island Regency is 43, with details; there are 26 restaurants/food stalls, 5 massage parlors/spas, 2 BPWs which specifically sell tickets and 19 hotels (starred = 3 and non-starred = 15). From these details, it is clear that the combination of tourist facilities is quite adequate, but the problem is that the distance is too far to get to Morotai Island Regency because you have to transit in Ternate either by ship or plane.

In Morotai Island Regency, a number of tourism facilities have been provided by the local government to support the progress of leading tourist destinations. Hotel or lodging tourism facilities, restaurants or restaurants. From data obtained by the Morotai Island Regency Tourism Office, there are 17 hotels or lodgings provided to support superior tourism facilities, including Molokai Hotels, Dloha Resorts, Singga Dulu, Ria, Sintayu, Permai Indah, Antrimel, Marina Putri, Perdana, Pasifik Inn, Dodola, Morotai Inn, Agung, Mutiara Inn, Tonga, Moromadoto, and Nakamura Inn. Meanwhile, for tourism facilities in the form of restaurants or eateries, there are 28 restaurants or eateries spread across the Morotai Island district.

Meanwhile, public tourism facilities that support the level of tourist visits to Morotai Island Regency are very complete. In the Morotai island area, various facilities are available such as the provision of clean water, internet and communications networks, electric power, roads and bridges, harbors, airports or airports. Apart from that, there are also office centers, hospitals, bank pharmacies, shopping centers, bars and restaurants, beauty salons, barbershops, police stations, drug stores, cigarette sales, glasses shops, shops selling newspapers and magazines, gas stations, service stations cars, kiosks, internet cafes and others.

Apart from the city center, the impact of tourism activities on economic activities also occurs in villages that have tourist attractions. Several villages appear to have built culinary centers, where the local community is the manager of the business. This makes tourism activities have an economic impact on local communities who live close to tourist areas on Morotai Island.

Implementation of sustainable tourism principles is a must. Based on a study from Zulvianti, Aimon, & Abror (2022), tourists are more interested in experiencing a sustainable natural tourism atmosphere, so tourism

managers must pay attention to it. Tourism development does not have to be entirely concerned with economic profits from tourism activities, but also pays attention to the quality of services and the environment in tourist areas. Because this condition is a factor that influences many tourists' interest in coming to visit a destination.

Meanwhile, Latief, Pora, & Sumtaki (2021) who conducted a similar study on Morotai Island also revealed that there is a need for synergy between regional organizations related to tourism development. Because so far it still seems that tourism development is proceeding individually without any coordination and synergy to support tourism promotion and services on Morotai Island.

To support the sustainable development of tourism on Morotai Island, Sitepu (2019) in his study explains that destinations that are able to survive in the competitive tourism industry need to pay attention to sustainable tourism. According to the Global Sustainable Tourism Council (GSTC), one important indicator of good tourism governance is that the destination has implemented the principles of sustainable tourism development (STD). These principles include, among other things, demonstrating effective sustainable management, maximizing social and economic benefits for local communities, and ensuring that the destination meets.

IV. CONCLUSION

Tourism development has had an impact on improving roads, bridges and various facilities supporting tourism activities on Morotai Island. Establishment of accommodation and accessibility facilities carried out by the Central Government, Morotai Island Regency Government, and the private sector. Meanwhile, tourism development with a sustainable tourism approach has been used by the Regional Government in developing various tourist destinations related to natural, cultural and historical tourist attractions, as well as marine tourism. Aspects of preserving nature, protecting the environment, and avoiding environmental damage in the development of tourism facilities and infrastructure are the attention of the Regional Government. Local arts and culture and historical heritage are leading tourist attractions for tourists.

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