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NAMRINAT TOURIST VILLAGE DEVELOPMENT STRATEGY IN NAMROLE DISTRICT, SOUTH BURU REGENCY IN SUPPORTING SUSTAINABLE TOURISM

Jesika Kapressy¹, Yosevita Theodora Latupapua^{2*}

¹ Urban and Regional Planning Study Program, Pattimura University, Maluku

² Forestry Study Program, Agriculture Faculty, Pattimura University, Maluku

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*Corresponding author: Yosevita Theodora Latupapua

Abstract

This study aims to identify existing conditions, analyze aspects of sustainable tourism, and formulate a development strategy for Namrinat Tourism Village in Namrole District, South Buru Regency. Namrinat Village is one of twelve tourism villages in the area with the main potential of nature tourism and sports such as white water rafting, ATV, and traditional attractions "Duen". The research method used is a qualitative and quantitative approach through observation, interviews, questionnaire distribution, and documentation studies. The results of the study indicate that Namrinat Village has diverse tourist attractions and high cultural value, but still faces various challenges such as poor accessibility and minimal tourist visits. The SWOT analysis shows that the village's position is in the defensive strategy quadrant (survival), so strategic steps are needed to minimize weaknesses and avoid threats. Suggested strategies include increasing promotion, strengthening human resource capacity, sustainable management, improving accessibility, and preserving local culture. The results of this study are expected to be a reference for the government and stakeholders in developing Namrinat Tourism Village as a sustainable tourism destination.

Keywords: Tourism village, sustainable tourism, Namrinat development strategy, SWOT

1. INTRODUCTION

According to Weaver (2012), sustainable tourism development is tourism development that meets current needs without reducing the ability of the community to adapt. generation time front in fulfil his needs Alone. According to Sugiana (2011) sustainable tourism is tourism that is developed with notice culture public local And sustainability natural so that it can be passed down or inherited to

future generations. Furthermore, the principle of sustainable tourism development according to Haris in Arida (2017) also explains sustainable tourism, which includes environmental sustainability, economic sustainability, and social sustainability.

Namrole District is a district in South Buru Regency with tourism potential comparable to other regions in Indonesia, making it a popular destination for both local and international tourists. This is due to the region's rich cultural and natural resources. Namrole District's geographical location, encompassing mountainous and coastal areas, offers a diverse array of ethnicities, cultures, and attractions, making it a popular destination for both domestic and international tourists.

Namrinat Tourism Village is one of 12 tourist villages in South Buru Regency, specializing in sports and nature tourism. Namrinat Tourism Village offers potential white-water rafting, ATV, and Duen attractions, with an annual tourist arrival rate of 1,385 domestic tourists, 353 international tourists, and 6,149 local tourists.

Namrinat Village also still has a very strong culture because the local community still uses the Buru language in their daily lives. Then there is also an interesting culture, namely the Cakalele dance in Namrinat Village (Jadesta Kemenparekraf 2024). In its development, Namrinat Tourism Village does not have good access because it is located in one of the underdeveloped villages in South Buru Regency so that access is not too adequate and some facilities and infrastructure are also not fulfilled such as damaged toilets, damaged gazebos, and management that has not been maximized in the management of Namrinat Tourism Village so that it has an impact on tourist visits to Namrinat Tourism Village. Therefore, a truly well-designed tourism destination development strategy is needed from tourism managers both from the state government and from the local government and the local community to attract national and international tourists. A tourism village is a rural area with cultural and nature-based tourism potential. The main components of tourism include attraction, accessibility, amenities, and ancillary. Sustainable tourism includes economic, social, and environmental aspects.

2. RESEARCH METHODOLOGY

This research employed both qualitative and quantitative methods. Quantitative research is a method for acquiring knowledge or solving problems, conducted carefully and systematically, and the data collected is in the form of a series or collection of numbers (Nasehudin and Gozali, 2012). This research employed surveys and questionnaires distributed to tourists and the local community to analyze the development strategy for the Namrinat Tourism Village destination.

Then Iskandar (2008) also explained that qualitative research is a systematic and subjective approach in explaining everything that exists in the field (empirical) and is oriented towards efforts to understand the phenomenon as a whole. The research method was carried out by means of observation and interviews to determine the existing conditions in Namrinat Village tourism and aspects of sustainable tourism in Namrinat Tourism Village. This research uses a qualitative and quantitative descriptive approach with data collection techniques in the form of observation, interviews, questionnaires, and documentation. Data analysis uses SWOT.

3. RESULTS AND DISCUSSION

3.1 Existing Condition of Namrinat Tourism Village

Namrinat Tourism Village has a Waetina River Basin which is classified as one of the major rivers in South Buru Regency with a river basin area of 48,123.00 hectares, and has a flow rate during the dry season of 334.68 m³/sec, this river basin is an attraction for

nature lovers for whitewater rafting. The level of difficulty, challenges and natural beauty that is still wild are a special attraction for adventurers and outdoor activity enthusiasts. Namrinat Tourism Village still has a very clean environment, stunning natural scenery when in Namrinat Tourism Village we can be treated to mountain views, and has very clear water. Namrinat Tourism Village offers various outdoor activities such as fishing, swimming, camping, ATV attractions, and whitewater rafting. Because Namrinat Tourism Village has the potential for freshwater tourism, climate change also greatly affects the quality of water and the ecosystem around the water, to the point that flooding can damage some facilities at tourist sites and also impact the tourist experience.

Access to the location of Namrinat Tourism Village can be reached by using 2-wheeled vehicles or 4-wheeled vehicles. The travel time required to get to Namrinat Tourism Village is around 30-45 minutes with a distance of 7 km from the center of Namrole District. Currently, the condition of the road to Namrinat Tourism Village is still very bad because along the road to Namrinat Tourism Village there are many damages and the road conditions are also quite steep so that access is quite difficult to reach. Then along the road to Namrinat Tourism Village there are also no signs or directions as information about Namrinat Tourism Village.

Namrinat Tourism Village is managed by a Village-Owned Enterprise (BUMDES) through the Tourism Awareness Group (Pokdarwis), which serves as a driving force and facilitator in managing and developing the village. The management of the village-owned enterprise through Pokdarwis has not been well-managed to date, which is also related to the change in leadership within the village, which has impacted the management of the village.

3.2 Sustainable tourism aspects of Namrinat Tourism Village

There are 3 aspects of sustainable tourism in the Namrinat tourist village

1. Economic Aspects

Namrinat Tourism Village has demonstrated economic sustainability. This is evident in the increasing income of local residents, the opening of business opportunities, and the formation of productive economic groups that manage and sell local food products as culinary tourism products. The active involvement of the community in managing the tourism village, whether through sales activities, processing local agricultural products, or establishing business groups, demonstrates the equitable distribution of economic benefits, not just to specific individuals but to the community as a whole.

Economic sustainability is also demonstrated through the linkage between the local agricultural sector and tourism, where agricultural products are not only for household consumption but also processed into valuable products that attract tourists. This creates a local economic cycle that supports the economic resilience of rural communities.

2. Social Aspects

Namrinat Tourism Village emphasizes empowering local communities by involving them in tourism management, providing skills training, and developing cultural products that reflect the village's heritage. In this way, communities can increase income

and create jobs, while preserving their cultural identity. Furthermore, programs supporting community education and health, as well as environmental activities involving tourists, will increase awareness and foster good relations between residents and visitors. This creates mutually beneficial and sustainable tourism. Therefore, maintaining the social aspect of supporting sustainable tourism in Namrinat Tourism Village is crucial to ensure that tourism development not only provides economic benefits but also maintains the social and cultural integrity of the local community. This is crucial to ensuring that sustainable tourism can provide long-term benefits to the local community and the surrounding environment.

The social aspects of Namrinat Tourism Village are sustainable. The community demonstrates active involvement, local language preservation is maintained, religious values strengthen social aspects, and health issues are beginning to receive attention. To maintain this sustainability, sustainable and participatory management is required to ensure tourism development remains aligned with local social and cultural values.

3. Environmental Aspects

Namrinat Tourism Village is a tourist village with unique natural and cultural potential. Tourism activities in this village have various impacts on the environment, both positive and negative. Therefore, environmental aspects are a primary focus in ensuring the sustainability of Namrinat Tourism Village. The development of Namrinat Tourism Village has been sustainable, although it still faces several challenges. In terms of positive impacts, tourism in this village has encouraged increased environmental conservation, restoration of historical sites, improved environmental management, and infrastructure development that supports the quality of life of the local community. Government and public awareness of environmental cleanliness and preservation is also increasing. However, negative impacts remain a threat that needs to be controlled. Therefore, more stringent policies and ongoing monitoring are needed to minimize negative impacts and continue to develop positive ones.

3.3 Namrinat Tourism Village Development Strategy

IFAS and EFAS Matrix Calculation

Internal Factor Analysis Strategy (IFAS) Matrix

Table 1. Table Calculation Matrix Internal Factor Analysis Strategy (IFAS)

No	Strength	Weight	Rating	Score
1	Potential river with currents suitable for whitewater rafting rapids, beauty natural around Which Still experience And beautiful, culture local Which Can packaged as an added attraction	0.10	4	0.40
2	Completeness Means Infrastructure	0.10	3	0.30
3	Accessibility easy And fluent	0.10	4	0.40
4	Support from public around			

	object and also the tourism office	0.10	3	0.30
5	Enter in RIPP Regency Hurry south	0.09	4	0.36
Amount Power Score		0.50		1.76
No	Weakness	Weight	Rating	Score
1	Promotion Which done No planned	0.10	3	0.30
2	Means And infrastructure Which available not optimal	0.10	2	0.20
3	Access road Which damaged, And mode of transportation expensive	0.10	3	0.30
4	The lack of Training for tourism group	0.10	4	0.40
5	Lack of synergy from stakeholders interest	0.10	3	0.30
Amount Weakness Score		0.50		1.50
Total IFAS		1.00		

Source Analysis, Personal 2025

Matrix External Factor Analysis Strategy (EFAS)

Table 2. Table Calculation Matrix External Factor Analysis Strategy (EFAS)

No	Opportunity	Weight	Rating	Score
1	Increasing traveler Which visit to the tourist village of Namrinat	0.09	4	0.36
2	Support program government (tourism village, village funds)	0.10	4	0.44
3	trend tour natural And adventure Which continue to increase	0.10	3	0.30
4	Potential involvement MSMEs and creative economy	0.10	3	0.30
5	Opportunity education And tour school	0.10	3	0.30
Amount Chance Score		0.50		1.70
No	Threat	Weight	Rating	Score
1	Change climate And weather extreme which affects river currents	0.10	4	0.40
2	risk accident If management unprofessional	0.10	3	0.30
3	Potential damage environment consequence uncontrolled tourism activities	0.10	2	0.20

4	Competition with destination whitewater rapids in other more famous areas	0.10	2	0.20
5	Unpreparedness social culture community towards tourist interactions	0.10	3	0.30
Amount Threat Score		0.50		1.40
Total EFAS		1.00		

Source Analysis, Personal 2025

Recapitulation Calculation SWOT

based on the calculations carried out through SWOT analysis, the value obtained is end from strength, weakness, opportunity, And threat Which can seen in the following table:

Table 3. Results Calculation SWOT

No	Description	Mark
1	Factor Internal	✓ 1.76
	✓ Strength	✓ 1.50
	✓ Weakness	
2	Factor External	
	✓ Opportunity	✓ 1.70
	✓ Threat	✓ 1.40

It can be seen from the calculation results above that the development of Namrinat Tourism Village on Factor internal mark Which most tall is at on strength The highest value for external factors is 1.76, with the lowest value for weaknesses at 1.50. The highest value for external factors is 1.70, with the lowest value for opportunities at 1.40. This indicates that Namrinat Tourism Village has both strengths and opportunities for development. The following is the SWOT calculation for creating a SWOT matrix.

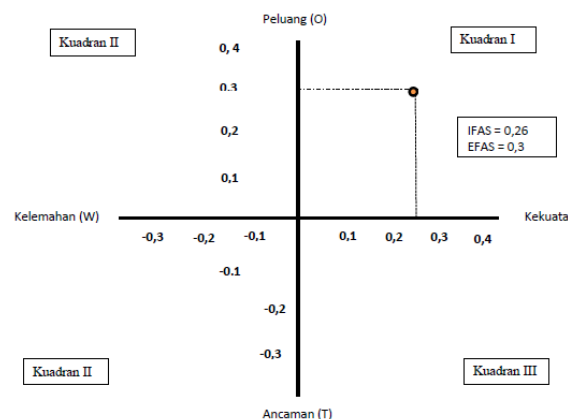
Strengths – Weaknesses (Internal Factors) = $1.76 - 1.50 = 0.26$ while for Opportunities – Threats (External Factors) = $1.70 - 1.40 = 0.3$.

Diagram Analysis SWOT

If $S > W$ and $O > T$, choose the SO strategy. The SO strategy is an attempt to use strength internal For utilise opportunity external . This is the most ideal strategy because the organization is in a strong position and external conditions also support growth. If $S > W$ and $O < T$ choose the ST strategy, the ST strategy is a strategy that uses internal strengths to reduce the impact or avoid threat external , diversification product or process. If $S < W$ and $O > T$, choose strategy WO, taking advantage of opportunities to minimize weaknesses, *turn-around strategy* , stabilization. If $S < W$ and $O < T$, choose WT strategy, minimizing weaknesses and avoiding threats, *defensive survival strategy* .

So For IFAS = 0.26 And EFAS = 0.3 including in choice **S > W and O > T, SO strategy**

Picture 1. Diagram Analysis SWOT



Source analysis personal , 2025

the Grand Strategy matrix diagram , it shows that the intersection point is at on (0.2 And 0.81) is at on quadrant I that is support aggressive strategy (*Growth Oriented Strategy*), where the strategy used is to take advantage of existing opportunities to increase tourist visits to Namrinat Tourism Village and utilizing the existing strengths of Namrinat Tourism Village for the development of Namrinat Tourism Village in supporting sustainable tourism.

Table 4. SWOT Analysis

	Strength (S)	Weakness (W)
Factor Internal	S1 Potential river with current Which suitable For whitewater rapids, beauty The natural and beautiful surroundings, local culture that can be packaged as an additional attraction. There are events and festivals that attract visitors.	W1 Promotion Which done No planned W2 Means And infrastructure Which available Not yet optimal W3 Access road Which damaged, And fashion transportation expensive
Factor External	S2 Completeness Means S3 infrastructure Accessibility easy and smooth S4 Support from the community around the object and also the Tourism Office S5 Enter in RIPARDA Regency Hurry South	W4 The lack of Training for tourism group W5 Lack of synergy from stakeholders interest
Opportunity (O)	Strategy SO	Strategy WO

O1 Increase traveler who visited Namrinat Tourism Village	1. Creating a tour package” Namrinat Cultural Tour where the package tour This is package tour whitewater rapids that blends with show culture local And culinary typical of Namrinat Tourism Village S1, O1, O3	1. Create educational tour packages for school trips that include agricultural and cultural tourism activities. local. Training for tourism group directed to be "guide educative", with curriculum short <i>story-based</i> and <i>outdoor education</i> . W1, W4, O2, O5
O2 Support program government (tourism villages, village funds)	2. The Nature and Adventure Tourism Training Center's strategy is to develop Namrinat Village as a training center for adventure tour guides, fully supported by RIPARDA and the tourism village program. S5,O2,O3	2. Establish a monthly forum with the concept of "Warung Kolaborasi," an informal forum for village government, MSMEs, traditional leaders, and youth communities to discuss tourism needs and ideas. W5,W1,O1,O2,O4
O3 the growing trend of nature and adventure tourism	3. <i>Namrinat Smart Tourism</i> strategy is the development of a digital-based tourism information center which... managed inhabitant And MSMEs as place reservations, training, and promotion of local products. S2, S4, 2004	3. Strategy Transport Sharing Tour as well as improvement road infrastructure. Collaborate with vehicle owners local (car pick-up, motor, And motorcycle taxi) for create a shared transportation system specifically for tourists with timetable still. This reduce travel costs And create opportunity Work local. W3,W5,O1,O2
O4 Potential involvement of MSMEs and the creative economy		
O5 Educational opportunities and school trips		
Threat (T)	Strategy (ST)	Strategy (WT)

T1 Climate change and extreme weather Which affect river currents	1. <i>a Rafting Safety Corridor & Control System</i> strategy ” – Creation of emergency access routes and digital monitoring stations at strategic points along the river, enabling rapid evacuation and monitoring condition weather/whitewater in a way real-time by tour operators. S2, S3, T1, T2	1. Integrated training on “ <i>Tourism and Culture Readiness</i> ” based on locality, Which involving figure customs, creative communities, and tourism professionals and safety training, SOUP whitewater rapids, And help The first for Pokdarwis on a regular basis. W4, W5, T1 T2, T5
T2 Risk of accident if management is not professional	2. Development village potential tour For reduce competition destination whitewater rapids in region other the more famous S1,S4,55,T4	2. Develop package tour thematic (<i>eco-adventure</i> , adventure culture) For differentiation. W1,T4
T3 Potential environmental	3. Integrate management Which taking into account local socio-cultural values by preparing the community live training with tourism actors to create tourist-resident interactions Which harmonious And educational. S1,54,T5	3. Increase accessibility And infrastructure tour which is efficient, affordable and environmentally friendly to reduce negative impacts on the environment while increasing the comfort and safety of W2, W3, T3 visitors
T4 Competition with more famous white water rafting destinations in other areas		
T5 Socio-cultural unpreparedness of society to tourist interactions		

From analysis diagram on there is 12 strategy For development Village Namrinat Tourism, where internal factors are strengths and external factors are opportunities or what are usually... called with strategy SO produce 3 strategy. Factor internal strength and factor external threat or normal called strategy ST produce 3 strategy. Then factor internal weakness And factor external opportunity or strategy WO produces 3 strategy And factor internal weakness And factor external WT threats or strategies produce 3 with the following strategic explanations :

1. Creating a tour package” Namrinat Cultural Rafting, where this tour package is a white water rafting tour

package combined with local cultural performances and typical culinary delights. in Namrinat Tourism Village.

2. Nature and adventure tourism training center, the strategy implemented is to develop Namrinat Village as a training center for adventure tourism guides, which is fully supported by RIPARDA and the tourism village program.
3. *Namrinat Smart Tourism* strategy is the development of a digital-based tourism information center managed by residents and MSMEs as a tourism promotion, reservation place, training, and promotion of local products.
4. Develop educational tour packages for school trips that include tourism, agriculture, and local cultural activities. Training for tourism groups (Pokdarwis) is geared toward becoming "educational guides," with a short curriculum based on *storytelling* and *outdoor education*.
5. Establishing a monthly forum with the concept of "Warung Kolaborasi", which is an informal place between village government, MSME actors, traditional leaders, and youth communities to discuss tourism needs and ideas.
6. Tourism transport sharing strategy and road infrastructure improvements. Collaborate with local vehicle owners (pickup trucks, motorcycles, and motorcycle taxis) to create a shared transportation system specifically for tourists with a fixed schedule. This will reduce tourism costs and create local job opportunities.
7. *a Rafting Safety Corridor & Control System* strategy Creating emergency access routes and digital monitoring stations at strategic points throughout river, allows evacuation fast and real-time monitoring of weather/whitewater conditions by tour operators.
8. Development potential village tour For reduce competition white water rafting destinations in other, more famous areas
9. Integrating management that takes into account local socio-cultural values by preparing the community live training together .
10. Integrated locality-based *Tourism and Culture Readiness training* , involving traditional leaders, creative communities, and tourism professionals, as well as routine safety training, rafting SOPs, and first aid for tourism groups (pokdarwis).
11. Developing thematic tour packages (*eco-adventure*, cultural adventure) for differentiation
12. Improve accessibility and efficient, affordable and environmentally friendly tourism infrastructure to reduce negative impacts on environment at a time increase comfort And visitor safety.

4. Conclusion

The development of Namrinat Tourism Village reflects the application of sustainable tourism principles through three main aspects: economic, environmental, and social. From an economic perspective, tourism has a positive impact in the form of increased income and the creation of jobs for local communities through direct involvement in the management and processing of local food-based culinary delights. From an environmental perspective, there are positive and negative impacts that need to be managed in a balanced manner to maintain environmental sustainability. Meanwhile, the social aspect demonstrates the importance of

maintaining community values, culture, and harmony so that tourism not only provides economic benefits but also ensures long-term social and cultural sustainability.

Based on the Grand Strategy matrix analysis, Namrinat Tourism Village is positioned in quadrant I, which supports an aggressive strategy (Growth-Oriented Strategy). This indicates that the tourism village has significant internal strengths and external opportunities for continued growth. Therefore, the appropriate strategy is to utilize all existing potential and opportunities to increase the number of tourist visits, while simultaneously optimizing existing strengths to support sustainable tourism village development. This approach is expected to strengthen competitiveness and ensure the sustainability of economic, social, and environmental benefits for the local community.

The suggestions that can be given are as follows:

1. Improvement cooperation that Good from the government village, government Government tourism office And public in management Village Namrinat Tourism and increasing human resource capacity in realizing sustainable tourism in Namrinat Tourism Village
2. Institutional strengthening community through Pokdarwis professional and transparent For manage village tour in a way independent And participatory

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