



Community-based development of suli tourism village, salahutu district, Central Maluku Regency, Maluku Province

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ABSTRACT

Suli Village is located in Subdistrict of Salahutu, which is rich of its Nature, Culture, Culinary and History. The area is divided into 4 (four) villages namely, Amalatuei village, Latuslamu village, Wainusalaut village and Amarumatena village. This division has both direct and indirect influence toward the management of tourism attractions in the area. Suli Village has been designated as Tourism Village since 2021 by the Regent of Central Maluku Regency, however, there was no coordination neither with Suli Village nor with the village community. Even though the people of Suli Village really wanted to be involved. Tourist attractions aside from Natsepa Beach, have not been determined as tourist destination. This research aims to identify opportunities, challenges and threats that may affect the sustainability of tourism attractions and environment in Suli Village, as well as observing the role of government, people's character and capabilities to be contributed to supporting the development of a tourist village and formulate community – based tourism village development strategies program. This research utilizes descriptive qualitative methods and analysis of development strategies using SWOT (IFAS EFAS) which produces 4 (four) strategic aspects, namely destination aspects, management aspects, institutional aspects and marketing aspects. The results of the study showed that the Central Maluku Regency Government has not played a serious role in the development of Suli Tourism Village attractiveness, as there is not any blueprint available, the facilities and infrastructures have not met the requirements of tourism standards.

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1. INTRODUCTION

Suli Village is one of the villages in Salahutu District which has natural, cultural, culinary and historical tourist attractions and is divided into 4 (four) hamlets, namely Amalatuei Hamlet, Latuslamu Hamlet, Wainusalaut Hamlet and Amarumatena Hamlet which have a direct or indirect influence on power management. tourist attraction (PATY, 2021). Suli Village is led by a king who is chosen from a family with the title of prentah

descent and is assisted by the country's saniri(Waileruny, 2010). The natural tourist attraction of Suli Village for the people of Maluku is no longer foreign, and is one of the famous tourist attractions on Ambon Island which is visited every day by mostly local tourists and a few domestic tourists, while foreign tourists are still very minimal, because it has a unique beach(ZEIN LESTALUHU, 2018). Sopapei and Natsepa. These two natural attractions offer water sport activities such as: swimming, sailing on traditional boats, banana boats and relaxing while taking photos(Handaru et al., 2019). Suli Village has been designated as one of the Tourist Villages in Salahutu District since 2021(Mony et al., 2023), but does not have a Tourism Village development plan so that tourist attractions other than Natsepa Beach are not exposed or have not been designated as tourist destinations, while Natsepa Beach is managed by the Tourism and Sports Department(Sudirtha et al., 2019). Central Maluku Regency has been designated as a leading coastal tourism area in the 2017-2026 Central Maluku Regency RIPPANDA.

The Central Maluku Regency Government, through the tourism and sports department as the manager, is more focused on maintaining the entrance ticket counter to the inner part of Natsepa beach, however, the location of Natsepa beach has not been neatly arranged and is not in synergy with the local community(Ricardianto et al., 2019)(Handayani & Prasita, 2021). In terms of community involvement, it is very important in order to provide a high sense of ownership and concern in maintaining environmental sustainability and the sustainability of tourist attractions or in other words, involving all relevant stakeholders to foster a sense of ownership through a partnership system, which is in accordance with Law No.: 10 of 2009 concerning tourism development(Molin & van den Bosch, 2014)(No, 10 C.E.). The problem of developing tourist villages has actually been discussed a lot by researchers, one example was carried out with the title Development of Importantsari Village, Sleman Regency from the perspective of community participation(Parantika et al., 2020)(Syahrial & Badollahi, 2020). This research shows that the development of the Jenissari Tourism Village has received full support from the community and local government through their participation in tourism activities(Hulu et al., 2019)(Thetsane, 2019). At the planning and decision making stage, the community participates starting from planning, outreach to the community and village government to decisions regarding the formation of a Tourism Village(Batista et al., 2020)(Soedarwo et al., 2022). Community participation in the implementation stage is carried out by providing ideas, materials and being directly involved in every Tourism Village development activity and making efforts to create a Tourism Village that is ready to compete in the tourism industry(Aguayo et al., 2021)(Idziak et al., 2018). Participation in the enjoying the results stage is shown by improving the living conditions of the Titiksari community as a result of tourism activities. This means that people enjoy the results of tourism activities both economically, socially, culturally and environmentally(Kiper, 2013)(Murphy & Price, 2012). Furthermore, community participation in the evaluation stage is demonstrated through their involvement in regular meetings between Tourism Village managers, Village Government and local regional government(Rasoolimanesh et al., 2017). According to data from the tourism, youth and sports office of Central Maluku Regency(Handayani & Prasita, 2021), tourist visits per year 2020 amounted to 19,524 tourists, but this figure is shown in accumulation, it does not state the number of tourist visits per tourist village where the number of visits was obtained because in Central Maluku Regency there are 14 Sub-district, 190 villages and 6 sub-districts, there are 53 tourist villages with their own attractions, so it is difficult to get the number of tourists who visit the Suli tourist village specifically. However, what is certain is that management is still carried out very simply and requires synergy between stakeholders(Tantalo & Priem, 2016). Stakeholder involvement can optimize the development and provision of Attractions, Amenities, Ancillaries and Accessibility(Yudha et al., 2019). Apart from that, the reach of promotion is still only local, so it requires wider promotion both conventionally and digitally.

Therefore, based on temporary observations, it can be seen that there has been no special attention from the Central Maluku Regency Government towards the Suli Tourism Village (Rijal, 2020) (Meutia et al., 2023), currently people selling rujak, young coconut and other foods such as the typical yellow rice from Suli Village are lined up along the edge of the road on the sidewalks where tents have been built for selling but there are no well-arranged, and many of them have been damaged so they give the impression of being rundown and the numbers are very limited for people who want to sell, and the placement or layout of the tents covers some of the beauty of the sea view for people passing by in motorized vehicles on the road (Dover & Massengale, 2013). Apart from that, Suli Village as a tourist village does not yet have good management, there are no homestay facilities, there is still a lack of local restaurant arrangements that provide typical Suli and Maluku culinary delights in general, it does not have human resources in the tourism sector such as guides, travel agents, souvenir shops and craftsmen and other facilities that can meet the standards of national and international tourism needs. Through this research, it is expected to provide insights and concrete solutions to address gaps in tourism development in Suli Village, as well as provide practical guidance for local governments and local communities in improving their tourism potential.

2. RESEARCH METHOD

This research method uses a qualitative descriptive approach to analyze in depth the opportunities, challenges and threats of the attraction of Suli Tourism Village to attract foreign tourists, the extent of the role of the Central Maluku Regency Government in preserving the environment and sustainable tourist attractions of Suli Village and how the development strategy is designed. The tourist attraction in Suli Village is community-based. The data acquisition technique in this research uses techniques from observation, interviews (interviews with 8 informants who are tourism stakeholders in Suli Village), documentation and triangulation or a combination.

3. RESULTS AND DISCUSSIONS

3.1 Opportunities, Challenges and Threats of Tourist Attractions to Attract Domestic and International Tourists

From the results of interviews with 6 (six) community informants and the Head of Suli Village, Suli Tourism Village can provide a fairly large multiplier effect for increasing domestic and foreign tourist visits and economic growth for the community in Suli Village and its surroundings, because apart from having tourism potential, Natsepa and Sopapei beaches also have other tourist attractions that are unique and have local wisdom, such as; Cultural attractions in Amarumatena Hamlet in Tanah Babangun include the traditional processing of sago, and the process of making sago cakes such as grilled sugar sago, bagea sago (bagea Suli), pancakes, and papeda which are native foods of the Maluku people, apart from that there are plants spices such as cooking spices and fruit, the attraction of feeding eels by the handler at the Lorihua or Wae Lorihua river, where the eels are unique because they are 1 (one) meter long, some are even more than 1 (one) meter long, so also the culinary delights in Suli Tourism Village have distinctive flavors such as rujak, yellow rice, etc. and historical tourism about the three stoves which tells about the agreement of 3 (three) villages namely Suli Village, Kaibobu Village and Waai Village, cultural dances namely the clove picking dance, which describes the activities of the people of Suli Village, apart from working as fishermen, there are also those who work as farmers and the crazy bamboo attraction which is said to be magical. From the results of an interview with the owner of Amarumatena Hamlet, Mrs. Tabita Tatuhey, that "even though the tourist attraction other than Natsepa Beach has not been exposed and designated as a tourist village, many foreign and domestic tourists have visited

Amarumatena Hamlet because it collaborates with tour and travel in Ambon City, but it is seasonal, not visited every day." Then the Head of Suli Village, Mr. Habel Suitela, when interviewed said that "the obstacle and obstacle to developing the attraction of Suli Tourism Village is because there has been no attention from the Central Maluku Regency Government to create a blue print, determining potential tourist attractions other than Natsepa Beach as a tourist destination. " and if there is no attention that the tourist site will become extinct, this answer is the same as the other informants. Furthermore, Mr. Habel Suitela also said that "as Village Head he does not play a role because he is not involved in management, but because Natsepa Beach is part of Suli Village's petuanan, so through the village program, he carries out environmental service work with the Suli Village community." The interview ended with the hope expressed by him, namely "there needs to be planning and cooperation between the Central Maluku Regency Government, Suli Village and the local community in Suli Village".

Furthermore, from the results of the researcher's interviews with the informants Mr Zakaria Maatita, Mrs Joice Suitela, Ferolin Pieritsz and Siska O. Matita, they were interviewed separately but said the same thing that "they really support and want to participate in the management and development of the tourist attraction of Suli Village in order to improve the family economy," but was not involved. According to them, so far the only people who live around the Natsepa and Sopapei beach areas have received benefits. In line with that, the same hope was conveyed by informant Mrs. Martha Matita that "actually if it is managed well it will be very beneficial because it will increase income for the local community", and Mrs. Siska O Matita, also expressed the hope that "the development of the Suli Tourism Village can be beneficial for the entire Suli Tourism Village community, namely creating employment opportunities and business opportunities and the Central Maluku Regency Government to involve the Suli Village and community in the management and development of the Suli Tourism Village.

Based on what was conveyed by the informants and from the researcher's observations, it can be concluded as follows: a) There is indeed a sense of social jealousy for people who are not directly involved in management because currently the people who are directly involved have received the benefits of improving the family economy, which has helped change their social attitudes and mindset to keep the business they manage running. b) That even though other tourist attractions other than Natsepa Beach have not been exposed, Amarumatena Hamlet, Loriahua River has been visited by foreign and domestic tourists, even though there are not tourists every day, this is based on the initiative of the hamlet owner in collaboration with tour and travel in Ambon City, while the Beach Sopapei is visited by many local tourists every day. c) "The lack of exposure to other potential attractions also has the potential to threaten the sustainability of these attractions because there is no maintenance or development of facilities and infrastructure that meet tourism standards."

Thus, the potential tourist attraction that Suli Tourism Village has, in accordance with Cooper's (1998) theory, must fulfill 4 (four) components of tourist attraction, namely attractions, accessibility, amenities and supporting facilities, so according to researchers, Suli Village has potential. tourist attraction but not yet supported by adequate facilities and infrastructure. Therefore, the development of Tourism Villages requires government intervention, which is in accordance with the important implications of Doxey's theory, namely that tourism destination areas may not have the ability to grow without proper planning (Doxey, 1975); (in Supriadi, and Roedjinandari, 2017).

3.2 The Role of the Central Maluku Regency Government in Preserving the Environment and Sustainable Tourism Attraction of Suli Village

The results of an interview with Mr. J. R Wattimena, Head of the Tourism and Sports Office of Central Maluku Regency, admitted that it is true that the potential for tourist attractions other than the Natsepa beach area which is managed by Central Maluku Regency has not been exposed due to property rights (Assets) and attracting

entry fees. from visitors so that the construction of tourism facilities only focuses on the Natsepa beach area which he manages and he also admitted that coordination was not carried out directly with Suli Village but with Salahutu District, apart from that Mr. J. R Wattimena, as Head of the Central Maluku Regency Tourism and Sports Office , expressed the hope that for the development of the Suli Tourism Village, the most important thing is that there is commitment from the community and Suli Village, and in the future they will involve "PENTAHELIX" including POKDARWIS in the development of the Suli Tourism Village. From the results of interviews with the head of the tourism and sports office of Central Maluku Regency, the researcher somewhat disagrees with what was conveyed by Mr J. R Wattimena, that all development only focuses on Natsepa beach because the Natsepa beach which he manages is property (asset) Central Maluku Regency. According to researchers, whatever the reason, as a government it must be present for all interests that are beneficial to the community and Suli Village, not just for reasons of property rights, especially since the property rights (Assets) are within Suli Village's petuanan. Thus, this illustrates what is mandated in law no: 10 of 2009 article 2 and article 5 concerning the principles and principles of implementing tourism and Law number 6 of 2014 concerning Villages, has not been implemented properly. For this reason, communication and coordination are very important in building similarities in perception and respective roles in the development of the Suli Tourism Village which integrates attractions, accommodation and supporting facilities in a structure of community life and integrates with local procedures and traditions (Nurhayati: 1993). Based on the description above, it can be concluded that the Central Maluku Regency Government has not played a significant role in developing the tourist attraction of Suli Village or preserving its environment since it was designated as a Tourism Village because it does not yet have a blue print and planning for the development of Suli Tourism Village.

3.3 Community-Based Design/Strategy for Development of Tourist Attractions in Suli Village

Paying attention to the phenomena currently being experienced in the development of the Suli Tourism Village from the results of research and observations made by researchers, it can be concluded that the Suli Tourism Village needs a strategy as a tool in relation to developing community-based tourist attractions in order to maintain sustainable environmental sustainability with long-term goals, programs follow-up, as well as priority allocation of resources. (Chandler (1962); in Rangkuti (2016). For this reason, in creating a strategy design for community-based development of the Suli Tourism Village, researchers used Swot analysis (IFAS EFAS). SWOT analysis is a tool for formulating strategies by systematically analyzing and identifying problems with various factors to formulate a development strategy for the Suli Tourism Village, which consists of strength factors. (Strengths), weakness (Weakness), opportunity (Opportunities), and threats (Threats), so that the results of the analysis of these problems can maximize the strengths (Strengths), opportunity (Opportunities), but at the same time minimize weaknesses (Weakness) and threats (Threats), (Rangkuti, 2016).

Table 1. Community-based design/strategy

| | S (Strength): Internal Strength Factors: | W (Weakness): Internal Weakness Factors: |
|------|--|---|
| IFAS | 1. Has a natural tourist attraction; Natsepa beach, Sopapei, Eel attraction at Lorihua River, etc. Cultural Tourism: crazy bamboo attractions, dances, culinary delights, traditional inauguration | 1. There is no blue print and planning for the development of the Suli Tourism Village. 2. There are still many tourist attractions that have not been designated as tourist destinations. |
| EFAS | | 3. The community and Suli |

| | | |
|--|---|---|
| | <p>ceremony for the King of Suli Country and Tungku Tiga Historical Tour, has easy access to tourist locations</p> <ol style="list-style-type: none"> The Natsepa and Sopapei Beach areas are very busy with local tourists every day, but there are still a small number of domestic and foreign tourists Even though Amaramatena Hamlet and Lorihua River have not been designated as tourist destinations, they have been visited by foreign and domestic tourists. The community wants to be involved in management and policies for the development of the Suli Tourism Village. Suli Village has been designated as a Tourism Village | <p>Village are not involved in managing or making policies regarding the development of the Suli Tourism Village</p> <ol style="list-style-type: none"> Tourism facilities in the Natsepa and Sopapei coastal areas do not meet tourism standards; gozebo and damaged roads. There is no promotion and marketing program for Suli Tourism Village It does not yet have tourism human resources, there are no guides, travel agents, homestays, restaurants, souvenir shops and tourist information centers. The Tourism Awareness Group (POKDARWIS) is not functioning |
| <p>O (Opportunity): External opportunity factors:</p> <ol style="list-style-type: none"> Opening business fields and jobs such as: souvenir shops and craftsmen, travel agents, guides, homestays, restaurants, cafes, transportation, art and dance studios, etc. Economic improvement for the community and Suli Village and its surroundings. Improvement of tourism facilities and infrastructure Increased visits by domestic and foreign tourists. Utilizing digital technology for promotions Suli Tourism Village | <p>SO Strategy:</p> <ol style="list-style-type: none"> Creating cooperative relationships between the District Government. Central Maluku with related stakeholders (PENTAHELIX). Determine all potential tourist attractions in Suli Village that have not yet been exposed as tourist destinations. Creating a Tourism HR program to educate the public to become tourism industry entrepreneurs in the Suli Tourism Village, such as; guides, homestay managers, souvenir craftsmen, travel agents, etc. Create marketing and promotional programs Building a tourist information center. | <p>WO Strategy:</p> <ol style="list-style-type: none"> make regulations, blue <i>print</i>, Planning, and special policy for Village development Suli tourism is related to facilities and infrastructure throughout potential tourist attraction for quality improvement tourist attraction with involving the community and Suli Village. Form a Business Entity Village Owned (BUMD) collaborate with POKDARWIS prepare human resources tourism and making conscious outreach program tourism to the community. Make a strategy marketing, digital branding Suli Tourism Village, build a network widespread promotion, cooperate with the tour <i>and travel</i>, national as well as internationally. |
| <p>T (Threat): External threat factors:</p> <ol style="list-style-type: none"> Lack of awareness inner society protecting the environment and tourist attraction sites which is not exposed. Creates a feeling jealousy because visitor benefits | <p>ST Strategy:</p> <ol style="list-style-type: none"> Improving tourism infrastructure at tourist attractions Increase the awareness of managers and visitors to maintain the facilities provided and the cleanliness of the environment so that they | <p>WT Strategy:</p> <ol style="list-style-type: none"> Increase Resources Human Power to local community. Develop Governance and Supervision Team involving everyone related stakeholders (PENTAHELIX). Create a tour package |

| | | |
|--|---|--|
| only felt by Suli Village community who live nearby beach area Sopapei and Natsepa. 3. Difficult to bring in domestic tourists and abroad. 4. several tourist villages others in Kec. Salahutu who has power tourist attraction same so trigger competition 5. There are no roles yet serious from the government Regency. Central Maluku | 3. District Government Central Maluku needs to collaborate and coordinate in managing and making policies for the development of the Suli Tourism Village by involving the community and Suli Village. 4. Create an icon that has the characteristics of Suli Village and promote it | attractive price affordable. 4. Create a sense of security and comfortable for visitors by increasing facilities and infrastructure tourist |
|--|---|--|

Tabel 2. Internal factors (Strength and weakness) (IFAS)

| Strategic Factors Column 1 | Weight Column 2 | Ratings Column 3 | Score Column 4 |
|--|--------------------|---------------------|-------------------|
| STRENGTH | | | |
| 1. Has a natural tourist attraction; Natsepa beach, Sopapei, Eel attraction at Lorihua River, etc. Cultural Tourism: crazy bamboo attractions, dances, culinary delights, traditional inauguration ceremony for the King of Suli Country and Tungku Tiga Historical Tour, has easy access to tourist locations | 0.24 | 4 | 0.96 |
| 2. The Natsepa and Sopapei Beach areas are very busy with local tourists every day, but there are still a small number of domestic and foreign tourists. | 0.16 | 3 | 0.48 |
| 3. Even Amarumatena Hamlet and the Lorihua River have not been designated as tourist destinations, they have been visited by foreign and domestic tourists. | 0.16 | 2 | 0.32 |
| 4. The community wants to be involved in management and policies for the development of the Suli Tourism Village. | 0.20 | 2.50 | 0.5 |
| 5. Suli Village has been designated as a Tourism Village | 0.24 | 4 | 0.96 |
| Total | 1.00 | | 3.22 |
| WEAKNESS | | | |
| 1. There is no blueprint or planning for the development of the Suli Tourism Village | 0.15 | 1 | 0.15 |
| 2. Many tourist attractions are not there yet designated as a tourist destination | 0.15 | 1 | 0.15 |
| 3. The community and Suli Village were not involved Right in the management and development policies of the Suli Tourism Village | 0.15 | 1 | 0.15 |
| 4. Tourist facilities on Natsepa and Sopapei beaches do not meet tourism standards, gozobos and damaged roads. | 0.13 | 2.5 | 0.32 |
| 5. There is no promotion and marketing program for Suli Tourism Village | 0.15 | 2.0 | 0.31 |
| 6. Does not yet have tourism human resources and a tourism information center | 0.15 | 1 | 0.15 |
| 7. Tourism Awareness Group does not function (POKDARWIS) | 0.10 | 1 | 0.10 |
| Total | 1.00 | | 1.35 |

Tabel 3. External factors (Opportunity and threat) (EFAS)

| Strategic Factors Column 1 | Weight Column 1 | Ratings Column 2 | Score Column 3 |
|-------------------------------|--------------------|---------------------|-------------------|
| OPPORTUNITY | | | |

| | | | | |
|---------------|--|-------------|-----|-------------|
| 1. | Opening up business opportunities and jobs such as; Souvenir shops and craftsmen, travel agents, guides, homestays, restaurants, cafés, transportation, art and dance studios, etc | 0.24 | 4 | 0.96 |
| 2. | Economic improvement for the community and Suli Village and its surroundings | 0.24 | 4 | 0.96 |
| 3. | Improvement of tourism facilities and infrastructure | 0.2 | 3 | 0.60 |
| 4. | Increased visits by foreign and domestic tourists | 0.16 | 3 | 0.48 |
| 5. | Utilizing digital technology to promote Suli Tourism Village | 0.16 | 3 | 0.48 |
| Total | | 1.00 | | 3.48 |
| <i>THREAT</i> | | | | |
| 1. | Lack of public awareness in protecting the environment and tourist attraction sites that are not exposed | 0.21 | 1 | 0.21 |
| 2. | Causes a feeling of jealousy because the benefits of visitors are only felt by the people of Suli Village who live around the Sopapei and Natsepa beach areas | 0.21 | 1.5 | 0.31 |
| 3. | It is difficult for domestic and foreign tourists to come | 0.17 | 2 | 0.34 |
| 4. | several other tourist villages in the district. Salahutu has relatively similar tourist attractions, thus triggering competition | 0.21 | 1 | 0.21 |
| 5. | There is no serious role from the District Government yet. Central Maluku | 0.21 | 1 | 0.21 |
| Total | | 1.00 | | 1.28 |

$$O - T \text{ factor} = 3.48 - 1.28 = 2.2$$

Based on the results of the SWOT analysis (IFAS EFAS), it can be seen that from the internal strategic factors (WW) has the strength for development which is very possible even though many weaknesses are encountered, while from external factors (OT) it can be seen that the opportunity factor is very large so that there is a need for a strategy in facing threats to development of the Suli Tourism Village. Therefore, from the SWOT analysis, researchers found that there are 4 (four) aspects of strategy design that are recommended for implementation, namely: Destination Aspect, Management Aspect, Institutional Aspect and Marketing Aspect, as follows: a) Destination Aspect: The Central Maluku Regency Government needs to identify the potential for tourist attractions as a whole and designate it as a tourist destination, create regulations, blue prints, plans and special policies by involving the community and Suli Village for the development of the Suli Tourism Village that meets tourism standards. c) Management Aspect: creating and structuring governance and forming a monitoring team involving all stakeholders: government, society, academics, entrepreneurs and media, in accordance with their respective roles. d) Institutional Aspect: forming a Village-Owned Enterprise (BUMD), preparing Human Resources (HR) through training programs for local communities in collaboration with tourism awareness groups (POKDARWIS) or tourism consultants to educate the community to become tourism industry players such as: training or education programs foreign languages, providing knowledge about tourist destinations, to become a tour guide (guide), tour operator, skills in making souvenirs, dance studios, traditional music, homestays, IT (Information and Technology) operators, and conducting outreach to increase public awareness about Tourism Village. e) Marketing Aspect: need to create story telling about tourist attractions, create destination branding, compile and create attractive tourist packages at affordable prices, create online digital (social media) for promotion and marketing of potential tourist attractions in Suli Village by creating target markets, following tourism exhibitions and collaborating with national and international tour and travel agents in marketing Suli Village tour packages, creating a special familiarization trip (fam trips) program as an opportunity to introduce the tourist

attractions of Suli Village and making annual evaluations using Key performance Indicators (KPI) as a control tool.

This strategy is still a temporary design that still needs to be coordinated with Suli Village, the Suli Village Community and the tourism and sports office of Central Maluku Regency.

4 CONCLUSION

Based on this discussion, it can be concluded that, apart from the Natsepa and Sopapei beach tourism attractions, Suli Village also has cultural tourism attractions such as: the sago making process attraction in Amarumatena Hamlet, the Eel attraction in the Lorihua River, dances, bamboo attractions. crazy, culinary: roasted sugar sago, bagea Sago (bagea Suli), sago pancakes, yellow rice, etc., the history of the three stoves between Suli Village, Waai Village and Kaibobu Village, all of which have uniqueness and local wisdom. Furthermore, the development of the Suli Tourism Village has experienced obstacles in the role of the government because since it was designated as a Tourism Village with a decree from the Regent of Central Maluku Regency, there has been no blue print, planning for the development of the Suli Tourism Village, in fact many of the tourist attractions in Suli Village have not yet been designated as tourist destinations. Apart from that, Suli Tourism Village needs a strategy to develop community-based tourist attractions in order to maintain sustainable environmental sustainability from the Destination Aspect, Management Aspect, Institutional Aspect and Marketing Aspect. This research can contribute to the development of a sustainable tourism management model for Suli Village. This model could include community-based development strategies, local government involvement, and environmental stewardship. Future research should analyze the economic and social potential of tourism development in Suli Village. This study can measure the impact of the local economy, job creation, and improvement of community living standards.

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