

## **Analysis of Nusaniwe Peninsula Ecotourism Management : Sustainable Ecotourism Management Strategies In Ambon City, Indonesia**

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### **Abstract**

Ecotourism is a tourism development that prioritizes the sustainability of tourism objects sustainably. This condition occurs in response to natural conditions that experience natural exploitation and destruction of nature, including tourism objects that threaten its sustainability. Ecotourism is a form of tourism that takes place on existing tourist objects without damaging or disturbing the sustainability of tourist objects. Ambon City, has more than 22 tourist objects that have been developed but have not been touched by development. Such conditions require analysis that will guide future developments. This writing is based on the results of research on 225 respondents to visitors to tourist attractions, as well as people who live around tourist attractions. The analysis used is the pattern of estimating the economic value of ecotourism based on the travel cost method (TCM). The determination of the socio-economic factors that affect the cost of travel to the Nusaniwe Peninsula area is tested using the Linear Regression Method. The results show that many tourist objects in Nusaniwe District have been identified, and some have not been identified. These tourist objects are constantly visited by the public and can generate income. The highest consumer surplus value is in the Tourist Attractions (ODTW) of Tanjung Batu Konde Beach, which is Rp. 208.355.00, and the lowest is at Sumber Jaya Beach, which is Rp. 12,545.50. The highest total economic value is in Tanjung Batu Konde, which is Rp. 352,033,800.00, and the lowest is also on Sumber Jaya Beach, which is Rp. 8,480,758.00. If tourism objects in the sub-district of Nusaniwe can be developed, it can be ascertained that they will be able to make a positive contribution to the community around the object and also to the Village Government, *Negeri* Government and even City Government.

Keywords: Tourist attraction, ecotourism, sustainable management, income

### **Abstrak**

Ekowisata merupakan pengembangan pariwisata yang mengutamakan kelestarian objek wisata secara berkelanjutan. Kondisi ini terjadi sebagai respon terhadap kondisi alam yang mengalami eksploitasi alam dan perusakan alam, termasuk obyek wisata yang mengancam kelestariannya. Ekowisata adalah suatu bentuk wisata yang berlangsung pada obyek wisata yang ada tanpa merusak atau mengganggu kelestarian obyek wisata tersebut. Kota Ambon khususnya Kecamatan Nusaniwe memiliki lebih dari 22 objek wisata yang sudah dikembangkan atau belum tersentuh pembangunan. Ini membutuhkan analisis yang akan memandu perkembangannya di masa depan. Penulisan ini berdasarkan hasil penelitian terhadap 225 responden pengunjung tempat wisata, serta masyarakat yang tinggal di sekitar tempat wisata. Analisis yang digunakan adalah pola pendugaan nilai ekonomi ekowisata berdasarkan travel cost method (TCM). Penentuan faktor sosial ekonomi yang mempengaruhi biaya perjalanan ke kawasan Semenanjung Nusaniwe diuji dengan menggunakan Metode Regresi Linier. Hasil analisis menunjukkan bahwa objek wisata di Kecamatan Nusaniwe teridentifikasi baik dan ada juga yang belum teridentifikasi. Obyek wisata ini selalu dikunjungi oleh masyarakat dan dapat menghasilkan pendapatan. Nilai surplus konsumen tertinggi terdapat pada Tempat Wisata (ODTW) Pantai Tanjung Batu Konde yaitu sebesar Rp. 208.355.00, dan terendah di Pantai Sumber Jaya yaitu Rp. 12.545,50. Total nilai ekonomi tertinggi ada di Tanjung Batu Konde yaitu Rp. 352.033.800,00, dan yang terendah juga terdapat di Pantai Sumber Jaya yaitu Rp. 8.480.758,00. Jika objek wisata di Kecamatan Nusaniwe dapat dikembangkan maka dapat

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dipastikan akan mampu memberikan kontribusi yang positif bagi masyarakat sekitar objek tersebut dan juga bagi Pemerintah Desa, Pemerintah Negeri bahkan Pemerintah Kota.

Kata kunci: Daya tarik wisata, ekowisata, pengelolaan berkelanjutan, pendapatan

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## INTRODUCTION

The concept of tourism development that is currently developing is the concept of individual tourism that emphasizes attention to environmental elements (*ecotourism*), where natural resource management is the authenticity of natural wealth potential and requires community participation with the local Government (Forje & Tchamba 2022). The American Society of Travel Agents related to ecotourism has set various essential provisions to preserve the environment (Xu et al 2022). Indonesia is a country that has the potential for abundant natural wealth, making tourism development, especially natural tourism, an essential element (Ni'am et al 2021). Tourism in Indonesia has developed from *mass tourism* to a pattern of an individual or small group tourism that is more flexible in travelling (King et al 2021). Tourists can interact more with nature and community culture. Therefore, many tourists in Indonesia are starting to take an interest in ecotourism by utilizing the sea, beaches, tropical forests, rivers, lakes, and other forms of *landscapes* (Pham & Nugroho 2022). Ecotourism is a form of tourism activity that utilizes the authenticity of the natural environment and interacts with the natural environment, recreational activities, conservation, and development (Abubakar et al 2022). Furthermore, ecotourism continues to experience developments and dynamics and environmental management conditions that are also increasingly dynamic (Narayan et al 2021). Ecotourism activities are not only limited to recreational activities. However, they are also accompanied by a form of growing responsibility for preserving unspoiled areas, which can provide economic benefits and maintain the culture of the surrounding community (Aspiany et al 2019). Ecotourism is currently able to create a promising economic value reality for many parties, namely for the Government, entrepreneurs, and the community, especially the people who live around tourist sites (Pasape 2022; (Haryani, 2023).

Ecotourism in Indonesia has contributed approximately 4% of the total economy. By 2019, the Government of Indonesia wants to double this figure to 8% of GDP. A challenging target within the next 4 years is that visitors should double to approximately 20 million. This target encourages the Government to handle infrastructure improvements throughout Indonesia (including information and communication technology infrastructure), access, health & hygiene, and increase online promotion campaigns (marketing) abroad. The Government has also revised the visa access policy by providing free visas for short visits to more than 30 countries in 2015 to attract more foreign tourists (Kia 2021). The Travel & Tourism Competitiveness Report from the World Economic Forum, which "measures many factors and policies that enable the sustainable development of the travel and tourism sector, reports that Indonesia has experienced a significant jump in 2015 to rank 50 and in 2017 to rank 40 in the world from ranking 70 in 2013 in tourism development (Mantikei 2020).

The most significant barrier to ecotourism development is Indonesia's lack of proper infrastructure. It is not only because this dramatically increases logistics costs, making the investment climate less attractive, but it also reduces travel's smoothness for tourism. The infrastructure in Bali is excellent, and in Jakarta, it is decent. However, besides Bali and Jakarta, most of the infrastructure in this *Negeri* is inadequate, especially in the eastern part of Indonesia, due to the lack of airports, ports, roads, and hotels. The lack of connectivity within and between islands causes many areas in Indonesia with tourism potential that cannot be easily reached (Adrianto et al., 2021).

Ambon City has unique regional characteristics, namely hilly areas and coastal areas, which can provide opportunities for the existence of many natural potentials. It can be used as tourism objects, especially those related to marine tourism, such as coastal and marine tourism, including the potential for underwater tourism, which saves so much natural wealth (Chairy & Syahrivar 2019). In addition to having the characteristics of marine and coastal tourism as a manifestation of the characteristics of the island city, Ambon City also has a historical and cultural heritage of high value both nationally and globally (Siahaya et al 2021). The forms of historical and cultural heritage that can still be physically found include buildings of worship, burial places, king's houses, statues or monuments related to beliefs and heroism, forts, and many others that may not have been published as a historical and cultural asset (Tampubolon & Wulandari 2021).

The Central Bureau of Statistics of Ambon City stated that the tourism sector in Nusaniwe District has 22 objects, consisting of 8 beach tourism objects, 2 historical attractions, 8 marine park attractions, 1 marine sports tourism object, 2 natural tourism objects and 1 Marine tourism object. Of these, 5 places have not been appropriately managed. One of the attractions in the Nusaniwe Subdistrict, which is often visited by foreign and local tourists outside the region and students, is Siwa Lima Museum Ambon. In 2014, there were 24,446 visitors from the Maluku region, 11,706 visitors from outside Maluku and foreign visitors as many as 12,723 visitors. Salamor et al (2017), in his research, explained that the tourism potential in the Nusaniwe District has not been managed and developed correctly. There are even locations with tourist attractions that are not used as business opportunities to increase the economic value of the community. Salamor also emphasized that several locations are well known to the public and even have historical links from each *negeri* in the Nusaniwe sub-district. However, some locations are not managed and developed as potential historical and cultural tourism objects (Simasima et al 2017).

The phenomenon of coastal tourism objects in the Nusaniwe District, commonly called the Nusaniwe Peninsula, starting from Amahusu Village or *Negeri*, such as Capeo Stone, has been identified according to BPS data from Ambon City. Meanwhile, two potential locations, namely Batu Lobang and Waititei Beach, have not been identified but are known and frequently visited by the public. The next tourist attraction owned by the Nusaniwe *negeri*, precisely in Airlow Hamlet and Eri Hamlet, includes beach tourism and mountain tourism. People only know about tourist objects on the beach, namely Pintu Kota Beach and Velawatu Beach (next to Pintu Kota Beach). Meanwhile, there is a scenic location of a waterfall whose existence is not yet known to the broader community for mountain tourism. There is very little information related to the phenomenon of natural beauty in this Nusaniwe *negeri*. Meanwhile, in Latuhalat *negeri*, there are quite a lot of tourist objects and relatively popular, including Namalatu Beach, which is managed directly by the Maluku Provincial Tourism Office, Colin Beach and Santai Beach are managed by the private sector, as well as Sumber Jaya Beach and Tanjung Batu Konde Beach which are unique and beautiful. However, there is no management from any party. Seilale *negeri* has one beach tourism, namely Nama Beach, which has not been managed yet (Umarella et al 2021).

All tourism objects have the potential to undergo ecotourism development on the Nusaniwe Peninsula in their planning and management (Angelkova et al 2012; Amoako et al 2022). They are considered far from being expected. Several locations (*spots*) of neglected tourist objects even though they have been identified. Some even have not been identified, even though they have very promising panoramas for exploration. The tourism potential on the island of Ambon, such as coastal tourism, mountain tourism and historical tourism, is expected to be adequately managed to be able to provide economic value in the form of increasing the income of the surrounding community. It can be a magnet

for investors and income for the village government or *negeri*. It implies the economic growth of Maluku Province in general and Ambon City in particular.

The phenomenon described in the background of this research becomes interesting for researchers to examine and ensure that tourism objects' potential, feasibility, and economic value in the Nusaniwe District area are appropriately managed. Thus, a clear picture of the Nusaniwe Peninsula Ecotourism Management in Ambon City, Maluku Province, will be obtained. The objectives to be achieved in this article were (1) to identify potential tourism objects on the Nusaniwe Peninsula comprehensively; and (2). Analyzing the economic value of Nusaniwe Peninsula tourism objects.

## RESEARCH METHOD

The development of local, regional, and national tourist areas in a country is closely related to the economic development of a region or a *negeri*. Alvarez-Sousa (2018) states that development is a process, method, or act of developing something to be better, advanced, perfect and useful. Therefore, in this case, tourism development is defined as a way to develop better destinations, tourist areas, and tourist attractions and positively impact the community, government, tourism industry, and tourists. Grady in Nashihah et al. (2021) states that the criteria for tourism development must always involve the local community and be able to provide an advantage for the local community, not damage the socio-cultural values of the community, and the number of visits to the tourist attraction does not exceed the social capacity so that the negative impact generated can be minimized. These criteria emphasize the development of community-based tourism and sustainable tourism development.

The main things needed for tourism development Budeanu (2005) include; *First*, development from the supply side, namely destination developers in various tourist destinations that complement each other and do not compete internally. The development of the tourism industry is intended to optimize forward and backward economic links that have competitive advantages and high credibility. *Second*, market development includes the development of the destination image, market penetration and diversification to increase the attachment of traditional markets to become *repeater* tourists and expand market reach in the form of new market segments. *Third*, the tourism industry's development should involve the organization, human resources, and regulations that handle the management of tourism. Based on the concept stated above, can be found a common thread in providing an operational concept of tourism development. See figure 1.

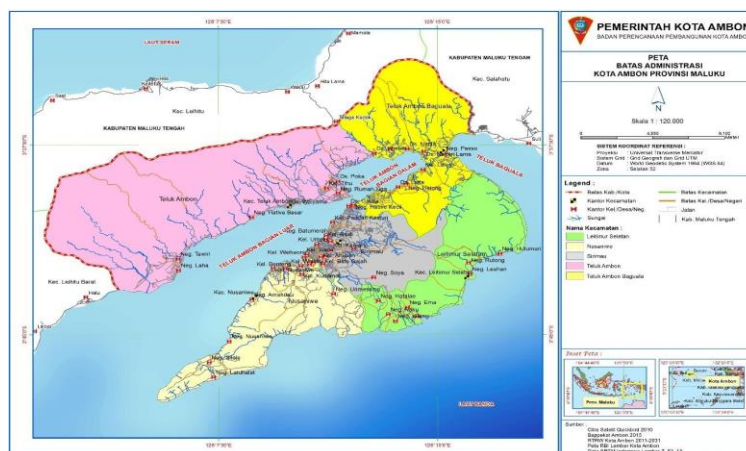


Figure 1. Map of Ambon City Administrative Boundaries

Source : BAPPEKOT Kota Ambon 2015

Law Number 10 of 2009 emphasizes that tourism is everything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and artificial wealth that is the target or purpose of tourist visits. A tourist destination is a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are interrelated and complement the realization of tourism. Lo & Janta (2020) suggests that the attractiveness of a destination is the most important factor in inviting tourists to visit it. Destinations that can attract tourists must at least meet the main requirements; namely, the destination must have what is called "*something to see*". Destinations must have special attractions that tourists can see. They must also have tourist attractions that can be used as "*entertainment*" when people visit them. Furthermore, the destination must also have "*something to do*". In addition to many things that can be seen and witnessed, several recreational facilities or *amusements* and places or rides can be used by tourists for activities such as sports, arts and other activities that can make tourists feel at home and stay longer. Then, the destination must also have "*something to buy*". In that place, there should be *souvenir*s such as local folk crafts that tourists can buy as souvenirs to take back to their respective places.

Bhatta (2019) stated that several components must be owned by a tourist attraction, such as attractions and tourist attractions which can be defined based on natural tourist attractions, cultural tourist attractions and special interest tourist attractions. Various tourist attractions have a very important position in terms of tourism products, especially to attract tourist visits to destinations such as beautiful nature, charming regional culture, and performing arts.

Upadhaya et al. (2022) stated that Marine tourism is associated with water sports activities, especially in lakes, rivers, beaches, bays or open seas, such as fishing, sailing, and diving while doing photoshoots, surfing competitions, and rowing. According to Gerungan & Chia (2020), marine tourism is tourism and the environment based on the marine attractiveness of an area dominated by waters and marine areas. Carvache-Franco et al. (2021) argued that Marine tourism is an activity to enjoy the beauty and uniqueness of natural tourist attractions in coastal and marine areas near the coast and other recreational activities that support it. Tegar & Saut Gurning (2018) pointed out that marine tourism is a tourism activity that utilizes the potential of the marine nature as a tourist attraction as well as a place for tourism activities both carried out above the surface in the sea area and tourism that cannot be separated from the existence of its ecosystem which is rich in species diversity of Marine biota.

### ***Concept of economic valuation***

The basic concept of valuation refers to the contribution of a commodity to achieve certain goals. In ecology, a gene has a high value if it can contribute to the *survival* of the individual who has the gene. In ecological economics, value is for maximizing individual welfare and related to ecological sustainability and distributional justice (Kish & Farley, 2021). Economic valuation is an effort to provide a quantitative value for goods and services produced by natural resources and the environment, both based on market and non-market value. Resource economic valuation is an economic tool that uses certain valuation techniques to estimate the monetary value of goods and services produced by natural resources and the environment.

Understanding the concept of economic valuation enables policymakers to determine the effective and efficient use of natural resources and the environment. The application of economic valuation shows the relationship between natural resource conservation and economic development. Therefore,

economic valuation can be an important tool in increasing public awareness of the use and management of natural resources and the environment. According to the guideline for economic valuation of natural resources and the environment (Kish & Farley, 2021), economic valuation is the imposition of a monetary value on part or all of the potential of natural resources following the purpose of their utilization. The economic valuation of natural resources and the environment is the total economic value (total net value), the value of restoration of damage/pollution and the prevention of pollution/damage.

Furthermore, according to Pearce and Turner (1990), there are four approaches in the use of WTP and WTA that can be used as guidelines for obtaining information from the public, namely: 1) *WTP to secure a benefit*, showing how much value consumers are willing to pay to improve environmental quality. 2) *WTA to forego a benefit*, showing how much loss can be accepted if environmental improvements are made. 3) *WTP to prevent a loss* shows prevention efforts. Residents are given an overview of the losses due to a dirty environment. 4) *WTA to tolerate a loss* indicates the amount of loss that can be prevented.

According to Girard & Vecco (2021), the value of natural resources is distinguished by value based on use (*instrumental value*) and value without use which is intrinsically embedded in natural resource assets (*intrinsic value*). Furthermore, based on its use, the economic value of a resource can be grouped into values based on use and indirect use values and *option values*. Meanwhile, *non-use values* can be distinguished into *existence values* and *bequest values*. The *total economic value (TEV)* is obtained from the sum of the value based on use and the value based on indirect use (Pearce & Turner, 1990).

Total Economic Value (TEV) can be written with the following mathematical equation:

$$\begin{aligned} \text{TEV} &= \text{UV} + \text{NUV} \\ \text{UV} &= \text{DUV} + \text{IUV} + \text{OV} \\ \text{NUV} &= \text{EV} + \text{BV} \\ \text{TEV} &= \text{UV} + \text{NUV} = (\text{DUV} + \text{IUV} + \text{OV}) + (\text{EV} + \text{BV}) \end{aligned}$$

Where:

TEV = Total Economic Value  
UV = Use Values  
NUV = Non Use Value  
DUV = Direct Use Value  
IUV = Indirect Use Value  
OV = Option Value  
EV = Existence Value  
BV = Bequest Value

The description of each concept of economic value is as follows:

1. *Use value* is obtained from the use of resources, nature and environment. According to (Liedtke et al., 2014), use-value is related to the value because someone uses or hopes to use it in the future.
2. *Direct use values* are calculated based on the contribution of natural resources and the environment in assisting the current production and consumption processes (Pirmana et al., 2021) The direct use value includes all-natural resources and environmental benefits estimated directly from consumption and production through unit prices based on market mechanisms. Direct use value relates to outputs that can be directly consumed, for example, food, health, and recreation.
3. *Indirect use values* are determined by the benefits derived from environmental services in supporting the flow of production and consumption (Thornton, 2010). Indirect use-value is obtained from the function of environmental services in supporting current production and

consumption processes, for example, the value of various ecological functions on the recycling of nutrients in the soil. Thus, indirect use-value is the functional benefits of ecological processes from ecological processes that continuously contribute to society and ecosystems. For example, rice field resources are large enough to provide clean air and recreational areas with beautiful views, control floods and erosion and provide groundwater sources for farmers and the surrounding community.

4. The *option value* is related to the choice of environmental use in the future. The uncertainty of future use is closely related to environmental supply, so option value is more defined as the value of maintaining resources so that the option to use them is still available for the future. The value of choice is the willingness of consumers to pay for assets that are not used Rita et al. (2019) to avoid the risk of not being able to use them in the future. Thus, the use-value of choice includes the benefits of natural resources and the environment that are not exploited but stored for future purposes.
5. Intrinsic or non-use value is the value given to natural resources and the environment based on their existence, even though they are not consumed directly. The value given is difficult to measure and analyze because it is based more on preferences for the environment (related to motives or benefactors) rather than direct use (Johnson et al., 2020). Intrinsic value is related to the value of positive willingness to pay if someone does not intend to use it (Meixner & Katt, 2020), then the value is distinguished by *existence* and *bequest values*.
6. The existence has value because of the satisfaction of a person or community with the existence of an asset, even though the person concerned has no desire to use it. A person or community gives the value of existence to natural resources and the environment solely as a form of concern because it has provided aesthetic, spiritual and cultural benefits. Legacy values (bequest values) relate to the willingness to pay society to protect environmental benefits for future generations. Existence value arises because of satisfaction with the existence of resources, even though individuals do not want to use them. The concept of value based on use (use values) and non-use values or intrinsic value is necessary to be understood as a guide for assessing or measuring total economic value.

According to Sulistiyono (2007), there are stages of determining the economic value of nature tourism.

1. Estimating the number of visitors from each area of origin of visitors (zone), based on interviews with visitors.

$$P_i = \frac{Z_i}{\sum Y_i}$$

Where :

P<sub>i</sub> = Percentage of visitors from zone i

Z<sub>i</sub> = Number of visitors from zone i

∑/Y<sub>i</sub> = Total number of visits in year i

2. Calculating the average travel cost, is the total amount of travel costs incurred during the visit:

$$BPR = TR + D + KR + L$$

Where :

BPR = Average Travel Cost (Rp/person/day)

TR = Transportation Cost (Rp/person)

D = Documentation fee (Rp)

KR = Cost of Consumption During Recreation (Rp/person/day)

L = Other Expenses

3. Average travel cost of each zone.

$$Tci = \Sigma Ci / Ni$$

Where :

Tci = Average travel cost per zone

$\Sigma Ci$  = Total travel costs in zone i

Ni = Total number of visitors from zone i

4. Calculating the degree of visits per 1000 residents of zone i

$$Yi = \frac{Jki}{Jpi} \times 1000$$

Where :

Yi = Degree Visits / 1000 residents

Jki = Number of Visitors

Jpi = Total Population of Zone i

Determination of socio-economic factors that affect travel costs to the Nusaniwe Peninsula can be tested using linear regression analysis as follows:

$$Y = \alpha + \beta X$$

The next step is to estimate utility or willingness to pay using a mathematical equation, namely:

$$U = \int_0^a f(q) dq$$

Where :

U = Utility (willingness to pay)

F(q) = Demand function

a = Highest cost incurred

o = lowest cost incurred

This research was carried out for two months, namely, January and February 2018. The research location is on the Nusaniwe Peninsula, Ambon City. It involves several countries as tourist destinations, especially in Amahusu *negeri*, Nusaniwe *negeri*, and Latuhalat *negeri*, with the distribution of respondents in this sub-district as described in table 1 and tabel 2 below.

**Table 1. Sample of respondents each tourist**

Tourist Object Location	Number of Respondents	Location
Batu Capeu Beach	7	Amahusu
Batu Lubang Beach	28	Amahusu
Waititei Beach	19	Amahusu
Pintu Kota	30	Nusaniwe
Velawatu	8	Nusaniwe
Santai Beach	30	Latuhalat
Namalatu Beach	30	Latuhalat
Sumber Jaya Beach	13	Latuhalat
Tanjung Batu Konde Beach	30	Latuhalat
Total	195	



**Table 2. The number of respondents of *negeri* population of ecotourism object**

Negeri	Total
Amahusu Negeri	10
Nusaniwe Negeri	10
Latuhalat Negeri	10

The data collected in this study were through observations and interviews with visitors/tourists. The essential tourist characteristics include Age, Gender, Education, Place of Residence, Purpose of Visit and motivation for a visit. The selection of tourists was made by *accidental sampling* (respondents are personnel who happened to be met at that time).

The data to estimate the equation is in the form of costs incurred during recreational trips, such as round trip costs, consumption costs, documentation costs, and other costs as a form of expenditure during recreational activities.

Data collection from the community was by using a questionnaire accompanied by interviews and field observations. The information required was:

1. Identity and characteristics of respondents, including; name, gender, age, last education, and regional origin.
2. Community characteristics,
3. Community relations with ecotourism areas.

Secondary data concerning the characteristics of tourism objects include:

1. Location
2. The area of a tourist attraction
3. Tourism potential
4. Accessibility of tourism
5. Recreational facilities.
6. Number of the population around tourism objects.
7. The amount of income that goes to the manager

## RESULTS AND DISCUSSION

This section consists of the results of research and how they are discussed. The results obtained from research must be supported by adequate data. The results of the study must be the answers to the problem and the research objectives stated earlier in the introduction.

### Identification of Potential Nusaniwe peninsula tourism objects

Data from the Ambon City Tourism Office for tourist objects on the Nusaniwe peninsula, especially for Amahusu *negeri*, Nusaniwe *negeri*, Seilale *negeri*, and Latuhalat *negeri* are as follows table 3:

**Table 3. Existing tourist attractions on the Nusaniwe peninsula**

Location	Attractions	
	Name	Type
Amahusu <i>Negeri</i>	1. Amahusu Beach	Beach
	2. Amahusu Marine park	Marine Park
	3. Batu Capeu Beach	Beach
	4. Batu Capeu Marine Park	Marine Park Marine sports

Attractions		
Location	Name	Type
	5. Darwin – Ambon	Indigenous
	6. Inauguration of King	
Nusaniwe <i>Negeri</i>	1. Airlouw Beach – City Gate	Beach
	2. Erie Marine Park	Marine Park
	3. Airlouw Marine Park	Beach
	4. Felawatu Beach	Indigenous
	5. Inauguration of King	
Seilale <i>Negeri</i>	1. Seilale Marine Park	Marine Park
Latuhalat <i>Negeri</i>	1. Namalatu Beach	Beach
	2. Collins Beach	Beach
	3. Santai Beach	Beach
	4. Namalatu Marine Park	Marine Park
	5. Park Latuhalat Marine Park	Marine Park
	6. Tanjung Batu Konde	Marine Park *)
	7. Inauguration of King	Indigenous

Remarks : \*) Not yet developed

### **Nature Tourism in Amahusu**

The Amahusu *negeri* is one of five *negeri* in the Nusaniwe sub-district, Ambon city and is located in the center of the Nusaniwe sub-district. This area is located in coastal areas and hilly areas with a distance to the capital city ± 25 minutes and approximately 8 km. The total area of Amahusu *negeri*, with its geographical location, is in the lowlands and the coast, with an altitude of 120 meters above sea level, with a total area of ± 838.90 ha.

Amahusu *Negeri*, or the so-called traditional village, is located in the west ±, 8 km from the centre of Ambon city. This *negeri* has existed since the XIII century and is led by the head of the *negeri* Government (king), who is elected or appointed based on the descendants of the house of command. The origin of the inhabitants of the Amahusu *negeri*, according to stories from generation to generation, comes from the islands of Seram, Java, Papua, and Banda Neira.

### **Tourism potential of beach**

#### ***Batu Capeu Beach (Batu Topi)***

On the entrance to Amahusu *negeri* on the beach, a large rock makes this beach have its characteristics: a rock resembling a typical Portuguese capeu or hat. On top of the rock, some plants cover the capeu (hat). Stone models like this are rarely found elsewhere. Therefore, this beach is better known as Batu Capeu beach. Batu Capeu is surrounded by coral sand beaches with panoramic views of Ambon Bay. This beach has calm waves and clear seawater, and visitors can enjoy a panoramic view of the sunset on the sea off Tanjung Alang. There is a myth about the formation of the Capeu Stone. Once a girl from Soya *negeri* ran away from her house and had time to cross this beach by using a horse. While on the way, the hat the girl was wearing fell, but when she was about to pick it up, it turned into a stone.

The location of tourist attraction is located opposite the Siwalima Museum. The accessibility of this location is also very easy from the city center. You can use public transportation to Amahusu and Latuhalat for Rp. 3.500,- (Amahusu) and the price is Rp. 5.000,- (Latuhalat). However, the supporting infrastructure for this ODTW is inadequate.

### ***Batu Lubang***

Another potential in Amahusu *Negeri* is Batu Lubang Beach. It is located not far from Batu Capeu beach. Visitors can go directly to Batu Lubang beach by descending nearly 100 steps. This tourist attraction has undergone a few changes since the conflict ended in Ambon City, namely constructing stairs to get to Batu Lubang beach, which Ambon City Tourism and Culture Office built. In addition to offering a place to swim, this tourist attraction also has a unique Goa. In addition, just like Batu Capeu, visitors can also enjoy the beautiful sunset.

Visitors who want to visit this location are only charged a cleaning fee of Rp. 5,000, - up to Rp. 10,000, - which can be directly given to the coast guard. Access to this location is also the same as Batu Capeu beach, where visitors can use two-wheeled or four-wheeled vehicles or public transportation to Amahusu or Latuhalat at Rp. 3.500, for Amahusu and Rp. 5.000,- for Latuhalat.

### ***Tourism at Waititei Beach or Tirta***

Beach Waititei Beach is located next to the Tirta Kencana Hotel and finishes the Darwin – Ambon Yacht Race regatta activity in July, which is a collaboration between the Ambon city government and the Northern Territory (Darwin-Australia). Waititei Beach is also one of the places where the bay party is held to welcome the birth of the city of Ambon in September, one of which is the mangrove boat that starts on this Waititei beach. In addition to the two events always held every year along this beach, visitors will also be spoiled with natural views in the afternoon, namely the sunset. A bridge made of wood has been built like a pier where sailing ships from Darwin to Ambon can rest. However, local people and visitors can also fish on the pier. This situation allows Waititei beach to become one of the attractions of special interest (ecotourism) where in addition to enjoying the natural scenery with the background of the Leihitu peninsula mountains, a place to swim, a place to exercise in the form of mini soccer balls, culinary tourism and agrotourism, visitors can also fish on the Waititei beach.

### ***Nusaniwe Negeri***

Nusaniwe *Negeri* is also one of the Indigenous *Negeri* in Ambon City with some global beach tourism potential and the potential for the community's cultural history that can be used as tourist objects.

### ***Natural Scenery***

Beautiful scenery can be enjoyed in the area of Mount Dua, with the tourist location "Taman Lapang Tree Cinta." Visitors will immediately enjoy the beauty of the Banda Sea and Nusaniwe *Negeri*, Airlouw hamlet, Latuhalat *Negeri*, and Pintu Kota Beach. The wider community knows this tourist attraction, both by word of mouth and on social media such as Instagram, Twitter, and Facebook. Visitors will usually make this place to rest, sit, take photographs, and occasionally become a place of worship for Christians.

This tourist attraction offers a calm and cool location, with panoramic views of the Latuhalat *Negeri* and Airlouw hamlet, the Banda Sea, and the sunrise. Visitors are only charged Rp. 2,000 - for vehicle parking fees to enter this location. Access to the Tree of Love location can also use two-wheeled vehicles. The owner of this Lapociland is the Soplantila family. Next, visitors can go directly to the location of Mount Dua to enjoy the beautiful natural scenery of Ambon Bay and the beautiful sunset.

### ***Fruit Potential (Agrotourism)***

Nusaniwe *negeri* has a very large fruit potential because most of the families in this *negeri* have hamlets. The potential fruits owned by this *negeri* are coconut, rambutan, and durian. Most of the production of these fruits is only for consumption then, if there is excess, it will be sold. With the potential owned in Nusaniwe *negeri*, it can be used as a potential Agrotourism object that can increase people's income.

### ***The Coastal and Maritime Tourism Potential***

Nusaniwe *Negeri* is also famous for its world-famous tourist objects, Pintu Kota and Felawatu. Then, a beautiful marine park is used as a research location for foreign tourists.

### **Bethesda Beach/Bethesda Garden**

One of the beach attractions in Nusaniwe, which is close to the City Gate, is Bethesda Beach. This location is still located in the Nusaniwe *Negeri*, Airlouw hamlet. This tourist location is better known as Bethesda Garden. Visitors can enjoy beautiful sea views from the huts or gazebos provided by the manager and the beautiful sunrise. The facilities provided also consist of toilets, food stalls and buildings that can be used for meetings or other official events, and a parking lot. Entrance tickets to this location also vary, namely for two-wheeled vehicles Rp. 5,000 and four-wheeled vehicles Rp. 10,000. From the Bethesda beach location, visitors can also go directly to the City Gate but have to pay Rp. 2,000 for an entrance ticket to the Pintu Kota location. The Bethesda Beach tourist location is managed by the Church, namely the GPM Nusaniwe Airlouw Congregation. Access to this location can use two-wheeled or four-wheeled vehicles for Rp. 5,000.

### ***Pintu Kota***

This tourist area is one of the world's most popular tourist destinations. This location is directly adjacent to Bethesda Beach. It is located in the Airlouw hamlet and adjacent to the hamlet of Seri *Negeri* Urimesing. The Tumanserry family manages this location. The door of this city is a rock. It is a large door shaped like a door consisting of large stones. When the water recedes, visitors can walk to the middle of the door.

According to history, it is told that there is a well-located above the City Gate, namely the Sarani Well. The purpose of this well is that if a ship is about to enter Ambon city for the first time, it must be doused with water from the well. Interestingly, Pintu Kota's visitors can enjoy the beautiful sunrise with its nuances that can only be described when felt alone. According to information obtained from visitors to tourist sites who carry out snorkeling activities, another potential possessed by Pintu Kota is the marine ecosystem, namely some attractive-looking fish that can be found at a depth of about 10 – 20 m, including *Napoleon Wrasse*, a type of protected reef fish, *Jackfish*, including a *Surgeon*, and a group of *Fusiliers* and sharks around this location. There is also a natural underwater cave about 100 m wide; 300m long.

The Ambon City Government has built several huts, which are temporary resting places for visitors, but their condition has been damaged. The facilities available at this location are food stalls built by the manager. Visitors who want to stay overnight can directly contact the manager. Visitors can also use two-wheeled or four-wheeled vehicles (private vehicles) to get to this location. The entrance ticket is also different, namely for two wheels Rp. 10,000, - while for four wheels it is Rp. 20,000, -

### ***Felawatu Beach***

One of the privately managed beach tourist destinations is Felawatu Beach. It is a private beach tourism object that can be reached by two wheels or four wheels about thirty minutes from Ambon city. The tourist attraction offers a beach with a calm atmosphere and natural coolness because it blends with the hills. This beach location is often used as a meeting place for seminars and even a garden party venue for wedding parties. In addition, the attraction in this location is in the form of fishing and swimming sports. The existing facilities and infrastructure are quite complete. The only thing missing are restaurants and souvenir shops. Currently, the conditions are very different because almost no more visitors come.

### ***Airlouw Marine***

The marine park around the Airlouw hamlet includes a beautiful marine park with various reef fish. Some attractive fish can be found at about 10 – 20 m, including various *Napoleon wrasse*, one of the protected reef fish, *Jackfish*, *Surgeon* and *Fusilliers*, and sharks. Tourist visits to marine parks around this location are still minimal because the supporting facilities are not yet available.

### ***Erie Marine Park***

Park Erie marine park is located in Nusaniwe *negeri*, precisely opposite Nusaniwe *Negeri*, with its position open to ocean currents from Ambon Bay. The tourist attraction offered a very attractive marine park at a depth of about 10 m, where you will find various types of colourful reef fish.

### ***Mountain Tourism***

One of the locations that can be used as a tourist attraction is Laponot waterfall. Indeed, there are very few people who know its existence. Indeed, the waterfall in this location is not like a traditional waterfall. However, the cliff walls are filled with moss, making this location a little different. The source of water consumed by the community is the Laponot waterfall. This location offers adventure tourism. Access to this location is only about 20 minutes from the highway.

### ***Latuhalat Negeri***

Latuhalat *Negeri* also has the charm of beach tourism and cultural history tourism that is not inferior to Amahusu *Negeri* and Nusaniwe *Negeri*.

## **Coastal and Marine Tourism**

### ***Santai Beach***

Santai Beach is located on the southern coast of Tanjung Nusaniwe. This beach is an ideal natural tourist attraction for swimming, water sports, and sunbathing. This tourist location is managed personally by Hendro Hidayat Saputra. The main attraction of this tour is the white sand with a rocky beach. The facilities available at this location are quite complete, but these facilities look outdated due to a lack of maintenance.

Visitors can use two-wheeled and four-wheeled vehicles about 20-30 minutes from the city center to reach this location. The entrance ticket is only Rp. 2,500 for visitors who come, both using two wheels and four wheels. The advantage of this location is that it provides life insurance for visitors.

### ***Namalatu Beach***

Like Santai Beach, Namalatu Beach is also located on the southern coast of Tanjung Nusaniwe, with various tourist attractions on offer. They are starting from beach tourism and marine tourism. The ODTW offered is the same as Pantai Santai, namely swimming, water sports, and sunbathing. Visitors who visit this location can use four-wheeled or two-wheeled vehicles with a distance of 15 km with a travel time of 25-30 minutes from the city center. This location has experienced very good management since the Maluku Provincial Tourism Office handled it. The facilities available are also quite complete, consisting of trash cans, toilets, simple restaurants, and lodging.

Visitors can also rent snorkeling equipment to see underwater life. Snorkeling is usually the most interesting for tourists from abroad. In addition, visitors can walk on the expanse of coral when the water recedes to see a variety of ornamental fish that are so beautiful and colorful. Several types of fish found are *Nudybranc*, *Signal Goby*, *Anemone*, *Frog Fish*, *Clown Fish*, and many more.

The entry tickets are Rp. 3000 for two-wheeled vehicles and Rp. 5000 for four wheels. For the visitors themselves, the entry tickets are Rp. 2000 for children and Rp. 3000 for adults. Then, there is also a ticket for food vendors and kiosk tenants Rp. 2,500, and a ticket for using rinse water is Rp. 1000. One of the historical relics of ancient parents, namely Batu Bicara, is used until now during the Inauguration of the King of Latuhalat *Negeri*. However, the management did not make an inscription about the historical heritage site.

### ***Collins Beach***

Collins Beach is one of the beaches located in Latuhalat *Negeri*. The Tourist attraction offered is the same as Santai Beach and Namalatu Beach, namely swimming, water sports, sunbathing, and when the water is low, visitors can walk on the reef to see various types of reefs fish. In contrast to Santai Beach and Namalatu, Collins Beach is one of the resorts consisting of small cottages that offer beautiful beaches in Ambon city. Therefore, visitors, especially foreign tourists, often take advantage of the facilities available in this area. In addition, Collins Beach is usually used for wedding receptions and meetings, and discussions.

### ***Sumber Jaya Beach***

Sumber Jaya Beach is adjacent to Tanjung Batu Konde Beach. This beach also has a swimming pool with good water circulation because it is directly from the seawater. This beach used to have huts around the swimming pool. However, because there is no management, everything has been damaged. What remains is only the swimming pool. Visitors come to this location only to enjoy the beauty of the beach, which is very shady and cool. In addition, the tourist attraction offered at this beach is swimming, enjoying the coolness of a calm and shady beach, and being able walking along the pool slope to enjoy types of reef fish.

### ***Tanjung Batu Konde Beach***

Tanjung Batu Konde Beach is located at the far end of Latuhalat *Negeri*. If the tide is low, visitors can walk along the reef along the coast to look at the Banda Sea and Tanjung Alang. The attraction offered is a little different, namely fishing and enjoying the sea view in the afternoon and low tide. In addition, visitors will enjoy the sunset on the western horizon in the afternoon and when the water is receding.

There are only a few huts on the beach. Visitor facilities such as toilets are not available here. Visitors are only charged Rp. 5000 for maintenance costs in the form of environmental cleanliness to enter this location.

### ***Namalatu Marine Park, Latuhalat***

Namalatu marine park and Latuhalat marine park are located in the southern part of the Laitimu Peninsula, together with Santai Beach, Collins Beach, and Namalatu Beach. This marine park is very beautiful, with various ornamental fish and coral reefs. The potentials of the Namalatu and Latuhalat marine parks are the *Nudybranc, Siganl Goby, Anemone, Frog Fish, and Clown Fish*.

Based on data obtained from the field, information was obtained that visitors who use this marine park are foreign tourists, and usually, this snorkeling activity is not only carried out in the Namalatu and Latuhalat marine parks but also in the Airlouw and Erie marine parks.

### **Community Cultural History Tourism**

The tourism potential of the Nusaniwe peninsula, apart from natural tourism, is also a cultural history tour of the community. It cannot be separated from the countries on the peninsula, which is customary lands.

### ***Amahusu Negeri***

Residents Amahusu Negeri is a friendly and religious negeri with an almost entirely Christian population. The community in Amahusu Negeri still upholds pre-existing cultural values. One of the cultural customs that are still preserved to this day is the procession of the inauguration of the king of the Amahusu negeri. Then, the community believed several historical places to be places that still must be maintained and preserved because they are related to the origin of the negeri and the clans (Fam) in the area. Amahusu negeri can also be used as a potential cultural and historical tourist attraction.

### ***The Hasu Well and the Sago Tree***

It is said that the captain of Soa Nusa and his two dogs walked to monitor or check the boundaries of the land. When they arrived at the border between Amahusu and Urmessing, the two dogs of captain Soa Nusa were hungry and thirsty. Therefore, the captain gave a signal to his two dogs to dig a pond (a hole). Then, a spring appeared there. Meanwhile, the sago tree came from the rest of the food supplies belonging to captain Soa Nusa in the form of sago which turned into a sago tree plant and is still standing tall today.

When the 2013 natural disaster occurred in Amahusu negeri, this sago tree was lost and no longer exists. However, without realizing it, this sago tree grew back, and until now, it has reached  $\pm$  1 meter in height. This well and sago tree is located between the border of Urimesing and Amahusu around Mt. Nona. The existence of these wells and sago trees can be used as tourism potential. Apart from enjoying the natural scenery of Ambon city from Mount Nona, visitors will also see up close the existence of sago trees and Hasu wells as a form of community historical heritage.

### ***Stone Tables in the Old Land***

Relics and megalithic traditions are a special sign of an *Old Land*. One of the main ones is the *dolmen* (table stones), which are almost evenly distributed throughout the Old Land. One of them is in Amahusu *Negeri*. Batu Table is located in the Old *Negeri* and is in the hamlet of one of the families in the Amahusu *Negeri*. According to sources who provided information, it was told that this large stone-shaped table was a place of gathering and worship for the elderly in ancient times.

Suppose *the dolmen* (table stone) is fenced and given an inscription to explain. In that case, it can be used as a cultural-historical heritage of the community that should be preserved, and the rest used as a special interest tourist attraction.

### ***Tourist Attractions (King's Inauguration) with Parang, Salawaku, and Tahuri (Skin Bia / Big Bean)***

The procession of the Inauguration of the King in Amahusu *Negeri* still uses local customs. These weapons of war are stored in the old house of the Mainake family and are approximately 600 years old. Judging from these hundreds of years of war tools, they can be used as historical relics that must be preserved.

### **Negeri of Latuhalat**

#### ***Talking Stone (Batu Bicara)***

Stone is located inside Namalatu beach. According to sources who provided information, it was told that this location used to be a meeting place for the ancestors in Latuhalat *Negeri* to tie a promise between the Risakotta, Tuhusula, and Leasa clans using blood that there would be no another bloodbath in Papala *Negeri* (the name Latuhalat in the past) and this location is used as a part of the King's Inauguration procession in Latuhalat *negeri* until now. The attraction of this location is a large rock that has been renovated into a small building separated from the beach.

#### ***Bamboo***

This baduri bamboo is, at first glance, only an old bamboo clump. However, this plant gives a sign to the people in Latuhalat *Negeri*, especially to the Risakotta, Tuhusula, and Leasa clans. This plant will break and sound very loud and can be heard by all people in the village of Waimahu. When the bamboo breaks and makes a sound, one of the Risakotta, Tuhusula, or Leasa clans will die. It happened hundreds of years ago and is a sign until now.

This plant is located in Waimahu Hamlet, behind Waimahu Christian Elementary Schools 1 and 2. There is no special treatment for this plant. Therefore, if this plant is given a fence and an inscription to explain this plant, it may become a cultural, historical tourist attraction for the community that can be preserved.

#### ***Laor Harvest Culture***

One of the unique customs existing in Latuhalat *Negeri* is the Laor harvest habit, or the local community's language is the Laor timba (sea worm (*Lycde Oele*)), which is carried out once a year. This custom is like a people's party, where at the time of the emergence of Laor, the whole community, from children to adults, will go down to the beach to harvest the Laor. This custom has been done for years.



This culture is not only followed by people in Latuhalat *Negeri*, but by people outside Latuhalat *Negeri*. This custom of timba Laor has become one of the important events in Ambon city in the context of the year of tourism (mangente Ambon) and was carried out in April 2015. Therefore, this culture can be developed through promotion as one of the seasonal tourism agendas every year.

### **Characteristics of Visitors for Tourism**

Objects Coastal tourism objects on the Nusaniwe peninsula, especially for Amahusu, Nusaniwe, and Latuhalat *negeri* are one of the tourism potentials in Ambon city and have become a special attraction for tourists, both from within and outside the *negeri*. During this research, visitors who became research respondents were visitors who lived in the Ambon city area. Meanwhile, the wider community has not known other tourist objects such as agrotourism and historical and cultural tourism, so there are minimal or almost no visitors who can be taken as respondents.

The characteristics of visitors will affect the development of ecotourism and the demand for the ecotourism market. This influence is the relationship between tourism needs and the economic capacity of visitors. In general, visitors who dominate visits to the Nusaniwe peninsula are young people ranging from 17-35 years with a high school education level (SMA) and an average monthly income of Rp. 500,000 – Rp. 1,000,000. Characteristics of visitors will be explained based on nine tourist sites with the following characteristics of visitors or respondents:

#### ***Age of respondents***

Age is closely related to the physical ability of respondents to visit and their productivity. Age is also a factor that can determine a person's mindset in determining the types of goods and services to be consumed, including the decision to allocate part of his income to visit tourist attractions. Therefore, age indirectly will also affect visits to tourist objects on the Nusaniwe peninsula.

This study obtained information that productive age, which ranges from 17 to 35 years, is more dominant in enjoying tourism. Goel et al. (2022) states that the productive age group makes the most travel trips. This productive group requires recreation, especially to refresh and relieve fatigue every day. Respondents aged 17-35 years amounted to 154 respondents or about 79%. Meanwhile, for the age range of 36-55 years, there are 41 people or about 21%. If the respondent were identified according to gender in Nine research locations, males amounted to 113 people or 58%, and women amounted to 82 people or 42%. Work affects social status and decision-making. Likewise, in selecting tourist sites, one's job will influence choosing tourism. If identified according to work, the number of visitors who work as entrepreneurs is 36 people or 18%, civil servants are 22 people or 11%, students are 95% or 49%, and other workers such as drivers, traders, and motorcycle taxis are 42 people or 22%. Therefore, it can be explained that the visitors or respondents who dominate the level of visits are students.

The education level of tourist attraction visitors who were successfully met and interviewed was identified as having junior high school education as many as 3 people or 2% who were continuing their education in senior high school. Meanwhile, 131 senior high school graduates, or 67%, continued to the college level. There are also 30 Diploma graduates or 15% and 31 bachelor graduates or 16%. This condition is related to the paradigm of modern and educated urban society that has a high enough relationship to the natural attraction as a medium to reduce fatigue levels from daily activities (Ecker et al., 2022).

## **Economic Value of Nusaniwe Peninsula Tourism Objects**

In determining the economic value of tourism, it can be based on the travel cost approach, namely, the amount of money spent during tourist visits to the Nusaniwe peninsula. These costs include round-trip transportation costs, consumption costs, documentation fees, and others (including entrance tickets).

According to Park et al. (2020), travel costs can be based on costs largely determined by each visitor's costs from each area of origin because the amount of the portion is different. Therefore, the classification of visitors is based on the region of origin and the cost of the visitor's tourist trap in the tourist attraction area on the Nusaniwe peninsula. On the observation of visitors who are local tourists, the classification of the region can be divided into several regions of origin from various regions and sub-districts around the city of Ambon, which is divided into the areas of Passo, Lateri, Galala, Kudamati, Benteng, Kayu Putih, Poka, Mangga Dua, Air Salobar, Amahusu, and Latuhalat.

This discussion will discuss the economic value of tourism at each tourist attraction located in each *negeri* on the Nusaniwe peninsula. There are Capeu Stone, Batu Lubang and Waititei Beach in Amahusu *Negeri*. Also, there are Pintu Kota and Felawatu Beach attractions in Nusaniwe *negeri*. Then, there are the Santai Beach, Namalatu Beach, Sumber Jaya Beach, and Tanjung Batu Konde Beach attractions in the Nusaniwe and Latuhalat *Negeri*. Visitors who live close to natural attractions will pay lower transportation costs than those farther away. The type of transportation used will also be influenced (Papatheodorou, 2021).

A zoning system based on the area of origin was carried out to project the economic value of natural tourism using the travel cost method approach, assuming that visitors from the same zone would incur the same transportation costs. The further away someone lives who come to take advantage of recreational facilities, the more visitors spend on travel costs than those who live near the object. Thus, those closer together and whose travel costs are lower will experience a greater consumer surplus.

Meanwhile, this study's components of travel costs are the costs incurred by visitors to arrive and return from the tourist attraction. The travel costs include transportation costs, consumption costs, and other costs consisting of additional costs such as entrance tickets and the use of facilities on site.

The operational steps in determining the demand for capital are as follows: The first step is to estimate the number of visits per 1000 inhabitants from each particular area of origin. The next step is to calculate the cost of travel from a certain zone of origin. Furthermore, nature tourism's economic value is determined by the characteristics of visitors that affect the level of visits based on travel costs, distance, income, and the average number of people visiting per year.

Quantitative analysis with multiple regression capital is used to determine the effect of travel costs, distance, income, and average person visits per year. The regression results between the number of visits (Y) and the independent variable produce a visit request model, which is then used as an equation to generate consumer surplus-value.

## **The Economic Value of Batu Capeu Beach Tourism**

The regression results between the number of visits (Y) with the free variable of travel costs (X) resulted in a visit demand model, then the model was used as an equation to produce a consumer surplus value. The equation can be seen in the equation below:

$$Y = 3.089 + 0.00007029 X$$

Furthermore, this equation is used to generate consumer surplus value as economic value. To generate consumer surplus value per individual per year, the upper bounded integral of Rp. 25,000

(other costs) is used as  $P^1$  and the lowest cost is Rp. 5,000,- (transportation costs) as  $P^0$ . Meanwhile, to calculate the value of consumer surplus, the following equation was used:

$$\int_{5.000}^{25.000} (3,089 + 0,00007029p) dp$$

The calculation results show that the consumer surplus value per individual per year is Rp. 138,358.69,179,- per individual per one visit. Visitors who come to the Batu Capeu Beach location are 2 visitors per visit, while the regional economic value is obtained by multiplying the value of the consumer surplus by the average annual visit. The economic value is IDR 50,362,494, - per year. Visitors encountered at this Tourist Attraction came from three different zones, namely Kudamati, Bentas (Benteng), and Air Salobar. The Batu Capeu beach tourist location has not been managed yet based on real conditions. Therefore, this area that has tourism potential seems neglected. Moreover, there are illegal lodgings that can relatively affect tourist visits. The total economic value that has been projected on the tourist attraction of Batu Capeu beach is in the range of Rp. 50,000,000,- per year. These results can be used as input for the regions, the private sector, and self-help for the development of the intended tourist attraction.

### **The Economic Value of Batu Lubang Beach Tourism**

The result of a simple regression model between the independent variable (X), the cost of travel to the dependent variable (Y), and the number of visits obtain an equation to produce a consumer surplus value. It can be seen in the equation:  **$Y = 4.263 - 0.00005987$**

Furthermore, this equation generates consumer surplus value as economic value. A bounded integral is used with the top or highest value of Rp. 35,000,- (consumption costs) as  $P^1$  and the lowest cost of Rp. 5,000,- (consumption costs and others) as  $P^0$  To generate consumer surplus value per individual per year. Meanwhile, to calculate the value of consumer surplus, the following equation is used:

$$\int_{5.000}^{35.000} (4,263 - 0,00005987p) dp$$

Based on the calculation results, the consumer surplus value per individual per year is Rp. 56,046, - or Rp. 9,341 per individual per one visit. Visitors who come to the Batu Lubang Beach location are an average of 6 visitors per visit. Meanwhile, the regional economic value is obtained by multiplying the consumer surplus value against the average annual visit so that the total economic value is IDR 81,602,976 per year. Visitors to this tourist area come from five different zones, namely Passo, Lateri, Kudamati, Bentas (Fort), and Air Salobar.

Batu Lubang tourist location has the management not yet structured. According to the observations of researchers at this tourist location, there is no determination of ODTW entrance fees in the form of admission tickets or proof of visit files. When visitors visit this place, a guard acts as a site cleaner who lives around the location in question. This guard will ask for a voluntary entry fee from visitors, and visitors will pay according to their willingness and desire.

With the calculation of the total economic value as described previously and with an estimated value that can be obtained as an annual profit of eighty million rupiahs, this tourist attraction is feasible to develop its management with the addition of basic facilities such as toilets, trash bins or a hut or

gazebo for resting places. Moreover, Batu Lubang beach is very strategic for sunset panorama connoisseurs who will also be pampered with the artistic caves that characterize this location, and if in the future, a restaurant concept with natural nuances can be designed, it will increase the economic value of this tourist attraction.

### The Economic Value of Waititei Beach Tourism

The regression results between the number of visits (Y) and the independent variable travel costs (X) produce a visit demand model as an equation to produce a consumer surplus-value, namely:  $Y = 3.452 - 0.00004869X$

Furthermore, this value generates consumer surplus value as an economic value from the equation. The upper-bounded integral of Rp 25,000- (other costs) is used as P<sup>1</sup>, and the lowest cost is Rp 10,000- (other costs) as P<sup>0</sup> to generate consumer surplus value per individual per year. Meanwhile, to calculate the value of consumer surplus, the following equation is used:

$$\int_{10.000}^{25.000} (3,452 - 0,00004869p) dp$$

Based on the calculation results, the consumer surplus value per individual per year is Rp. 26,217.75 or Rp. 4,369.63 per individual per one visit. Visitors who come to the Waititei Beach location are an average of 4 visitors per visit. The regional economic value is obtained by multiplying the consumer surplus value by the average annual visit. Therefore, the total economic value of the Waititei beach is Rp. 25,903,137- per year. Visitors encountered during this research came from five different zones, namely Kudamati, Benteng, Air Salobar, Latuhalat, and Galala. Waititei Beach offers a variety of tourist activities that can satisfy its visitors, such as a place to swim, a place to fish, or a place to relax, enjoying a panoramic view of the *sunset* and the beautiful Ambon bay. Moreover, this beach is a place for international activities, namely the finishing place for shipping ships originating from Darwin, Australia. Also, the Waititei beach is a location for the Ambon Bay Party celebrations in the form of the *Manggurebe Boat* (boat rowing competition). In the future, Waititei Beach visitors expect the development of basic facilities such as toilets and trash cans, and add open seats on the edge of the beach.

### The Economic Value of Pintu Kota Beach

The consumer surplus value obtained is according to a simple regression of the X variable or travel costs on the Y variable or the number of visits. It results in an equation model that can be seen as follows:  $Y = 3.661 - 0.00004158X$

Furthermore, the equation is used to generate consumer surplus value as a reference for the total economic value of Pintu Kota beach. The upper-bounded integral of IDR 35,000 (consumption costs) is used as P<sup>1</sup>, and the lowest cost is IDR 10,000 (transportation costs and others) as P<sup>0</sup>. To produce the consumer surplus value per individual per year. Meanwhile, the following equation is used to calculate the value of consumer surplus:

$$\int_{10.000}^{35.000} (3,661 - 0,00004158p) dp$$

From the calculation results, the consumer surplus value per individual per year is Rp. 44,747.50 or Rp. 7,457.92 - per individual per one visit. Visitors who come to this Pintu Kota Beach location are an average of 4 visitors per visit. The area's economic value is obtained by multiplying the value of the consumer surplus by the average annual visit so that the total economic value is Rp. 69,806,100 per year.

Visitors encountered at this tourist attraction are classified according to seven zones: Kudamati, Poka, Benteng, Galala, Passo, Air Salobar, and Amahusu. The management of Pintu Kota is quite good, although it is still managed independently by the group, in this case, the family that owns the land where this tourist location is located. According to information from the management, the management has a loan from the bank to renovate and construct various supporting facilities for tourism activities on the Pintu Kota beach. The construction of several inns proves it as a place to rest and even a place to stay for visitors if visitors want to enjoy the night aura of the Pintu Kota accompanied by the beautiful moonlight.

The addition of various supporting facilities for tourism activities on Pintu Kota beach will certainly add to the economic value of this place. The estimated total economic value by the numerical approach method is in the range of sixty-nine million rupiahs per year. Then, it is very feasible to be further developed in the future, especially when Pintu Kota has a natural coral phenomenon in the form of a Pintu (door) as its name implies and is well known at the global level.

### **Economic Value of Felawatu Beach**

A simple regression model to calculate the visit demand function at the Felawatu beach location, as described, obtain an equation to produce consumer surplus value. The equation can be seen as follows:  $Y = 1.230 + 0.00002655p$

This equation is used to generate consumer surplus value as economic value. The highest bounded integral of Rp 28.000- (consumption costs) is used as  $P^1$ , and the lowest cost is Rp. 10,000 (other costs) as  $P^0$  to produce the consumer surplus value per individual per year. Meanwhile, the following equation is used to calculate the value of consumer surplus:

$$\int_{10.000}^{28.000} (1,230 + 0,00002655p) dp$$

From the calculation results, the consumer surplus value per individual per year is Rp. 70.210.20 or Rp. 35.105.10 per individual per one visit. Visitors who come to the location of Felawatu Beach are an average of 2 visitors per visit, and the economic value of the area is obtained by multiplying the value of consumer surplus by the average visit each year, so that a total economic value of Rp. 29,207,443,- per year is obtained.

The classification of visitors to this tourist attraction was found in five different zones, namely 2 people from Kudamati, 2 people from Benteng, 2 people from Passo, 1 person from Waihaong, and 1 person from Talake. According to information from the manager and the community around the Felawatu tourist site, generally, the visitors' activities at this tourist location are mostly meeting, celebrating, or worshiping activities. This information is also corroborated by direct observations of researchers, where Felawatu tourism entrance is often closed. This tourist attraction will be opened if there are visitors who have made a reservation in advance.

### **The Economic Value of Santai Beach**

The equation formula, according to the results of a simple regression carried out between the independent variable (X) the cost of travel to the dependent variable (Y) the number of visits, can be seen in the following equation:  $Y = 3.430 - 0.00004170X$

The above equation determines the value of consumer surplus as economic value. The upper-bounded integral of IDR 35,000 (consumption costs) is used as  $P^1$ , and the lowest cost is IDR 9,600 (other

costs) as  $P^0$  to produce the consumer surplus value per individual per year. Meanwhile, to calculate the value of consumer surplus, the following equation is used:

$$\int_{9.600}^{35.000} (3,430 - 0,00004170p) dp$$

The calculation results show that the consumer surplus value per individual per year is Rp. 38,837.50 or Rp. 9,709.38 per individual per one visit. Visitors who come to this Santai Beach location are an average of 4 visitors per visit. The regional economic value is obtained by multiplying the consumer surplus value by the average annual visit and obtaining a total economic value of Rp. 60,586.500, - per year.

The area of origin for visitors who visit this Santai Beach tourist attraction is the Mangga Dua area, Kudamati area, Passo area, Benteng area, Air Salobar area, Galala area, and Poka, and Kayu Putih area. This relaxing tourist attraction offers many tourist activities, starting from swimming supported by a wave barrier, sunbathing on white sand, snorkeling, relaxing with a wide blue ocean landscape dinner, and if there is a desire to spend the night, several lodging rooms have been provided with a range of prices. Rp.200,000, - up to Rp. 500.000, -

### **The Economic Value of Namalatu Beach**

Simple regression analysis applied between the dependent variable, the number of visits (Y), and the independent variable travel costs (X) resulted in a visit demand model. Then, the model was used as an equation to produce a consumer surplus value. The equation can be seen in the equation:  $Y = 6.099 - 0.00004164x$ .

Furthermore, this equation generates consumer surplus value as economic value. An integral is used with an upper limit of Rp to generate consumer surplus value per individual per year. 25,000, - (consumption costs) as  $P^1$  and the lowest cost of Rp. 7,000, - (other costs) as  $P^0$ . Meanwhile, to calculate the value of consumer surplus, the following equation is used:

$$\int_{7.000}^{25.000} (6,099 + 0,00004164p) dp$$

The calculation results show that the consumer surplus value per individual per year is Rp.85,797.36 or Rp. 28,599.12 per individual per one visit. Visitors who come to the location of Namalatu Beach are an average of 3 visitors per visit. Meanwhile, the regional economic value is obtained by multiplying the consumer surplus value by the average annual visit. Therefore, the economic value of Rp. 133,843,881 is obtained per year.

The zones of origin of visitors found in this ODTW are classified into nine different zones, namely Lateri, Galala, Kudamati, Benteng, Gunung Nona, Talake, Batu Gantung, Air Salobar and Mangga Dua. The offer of tourist activities available on Namalatu Beach is similar to tourist sites on Santai Beach. The difference between these two tourist sites is on the management side. The Namalatu Beach tourist location is managed directly by the Maluku Provincial Tourism Office with the community's help around the location, while the Santai Beach tourist location is managed privately.

Supporting facilities for tourism activities on this beach is considered quite satisfying for visitors. It is just a matter of how there is an upgraded or updated improvement of the supporting facilities. The total economic value obtained in this study can be used as a reference for tourist attraction managers to add various modern tourism supporting facilities. It will certainly stimulate or encourage a significant increase in total economic value.

### **The Economic Value of Sumber Jaya Beach**

The regression results between the travel cost variable (X) and the number of visits variable (Y) have resulted in a visit request model described in Appendix 1.8. Then the model is used as an equation to produce a consumer surplus value. The equation can be seen in the equation below:  $Y = -0.362 + 0.00003478$

Furthermore, this equation generates consumer surplus value as economic value. An integral is used with an upper limit of Rp to produce the consumer surplus value per individual per year. 25,000,- (consumption costs) as P<sup>1</sup> and a lower cost limit of Rp. 10,000, - (other costs) as P<sup>0</sup>. Meanwhile, to calculate the value of consumer surplus, the following equation is used:

$$\int_{10.000}^{25.000} (-0,362 + 0,00003478p) dp$$

From the calculation results, the consumer surplus value per individual per year is Rp. 12,545.50 or Rp. 6,272.75 per individual per one visit. Visitors who come to the location of Sumber Jaya Beach are an average of 2 visitors per visit. The regional economic value is obtained by multiplying the consumer surplus value by the average annual visit. Therefore, the economic value obtained is Rp. 8,480,758 - per year.

Visitors found at this location and can be used as research respondents are divided into six zones: Kudamati, Amahusu, Air Salobar, Wainitu, Waihaong, and Mangga Dua. According to the results of interviews obtained, in general, visitors to this location carry out swimming tourism activities because they are supported by artificial seawater pools surrounded by seawater, photography activities, and fishing activities, because there are boats that can be rented for Rp. 10,000, - one-time use.

### **Economic Value of Tanjung Batu Konde Beach**

The regression results between the variable number of visits (Y) and the variable cost of travel (X) produce a visit demand model. Then, the model is used as an equation to produce a consumer surplus value. The equation can be seen in the equation below:  $Y = 5.953 + 0.000$

Furthermore, this equation was used to generate consumer surplus value as an economic value. The upper-bounded integral of Rp. 25,000- (consumption costs) is used as P<sup>1</sup> and the lowest cost is Rp. 10,000- (other costs) as P<sup>0</sup> to produce the consumer surplus value per individual per year. Meanwhile, to calculate the value of consumer surplus, the following equation is used:

$$\int_{10.000}^{25.000} (5,935 + 0,000p) dp$$

The calculation results show that the consumer surplus value per individual per year is Rp. 208,355,- or Rp. 41,671- per individual per one visit. Visitors who come to the Tanjung Batu Konde Beach location are an average of 5 visitors per visit. The regional economic value is obtained by multiplying the consumer surplus value by the average annual visit. Therefore, the economic value of Rp 352,033,800 per year is obtained.

Visitors met when this research was conducted at the Tanjung Batu Konde tourist location, divided into several zones, namely Kudamati, Amahusu, Air Salobar, Galala, Poka, and Benteng. Respondents who are visitors to this tourist location inform their purpose of traveling to this place: enjoy the natural beauty, enjoy *sunsets*, relax, fish, and more. However, at this tourist location, visitors cannot do swimming activities. It is not supported because the ecological structure of the beach is filled with sharp corals.

Traveling to Tanjung Batu Konde or another name Tanjung Latuhalat offers different tastes and tastes for tourism lovers who are looking for tranquility accompanied by coolness. It is due to the natural nuances offered at the location. It is different from other tourist spots. At this location, the option to swim is not possible, so the presence of crowded, bustling, congested, and full-view conditions is also relatively almost non-existent. Traveling to a tourist attraction is one of the contemporary tourism options, namely a tour that can release boredom after the body, mind, and soul have worked hard by sitting under the shady palm trees and accompanied by coconut water to quench the thirst. Consequently, comfort is a guarantee that visitors will enjoy it. If the visitors want to feel the sincere gust of the west wind, having little guts to stand on the edge of the rock, precisely on the mythical rock of Batu Konde, spread their hands wide, close their eyes, and turn their faces towards the sky. The visitors will feel and enjoy this object. Tanjung Batu Konde also offers historical tourism, classified as cultural tourism. Historical tours can be found at this location, namely the history of Konde stones and the history of giant footprints. In order to be clearer and more accurate, stories can only be obtained from residents or the people of Latuhalat *Negeri*.

The offers of tourist attraction objects and the structure of natural functions in Tanjung Batu Konde are very supportive for managing this tourist location so that it can be more developed. The management of tourist attractions in this location has not developed and is well structured because supporting facilities look dull and not well maintained. It urgently needs to be addressed. The projection of the total economic value obtained based on the results of calculations on the willingness of visitors to spend at this tourist location is greater than in other tourist locations. The total economic value obtained from the Tanjung Batu Konde location is three hundred and fifty million rupiahs, so it is very important. It is very feasible if the location becomes a priority for developing tourism potential in Ambon City.

The summary of the regression results between the number of visits variable (Y) and the travel cost variable (X) of the entire research object location to produce a visit demand model, which will be used as an equation to generate consumer surplus values can be seen in the table 4 below.

**Table 4. Regression Equations**

Location	A	$\beta$
Batu Capeu	3,089	0,00007029
Batu Lubang	4,263	-0,00005987
Pantai Waititei	3,452	-0,00004869
Pintu Kota	3,661	-0,00004158
Felawatu	1,230	0,00002655
Pantai Santai	3,430	-0,00004170
Pantai Namalatu	6,099	-0,00004164
Sumber Jaya	-0,362	0,00003478
Tanjung Batu Konde	5,953	0,000

The data on the calculation of consumer surplus that was obtained from The Total Economic Value of each tourist attraction on the Nusaniwe Peninsula. For clarity, it has been summarized in the following table 5.

**Table 5. Consumer Surplus And Total Economic Value Of Each Beach Tourism**

Tourist Location	Consumer Surplus (Rp)	The Total Economic Value (Rp)
Pantai Batu Capeu	138.358,50	50.362.494,00



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Pantai Batu Lubang	56.046,00	81.602.976,00
Pantai Waititei	26.217,75	25.903.137,00
Pantai Pintu Kota	44.747,50	69.806.100,00
Pantai Felawatu	70.210,20	29.207.443,00
Pantai Santai	38.837,50	60.586.500,00
Pantai Namalatu	85.797,36	133.843.881,60
Pantai Sumber Jaya	12.545,50	8.480.758,00
Pantai Tanjung Batu Konde	208.355,00	352.033.800,00

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The summary of the data above explains that the highest Consumer Surplus Value is in Tanjung Batu Konde Beach, which is Rp.208,355.00. Based on the data obtained, it turns out that the furthest visitors came from Poka. It indicates that visitors to remote locations are willing to pay more to get to this tourist attraction location. In addition, the low entrance fee and the offer of comfort and beauty of tourist sites can be the main trigger for visitors to want to come to this location. In line with the opinion conveyed by Samuelson and Nordhaus *in* Susilowati (1990) that consumer surplus reflects the benefits derived from being able to buy all units of goods at a lower price level. Likewise, Fahridin (2001) concept, with high consumer surplus costs, managers can set or increase entrance ticket rates. Therefore, these costs can be used to meet the needs of the ODTW.

In addition to the high Consumer Surplus Value at Tanjung Batu Konde Beach, it turns out that this tourist attraction is also able to provide a high Total Economic Value compared to other tourist locations where this research was carried out which is Rp. 352,033,800.00. Following the description described in section 5.3.8 regarding the economic value of the Tanjung Batu Konde beach, it is necessary to take these tourist attraction development plans seriously in the future. Development planning can be carried out by the government, private sector, or in the form of self-help groups.

## **Social and Economic Relationship of Peninsular Communities with Tourist Object Locations**

### ***Characteristics of Respondents on the Nusaniwe Peninsula***

Community respondents' characteristics observed consisted of age, education level, income, and some dependents in the family. These characteristics are directly related to tourism activities and their influence on tourism activities. The age distribution is more dominant at 17-35 years or 70% of the total number of selected community respondents. According to Rahman et al., (2020), the age factor is a factor that influences a person's attitude towards existing social activities. Those from the upper-middle age group (17-55 years) with stronger moral attachment to values and norms tend to participate more than those from other age groups. Following the conditions in the field, the number of people who participate in the use of tourist attractions is higher than the age above 55 years.

The education level of community respondents directly related to ecotourism locations on the Nusaniwe peninsula is at the level of high school education as many as 18 respondents or 60%. According to research by Fenanlampir et al. (2021), the low level of education has caused people to not compete in channeling their expertise outside the region and try their luck in various activities. Therefore, it will rely on the fate of its regional resources. Meanwhile, based on the results in the field, it was found that a person's level of education did not affect a person's participation in the use of tourist attractions to increase the family's economic income.

Income can also influence a person in carrying out their economic activities. It means that if the level of income obtained from the tourist attraction location is high, it will affect public participation in the location of the tourist attraction itself. Work also influences a person to participate in the management of ecotourism areas. According to the study results, it was found that 19 respondents, or 63% of the people in tourist attraction locations, were actively involved in carrying out economic activities as entrepreneurs.

The sample of community respondents in this study was taken as many as 30 respondents divided proportionally into three main locations, namely 10 respondents for Amahusu *negeri*, 10 respondents for Nusaniwe *Negeri*, and 10 respondents for Latuhalat *negeri*. The details related to the characteristics of community respondents at the research location can be seen in the table 6 below

**Table 6. Characteristics of Respondents In The Nusaniwe Peninsula Community**

Parameter	Criteria	Total	Percentage (%)
Age	a. 17 – 35 years	21	70
	b. 36 – 55 years	7	23
	c. > 56 years	2	7
Education	a. elementary school	-	-
	b. junior high school	4	13
	c. senior high school	18	60
	d. College school	8	27
Occupation	a. civil servants	1	3
	b. Entrepreneur	19	63
	c. Others	10	33

### **Community Perceptions**

According to the results of interviews about the development of ecotourism potential in the Nusaniwe peninsula, public perceptions need to be shaped in terms of area utilization adapted to ecotourism principles so that people can benefit the continuation. Because people on the Nusaniwe peninsula also take advantage of tourist attraction for economic improvement. Regarding public perception, this research is divided into three parts, namely:

1. Perception of knowledge related to tourist attraction; People's perceptions according to age, education and occupation levels can be described, that most people already know the tourism potentials that exist on the Nusaniwe peninsula including nature tourism, community cultural history tourism and seasonal tourism.
2. Perceptions related to people's attitudes; The people of the Nusaniwe peninsula are very supportive and pay great attention to developing the tourism potential of the Nusaniwe peninsula. This is because the Nusaniwe peninsula, especially the Amahusu *negeri*, the Nusaniwe *negeri*, the Seilale *negeri*, and the Latuhalat *negeri* are rich in tourism potential, both natural tourism and cultural history tourism, which should be developed so that they do not disappear over time. Therefore, the improvement of the concept of people's thinking in general has begun to be applied in order to be able to maintain attitudes and behaviors that are able to create safe, comfortable, and conducive conditions for visitors who want to come for tours.
3. Perceptions related to public opinion; The development of ecotourism on the Nusaniwe peninsula also involves the community in a participatory manner in the utilization of ODTW locations. This is evidenced by various forms of community involvement in the form of transportation services, food stalls, tour guides (diving) and rental facilities, which are carried

out to increase people's income. This explains that public opinion based on three criteria (age, education and occupation) supports the development of ecotourism on the Nusaniwe peninsula. Thus, if the peninsula area is developed as ecotourism, more tourists will come to visit, it will also increase people's income by not neglecting the preservation of the natural environment (ecology).

Local communities as an integral part of the area have the potential to participate, both as subjects directly related to the development of tourist objects and as objects of cultural attraction, which is one of the motivations of tourists to visit tourist objects. According to Sumahadi (1998), community participation in ecotourism as one of the activities of sustainable use of natural resources is largely determined by the extent to which the level of economic benefits that can be directly felt by the community, especially around ecotourism areas.

Ecotourism is a tourism activity that is able to increase the financial capacity of conservation areas as a capital for conservation activities, increase job opportunities for communities around ecotourism areas, and increase public awareness of the importance of nature conservation efforts. The participation shown by the people on the Nusaniwe peninsula is in the form of energy participation, as well as community activity shown in the use of tourist attraction.

## **CONCLUSION**

Based on the results of the analysis and discussion in the previous chapter, it can be concluded as follows: 1) Tourism potential on the Nusaniwe Peninsula is divided into two. Some have been identified, and some have not been identified, namely for the Amahusu *negeri* with the potential for beach tourism, namely Batu Capeu Batu Lubang Beach, Waititei Beach, and White Sand Beach. The community also has historical and cultural tourism potential, namely the Hasu Well, Dolmen (Batumeja), and historical heritage objects in Parang, Salawaku, and Tahuri (skin/big beans), which are 600 years old. In addition to this potential, the potential for agrotourism can be developed. The Nusaniwe *negeri* has agrotourism potential. The natural tourism potentials are Pintu Kota Beach, Felawatu Beach, Bethesda Beach, and the natural panorama of Mount Dua, Lapoci, and Laponot Waterfall. Seilale *negeri* has tourism potential of Seilale marine park. The last *negeri* is the land of Latuhalat with tourism potential of Santai Beach, Namalatu Beach, Sumber Jaya Beach and Tanjung Batu Konde Beach. Meanwhile, seasonal tourism is the Harvest Laor culture. Furthermore, there is also the community's historical and cultural tourism potential, namely Batu bicara and the Baduri Bamboo Clump. 2) The highest consumer surplus value was at Tanjung Batu Konde Beach, which was Rp. 208.355.00, and the lowest was at Sumber Jaya Beach, which was Rp. 12,545.50. The highest total economic value is in Tanjung Batu Konde, which is Rp. 352,033,800.00, and the lowest is also on Sumber Jaya Beach, which is Rp. 8,480,758.00. 3) In general, the Nusaniwe Peninsula visitors are dominated by young people with ages ranging from 17-35 years, dominated by the male gender according to the concept of identity and adventure, with an average education level of high school.

The conclusions that have been described give rise to several suggestions as follows: 1) The overall potential of tourist objection in the Nusaniwe Peninsula is an invaluable asset. Therefore, there is a need for coordination between *stakeholders* for conservation and utilization to improve the community's economy and the region. 2) The highest total economic value is on Tanjung Batu Konde Beach. Consequently, it is highly expected that the attention of the government and the private sector for the development of this tourist attraction, such as the addition of toilets/bathrooms, gazebos, or others.

The lowest total economic value is at Sumber Jaya Beach. The natural tourism potential offered by this beach is very promising because it is supported by the availability of a seawater swimming pool. For this reason, it is hoped that the owner will carry out maintenance and add several supporting facilities such as parking lots and repairing entrances and toilets so that they can be re-operated. It is hoped that the government or the private sector will add facilities, such as providing a playground to attract tourists from all walks of life who visit ODTW on the Nusaniwe Peninsula.

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