

DEVELOPMENT STRATEGY OF ECOTOURISM IN NATURAL RESERVATION AREA OF ARFAK IN MOKWAM VILLAGE AND ITS SURROUNDING

Alfa Ahoren

Tourism Management Studies Program

alfaaahoren@gmail.com

ABSTRACT

Ecotourism as a form of responsible tour to natural areas should be conducted with the aim to conserve the environment and to also preserve the life and the welfare of the local population. This research conducted in the conservation area of the mountains of Arfak inside at Mokwam, Kwaw, and Syou village, Warmare district, Manokwari Regency, has the purposes to know the ecotourism potential, Mokwam society's attitude towards the ecotourism development and their strategy in conserving areas of Arfak mountains at Mokwam village and its surrounding. The advantage is to expand the development of ecotourism at CAPA area and as an alternative to protect the environment and the culture of local population towards the exploitation in order to remain sustainable. The research method used qualitative methods. This method was used to get the data or qualitative description of CAPA area. The data analysis technique used descriptive-qualitative and SWOT analysis. The results were there were good potential tourism attractions, accommodations, facilities, accessibility and additional services. The attitude of the local people in CAPA area now is in the phase of euphoria in supporting the development of ecotourism. The strategies that could be used through the programs are product development planning of ecotourism, structuring the organization and the management of CAPA area, and marketing of ecotourism product.

Keywords: Strategy, Development, Ecotourism, The Mountains of Arfak, Mokwam Village and its surrounding.

I. INTRODUCTION

Arfak Mountains CA area has a variety of ecosystems that represent the land of Papua because inhabited by wildlife (wildlife), such as various types of Bird-wing butterflies (Ornithoptera spp.), which has become International butterfly collector game. In the region there are 110 species of mammals with 44 species have been recorded, 320 species of birds, of which 5 (five) of them is endemic in the Arfak Mountains area such as, bird-arfak (*Astrapia nigra*), the Western parotia (*parotia sefilata*), cendrawasi rattan side and namdur plain

(*Amblyornis inornatus*), natural resources Conservation District of Manokwari (2016). The traditional life of the community is filled by the activity of the customs, cultures of horticulture, customs and values that serve as the local wisdom in the area of conservation of Arfak Mountain nature reserve.

Declining population levels and endemic wildlife in the surrounding villages and Mokwam can become a threat to the sustainability of the forest for future generations. Based on potentialities of biodiversity and unique biological resources, natural beauty, community activities and local wisdom values belonging to the area surrounding Mokwam can be used as tourist destinations of interest special districts or provinces that will be made of the tourist nature, education, and research as well as restore the Arfak Mountains CA in accordance with the primary function of the allocation as conservation area reserves, then this area is very potential to be developed into areas of specific interest-based education, and research as a part of ecotourism.

The international ecotourism community or TIES (The International International Ecotourism Society) (2000), defines ecotourism as a responsible natural tourism trip by conserving the environment and improving the welfare of local communities. Ecotourism can be seen from three perspectives, namely first, ecotourism as a product, both ecotourism as a market, ecotourism as a development approach. Furthermore, ecotourism as a product is an attraction based on the environment or natural resources.

Based on the report data excursions (2016) in Mokwam and the surrounding area began experiencing an increase in the past five years reached 100 persons domestic and foreign tourists who visit the Area Mokwam and surrounding areas. Tourists from America, Europe, Australia, China, Africa, Brazil, India, Japan and other countries with the aim to do birdwatching, climbing and see traditional activities community.

A number of potential developed in efforts undertaken by private institutions and society have not gone well, one of the causes of the increase in the number of visits that is not significant is accessibility and infrastructure, whereas the progress of tourism in the region with regard to the readiness of infrastructure, human resource constraints, lack of promotion is done, the lack of involvement of the Government and the community in the development of tourism in the District of Manokwari, (BPS, 2016). Viewed from the phenomena, then this important research was conducted to identify the potential and tourist attractions with principles of ecotourism and the efforts made in developing the area of CAPA as Ecotourism in the Arfak Mountains and can be evolved on an ongoing basis and provide significant benefits towards the level of the economy, Social Affairs, culture and environment of the community in the Arfak Mountains.

This research aims to know the potential that exists the attitude of the community towards the development of ecotourism and strategy the development of ecotourism in the area of the nature reserve Arfak mountains in the village of Mokwam and surrounding areas. This research study is expected to be a reference in the writing strategy of the development of ecotourism and apply the theory nor the concept of ecotourism, as well as add to the experience in conducting a scientific study that more creative as well as can be used as a reference in the field of literature and science in tourism development in tourist destinations, and also for the development of the study of ecotourism at Bali's tourism International high

school. Manokwari Regency Government for IE as one alternative in overcoming of exploitation against ecosystem flora and fauna by making as one of the tourist income that can improve the Conservation District Manokwari to improve local government and foreign exchange as part of the development of ecotourism in the Arfak Mountains nature reserve region in improving the welfare of the community in building a wide range of alternative product is an ecotourism later utilized by the community either directly or indirectly. With the development of conservation in the area of the nature reserve of the mountains of Arfak community got knowledge in the development of ecotourism, and can increase the visits of tourists in the region of the mountains of Arfak nature reserve

II. A REVIEW OF THE LITERATURE

Strategy

Rangkuti (2015), explained that the strategy is a tool to achieve a goal. In a related development, the concept of strategy continues to evolve. This can be shown by the existence of the concept of different strategy during the last 30 years. According to Chandler (1862) in Rangkuti (2015) explained that the strategy is a tool to achieve the objectives of the company in kaitanya with long-term goals, the follow-up program, as well as the priority of resource allocation.

Tourism

Sunaryo (2013), explains that in law No. 10 the year of 2009, the overall scope of tourism activities is the wide range of tourist activities and is supported by a wide range of facilities and services provided by the public, employers, the Government and the Government of Area. Walking destinations according to the evolutionary cycle which consists of the stages of introduction (introduction), growth (growth), pendewasaan (maturity), decrease (decline), and rejuvenation (rejuvenation). The main purpose of the use of the life-cycle model of destinations (destination lifecycle model) is as a tool for understanding the evolution of the product is tourism and destination. In relation to the evolution of society's attitude towards tourists, Doxey (1976) has developed a framework of theories called iridex (irritation index). Irdex model of Doxey described the changes the attitude of local people toward travelers is linear. The attitude of the early positive change is becoming increasingly negative along with the increase of the number of travelers ranging from euphoria, irritation, annoyance apathy and antagonism.

Euphoria

The arrival of tourists is received well, with plenty of hope. This occurred in initial phases of development of tourism in a tourist destination, as the destination area generally does not have any planning.

Apathy

The community receives the travelers as something that goes without saying, and the relationship between society and the commercial relationship is dominated by tourists. Planning done on a tourist destination on this phase generally emphasizes on the aspects of marketing.

Annoyance

Saturation point is already almost achieved, and the community has begun to feel disturbed by the presence of tourists. Planning is generally trying to improve infrastructure and facilities, but there has been no attempt at limiting growth.

Antagonism

The public has openly pointed out no harm, and saw the tourists as the source of the problem. In this phase, the new planner recognizes the importance of the overall planner.

Ecotourism

The International Ecotourism Society (2002), ecotourism is a form of responsible travel tours naturally done with the goal of preserving the environment and conserve the life and well-being of the local population. According to Damanik and Weber (2006:40-42) characteristics of ecotourism need to be understood clearly planning to help in responding to the request of the tourists with the way grow the right product is (appropriate). The knowledge about the characteristics of the product is also very important that the service providers can better optimize resource utilization jelly ecotourism with the level of sustainability.

The Principles Of Ecotourism

According to the ecotourism criteria formulation may in 1996 is as follows (Dalem et al. 2006 in anonymous, 1997): (1) have a caring, responsibility and commitment to environmental sustainability; (2) Development must be based on the deliberation and approval of the local community; (3) Provide benefits to local communities; (4) sensitive and respectful of the values of the socio-cultural and religious tradition that embraced the local community, and (5) pay attention to legislation in the field of the environment and tourism.

III RESEARCH METHODS

This research is located in the village of Mokwam, Kwaw Syou, district, and Warmare, in the District of Manokwari, West Papua Province. The area surrounding Mokwam residing on the territory of bird's head (Vogelkoop) that is included in one of the areas of the nature reserve of the mountains of Arfak in Papua Province. The area surrounding Mokwam located approximately 48 kilometers from Manokwari Regency. This research was conducted for a period of approximately 6 months from the period February-July 2016. The focus of this research study examines the operational basis of tourism potential in the village and surrounding areas, Mokwam attitudes Mokwam and surrounding towards the development of ecotourism and strategy for the development of ecotourism in Mountainous nature reserve area Arfak (CAPA) and analyze in descriptive statistics by using SWOT analysis to determine the approach to the formulation of strategies used in the development of Ecotourism in the area of CAPA. The types of data that are used in collecting data in this study i.e. data qualitative and quantitative data.

Data sources used can be categorized into a primary data and secondary data sources. in accordance with the type of qualitative research and theory choice are taken in this research, then the collected data tend to be descriptive and not as the tabulator in this type of quantitative research. data collection techniques used in this research study that is in direct observation, in-depth interviews, and documentation study. This study uses a fourth technique is to dig the data needs in the field, in accordance with the scope of the problem and research objectives. SWOT analysis techniques as tools that white to formulate concept and strategy recommendations for the development of Ecotourism in the Arfak Mountains nature reserve Comrades in the village of Mokwam and surrounding areas.

III. RESULTS AND DISCUSSION

Identification The Potential Of Ecotourism

Based on the results of the study, the potential possessed by the area surrounding Mokwam can be developed into a tourist attraction and potential of, among others:

1. *Attraction*

Natural tourist attractions in this study are all things that have appeal, visible, tangible, and can be seen directly.

Natural attractions:

- a) As CAPA conservation area inhabited by a large number of mammals, birds, and various species of plants in the head of a bird that has a fairly high rainfall, with the dominance of the closure of land vegetation is a tropical rainforest.
- b) There are 2,770 types of interesting types of orchids and the most beautiful which is endemic i.e. Rorarendum, Giant Bananas, and Flame Of Irian (*Mucuna novaeguinea*) is colored black and Red blushes typical is a rare species in the world.
- c) There is a type of butterfly wings-birds (*Ornithoptera* spp.) which became the hunted International Butterfly collector. Butterfly wings-birds (*Ornithoptera arfakensis*, o. rohchildi) that most attracted the attention of researchers travel to the CAPA.
- d) There are 110 species of mammals with 44 species have been recorded, 320 species of birds, of which 5 (five) of them is endemic in the region of the mountains of Arfak-Tambrau such as, bird-Arfak (*Astrapia nigra*), the Western Parotia (*Parotia sefilata*), and the Namdur plain (*Amblyornis inornatus*).

Cultural Attractions:

- a) Community Arfak still belongs to the agrarian culture where farming as one of the subunsur system gives the pattern of livelihood to the other elements of other cultures.
- b) House is the shelter community arfak in educating children, activities and festivities. Originally the House was built in NGOs still maintains the local architecture, known as the home of "Millipede". House of a thousand feet or Mod Aki Aksa or Igkojei in traditional architecture has only two in the front and back doors without Windows as air vents with home construction stage which is a form of community Arfak adaptations on the environment and geography.
- c) Mastery of the land in the village and its surroundings are at Mokwam klen-klen included in tribe Hatam Moile. The pattern is based on mastery of mastery of a right that has been owned by the parent based on the clan's hereditary.
- d) Subdivision of this area of forest in it, there is the concept of conservation society Arfak called with "Igya ser Hanjob", from the Hatam which literally means "we stand keeping the limit". This concept as a rule and a warning to the tribal community of Arfak big sub tribe of Hatam, Meyakh, Moile and Sougb. The community generally divides the Arfak divide area of forest zone (bigbebei = forest) into 3 (three) parts (Laksono, 2001), namely: a) Bahamti is

- the primary area of forest that is located higher than the village community. b) Nimahamti is the area of forest that is very moist and overgrown with MOSS well in the ground or in trees. c) is locality Susti secondary forest which had previously been used as an area of the garden that has been abandoned and has been growing trees into the forest again. d) Situmti is a former village of betatas, near the garden or home page, it can be characterized mainly grasses, planted vegetable commodity sold in markets such as leeks and celery.
- e) Local wisdom in the field of conservation, which includes five important areas with local provisions. Conservation area regulations (srat atoran mem iya ser hanjob)
 - f) Local knowledge community about useful plants are already known to be hereditary, and the people in the village of Mokwam and surroundings using a variety of plant species such as plants are woody, and not Woody.
 - g) Cultural norms and values that are owned by the community, manifested through rituals, dancing and crafts or clothes. Rituals, ceremonies of the indigenous is a form of expression of the community to express a sense of elation and a sense of sadness, not much is known except that dances war and pounded the ground.
 - h) Common Craft carried out by communities in villages and Mokwam surroundings dominated by handicrafts noken more done by women. Noken is cultural identity in Papua cultural elements. In human culture noken there are some aspects of value as the value of the philosophy of life, the value of the sociological, anthropological value and the value of life as well as the normative value of the inner psychological. Noken has been set as an attribute and cultural identity is not an object (intangible cultural heritage) by UNESCO in the year 2014, (Pekei, 2011).
 - i) Communities using signs derived from plants as a marker. For example, in the area of forest that is one of the prohibited conduct hunts and other activities that take any result or result in damage, the public gives the signs: a) Riyepa/igyok monga (rope noose), meaning that it should not ensnare Wildlife b) Nimaia bamboo is tied with rope, meaning that it should not be doing a scavenger hunt with a gun c) bamboo is cut and hung at the top, meaning offenders would get the rewards of life.

Man Made Tourist Attractions :

Birdwatching as one of the tourist attractions in the region to potential sangan Mokwam and surrounding areas. There are 10 cottages monitor birds at any place in order to provide ease of birdwatching for tourists to enjoy nature. Based on the results of interviews with some key figures of villagers Kwau, that community has realized that smart birds and bird-tourism can bring in revenues results from the management of the village homestay and bird observation huts, as well as tour guide service. In addition to Smart bird sights, bird of paradise bird and Vogelkoop Rattan Side, some of the natural attractions of means can be developed in the village of Kwau, Mokwam, and village Syou are: 1) the waterfall tourism times Ku (times hide) 2) mountain climbing Tours Ngoiti (mountain of the reeds) 3) Tours exploring tropical forests 4) agro-tourism, which gained the support of the Department of agriculture and animal husbandry District of Manokwari, camping in the middle of the forest and around the village.

2. *Amenities*

Facilities and infrastructure repair needed by tourists for a visit in the area in and surrounding Mokwam is the following: there is a homestay, built by the Forestry Agency of Manokwari and managed by villagers Mokwam and surrounding areas. Lodging rates for tours abroad is Rp. 250,000 night/person, in the land of Rp. 200,000, up to Rp 400,000, and guest service Rp. 100,000. In addition to the price of the lodging, also has set rates for guide Rp 250,000/day. Food and beverage service is provided by community-based on requests from tourists.

3. *Access*

Access to the village of Kwau, Mokwam, Syou and villages reachable only by road transport mode. A four-wheeled vehicle that can be used is a Hilux or ranger. That is because the road conditions and terrain are very heavy because it must pass through the steep cliffs, and frequent landslides in rainy season. From the town of Manokwari is 1.5 hours to 2 hours. Slippery road conditions one of the roads leading to the village of Mokwam and surrounding areas.

4. *Ancillary Services*

The village and its surrounding area have Mokwam Board information, a map of the area in the wake of tourism and Forestry (BKSDA), information and directions in the villages and Mokwam, Kwaw Syou. Kwau village, Mokwam, Syou village and currently have the means either to telephone communications network transmitter facility cellular or the internet. In the village of Kwau ever given assistance in the form of a single internet network. The internet facility was built through the village internet program or district of 2014. But the telecommunications facility is only the beginning of the installation alone can work properly, but it can not be used again because of an electrical source and the high cost of the pulses should be provided by the community in the village. In the framework of the preparation of kampung Kwau as a tourism, so early on, it needs to be constructed an adequate means of telecommunications and the development of means of micro hydropower base that allows the built over the River (the river of My time hidden) traverses the village.

Sikap Masyarakat Mokam dan sekitarnya terhadap Pengembangan Ekowisata

The tendency of attitudes in the region surrounding Mokwam towards ecotourism development plan in the area of the CAPA based on the results of the interviews can be obtained the attitude of villagers Mokwam and surrounding areas is currently in a phase of Euphoria. The attitude of Euphoria 2009 Pitana in Iridex according to the Model (1976) in which the arrival of tourists can be received well, with plenty of hope. This occurred in initial phases of development of tourism in a tourist destination, and the destination area generally does not have planning. Based on interviews with a recap of the people in villages and Mokwam, Kwaw Syou year 2017, it can be stated that the attitude of villagers Mokwa, Kwaw Syou, an average of the 20 respondents agree with the development of tourism environmentally friendly (ecotourism), hiking paths (tracking), conservation and education, facilities and public facilities, and accommodation. This is evidenced by the existence of the motivation to be a guide and would like to learn English and other languages.

Existing Condition of Ecotourism in the Village of Mokwam and Surroundings

Principles The Development Of Ecotourism

1. Sensitive and respects cultural social values and religious tradition of the local community

Community and neighboring Mokwam has local wisdom values called Igya Ser Hanjob which are the values and rules that there has been passed down through generations, which serve as a policy in protecting territorial boundaries and currently adopted as a policy of conservation in villages and Mokwam surroundings.

2. Have a caring, commitment, and responsibility towards the conservation of natural and cultural heritage

The balance of the land use in the surrounding villages and Mokwam by separating organic and inorganic shamah around the village. Yet the existence of non organic waste management in villages and Mokwam sekitarya so that the trash collecting societies usually organic to be brought to the place of waste management in the District of Manokwari. While the organic waste typically community uses fertilizer on crops. Efforts made by today's society that is by making the rules of local wisdom Igya Ser Hanjob as the legal umbrella in keeping forest area.

3. Provide interpretations that provide opportunity to tourists to enjoy nature and increase its love of nature

Ecotourism activities in the area of CAPA have involved the local community as a local guide, porter and the provider of homestay. The expertise of a professional tour guide is still very limited to where there are two people who have mastered foreign languages but there is 1 person who has expertise as a guide at the village of birdwatching Mokwam and surrounding areas. There are information boards such as map directions area information, attractions and rules in the area of Mokwam and surrounding areas, supporting facilities toilet in every home of the citizens but public toilets that are not yet adequate, availability of water sourced from the river and the mountains, and the electric power plant using water from the river and the generator, telephone communications but yet limited to telephone, and there hasn't been an adequate parking area in the village of Mokwam and around.

4. Education: there are logical learning between the community and tourists

The educational elements that provide logical learning between the community by travellers i.e. traditional medicine activity of red fruit, bark, root wood and wood fiber used as traditional medicine, knit noken from skin wood and Twine, the making of traditional houses, traditional ways of gardening, languages and local wisdom values belonging to the village of Mokwam and surrounding areas.

5. Development must be based upon the consent of the local communities in consultation

In the village of Mokwam and surrounding local communities have been involved in the process of planning and decision-making, namely by involving communities, customary land-owners, in a Manager planning. Coordination Manager and community can be created directly.

6. Empowering and optimize participation and contribute continuously towards the local community

Public participation Mokwam and its surroundings directly, i.e. as tour guides, porters, management of homestay, and increased economic revenues are growing with the tourists who visit.

7. Obey the applicable laws and regulations
 - a) Legislation Number 5 year 1990 about forestry
 - b) Policy of the province of West Papua Province have established West Papu as "Provincial Conservation" which are contained in the environmental field strategic plan years 2011-2016.
 - c) Concept of local wisdom "Igya Ser Hanjob"

8. Consistently give satisfaction to the consumer

In practice in the village of Mokwam and surrounding areas, namely the interpretation of cultural communities and local wisdom values are taught to travelers to give an experience and new learning.

9. Marketed and promoted in accordance with the reality of tourism attraction

Tourists who visit the area of the CAPA can dipila into two, according to the State of the original. On the naturally evolved that is classified as belonging to the tourists visiting tourists with small groups (small group ecotourism). The hard traveler's activity (active characteristic tourist) is characterized by several criteria, among others: has a strong environmental commitment, small group, special trips, increased sustainability, travel in a long period of time, the activities in physical activity, requires a simple service, and an emphasis on personal experience.

The Characteristics Of The Product Is Ecotourism

1. Natural and cultural attractions

There are various potential identified can be divided into natural potential with a population of 3,496 which consists of forested mountains, forest vegetation, species of birds, wildlife, butterflies, orchids, endemic and ferns. The potential for culture totaled 10 cultural attractions which include the Custom House, dance, music, chanting area, crafts, life traditional, traditional medicine, food, traditions and customs as well as the value of local wisdom. While the artificial attractions totaled 9 which includes adventure tours, bird watching, tracking, hiking, camping ground, rafting, climbing, waterfalls, research and agriculture. Tourist attractions in the area are very potential to be developed as the product is ecotourism, flora and fauna, environment and culture, mountains, rivers, waterfalls, sunrises, and Forest Moss. The benefits of landscape namely, mountaineering, peak On Umebo, tracking, observation of birds and wildlife, explore the jungle, rock climbing, whitewater rafting, camping, traditional settlements, research, agriculture.

2. Potential Environmental Impact

Potential environmental effects to occur in the area surrounding Mokwam i.e. environmental change that may affect the existence of the species of bowerbird clever or species of birds that originally collected the wooden twigs, berries and leaves in the nest now replaced with plastic waste, and bottles for the species, it is beautiful to look at but to humans it can cause pollution to the environment and the survival of the forest and other living beings. Environmental approaches in development and also included IE; a) minimising the environmental impact of visitor activity by means of the construction of a physical suggestion

fuses management plant (tree management) is highly recommended to compensate for the physical changes that occur. Support of study of environmental impact analysis study, and accompanied by a plan of environmental management details. b) creates the impression to the visitor like a typical stay at home (House of thousand feet). the physical building is designing creative by lifting specific local conditions, e.g. color, language, symbol dann other attributes. Interior design resembles nature Inn opens, shower, with traditional dishes of the surrounding villages and Mokwam can menar perikasaan visitors. The interior design of the Inn in the village of Mokwam that resembles nature with architecture typical of the home leg of a thousand but currently has not been enabled.

3. Accessibility

There were 83.498 units of vehicles in the District of Manokwari (BPS 2016), where transport used today to visit the area of the CAPA was a private vehicle, the fare to Rp 150,000 to IDR 300,000 individuals, for Rp 1,500, 000 for up to is RP 2,000, 000 per day. Yet the existence of the cooperation between the provider of the CAPA and the travel agent in the area travel to accommodate the transportation of CAPA. Public road (highway) which connects between the Regency Manokwari Regency Arfak Mountains and passing through the area of CAPA can produce problems because bercampurnya access, cost and communication between the public and the interests of line conservation area CAPA. This requires negotiations to formulate a definition of ownership (property right) Authority so that the goal can be achieved optimally. If possible, administering security standards with strict limits imposed for the protection of the interests of two aspects.

4. Market and Promotion

The promotion is part of the most important management variables because the price is not the main thing in ecotourism in marketing. Community and neighboring Mokwam lifted his consciousness in order to be interested and want to see a specific ecotourism phenomenon and real, without the efforts of exaggerating the real state of affairs. Promotional materials described the sober and objective birdwatching guide to tourists because the tourists who visited some of the education among the ever-verified of information from internet sources and given bird guide books. Promotional materials namely schedule described the visit, the number of members a minimum number of Entourage, in the queue, the number of the accommodation and the ability of local residents with the intention of management control elements there. Promotion of ecotourism in the region certainly has a target of CAPA is clear, i.e. bringing the visitor to enjoy the benefits of ecotourism products, as well as contribute to economic incentives aimed at environmental conservation.

5. Business Services

Characteristics of ecotourism services lie in the quality control and the benefits (low quality, high volume and high value added). In the development of ecotourism in CAPA'S most important item visitors into our satisfaction in delivering learning to visitors. Products and services in the CAPA are very diverse, ranging from views of panoramic landscape with a natural mountain, Imebo and On mountaineering, flora and fauna, to the cultural delights of the traditional society Arfak. The research of anthropology and biology has a great opportunity to observe the richness of the culture and environment in the area of

CAPA. Homestay-managed community, equipped with special menu dishes of the area and its surroundings e.g. Mokwam red fruit, traditional food with specialties from the mountains of Arfak.

6. Tourist Information

Physical means in the CAPA, which need to be built, namely information center (visitor center). Information Center can be a component of the main controller and early management procedures. At the information center provided information on procedural, code of conduct, code of ethics, programs, safety, risk and anticipation. In the region there are information boards CAPA, CAPA area map and attractions as well as the code of conduct but yet the presence of information centres as the entrance area into a post that provides information about programs activity of ecotourism, procedures, code of conduct, code of Ethics, risk and anticipation of safety as well as a guestbook and tickets. So the expectation, the visitor has the independence and can support the objectives of the management. For that information center in the area of CAPA suggested is located near the front door and there be media interpretation of the visitors.

7. Organizational and Institutional

Product is ecotourism in CAPA run above the runway operational, procedural and measurable. The runway is contained in the rules, basic tasks, the standard function procedures the san and a clear institutional. visitor activity, operator or other stakeholders is controlled and restricted in conservation norms. Institutional aspects need to identify any production of ecotourism and anticipate likely changes. Need to know the bad impact of the activities of the tourist activities and the supporting sector CAPA. The threshold number of rule groups at CAPA for example, will significantly reduce the pressure on resources and environment support requires a technical study examined the environmental impact Analysis of the study. Rules in doing tracking in forest conservation, birdwatching, pathways to control the traffic of tourists who are potentially damaging to the resources of the area of CAPA.

8. Commitment Of Businessmen

Development of ecotourism in the area of CAPA needs support all stakeholders, communities and Government to overcome the limitations and constraints of human resources as well as the deciding factor of the success of the development of ecotourism in the area of CAPA. Public support from the community and surrounding areas very Mokwam include with the development of ecotourism in the region as well as the role of Government, CAPA also gained support with facilitating accommodation and means of supporting such a Board, map area, information boards and do the training human resources in villages and Mokwam surroundings.

The Life Cycle and Surrounding Area Destinations Mokwam

Development of ecotourism in the region surrounding Mokwam if analyzed based on the life cycle of a destination in pointed out by Butler, the position of the Development Area, Mokwam Kwaw and Syoubri are still at the stage of Exploration (exploration or discovery) that can be seen in Figure 4.20.

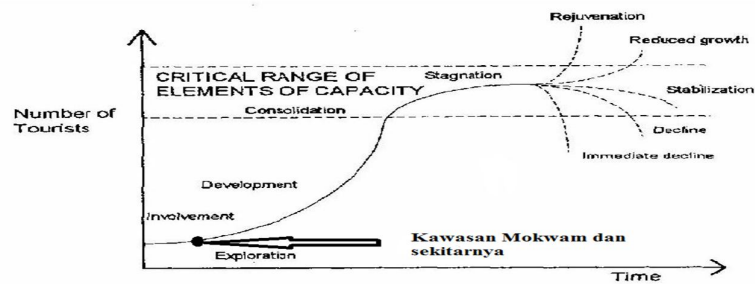


Figure 4.20
The life cycle and the surrounding Area Destinations Mokwam
 Source: Personal Data processed (2017)

The facts supporting such statement can be seen in Table 4.3 Matrix.

Table 4.3 Matrix
Matrix analysis of the characteristics of the life cycle stages of
Exploration with Destination facts on the region surrounding Mokwam

No	Stage Exploration	The facts surrounding the village and Mokwam
1	Tourism potential is at the stage of identifying and indicating destinations have the potential to be developed into a tourist attraction.	There is potential for Ecology and culture in the area of CAPA, accommodation, Ancillary and institutional.
2	Small numbers of tourists visit	a) Visits a rarity and only adventure tourists. b) Tourists visit also are sporadic, sometimes show up unexpectedly, and sometimes none.
3	There is still freely can meet and communicate and interact with the local population	Interactions between travelers with local communities are still rare, where travelers only visit to the appeal of birdwatching and yet the existence of activities between the community and the intense tourist done directly.

The area surrounding Mokwam and as a conservation area since 1992 and the visit of tourists still not intense. There is a visit to the region if Mokwam and surrounding each month but still sporadic nature. Tourists visit occasionally appear suddenly without any previous coordination with community leaders and sometimes in a month no one visits to Area Mokwam and surrounding areas. Tend to tourists visiting the area at the village of CAPA Mokwam and surrounding

areas just tourists who focus on birdwatching and so the lack of intense interaction directly between travelers with locals in villages and Mokwam the surroundings.

SWOT Analysis towards the Development of CAPA As Ecotourism Area

Results identification of strengths and weaknesses of this factor can be used as an internal strategic factors, then given a weighting and rating for each factor, then it can be obtained a total score value as shown in table 4.4 IFAS matrix here.

Table 4.4
IFAS Matrix

Internal Factors		Bobot	Rating	Skor
Strenght (S)				
1	CAPA area has been designated as conservation areas Arfak Mountains nature reserve	0.085	3	0.255
2	As a destination for special interest tourism (birds watching, landscapes, flowers, culture attraction)	0.089	3	0.267
3	The existence of local wisdom (Igya Ser Hanjob)	0.113	4	0.452
4	The presence of plant and animal biodiversity-endemic	0.141	5	0.705
5	The Presence Of Homestay	0.085	3	0.255
6	The existence of community support in tourism activities	0.093	3	0.279
7	Facilities for enjoying nature and guide local birdwatching	0.093	3	0.279
Weakness (W)				
1	Availability of parking lots and entrances that are not yet available	0.052	2	0.104
2	Human resources readiness against environmental understanding is still limited	0.036	1	0.036
3	Management of the CAPA area there is no organization	0.028	1	0.028
4	The exploitation of flora and fauna	0.032	1	0.032
5	The value of history and culture that began to be abandoned by the community resulting from globalization	0.052	1	0.052
6	Least of all involvement in the development of tourism stakeholders	0.056	2	0.046
7	The number of tourists visits the very small	0.040	1	0.040
Total		1.00		

Source: Processed Data Researchers (2017)

The results of the identification of the factors external which consists of the opportunities and threats are external factors made strategy outlines in a matrix of EFAS in table 4.5 below.

Table 4.5
EFAS Matrix

Faktor Eksternal		Bobot	Rating	Skor
Opportunity (O)				
1	Layout strategy on the track among the County and the District of Manokwari Arfak Mountains	0.155	3	0.465
2	The presence of tourists visit high interest toward specific interest traffic levels by increasing travelers and tourism accommodation development	0.148	3	0.444
3	The existence of a policy on the protection of the ecosystem and CAPA area	0.155	3	0.465
4	Tourism impacts (economic, social, cultural, environmental)	0.140	3	0.42
5	Pengembangan Ekowisata dan edukasi	0.162	3	0.486
Threat (T)				
1	Travel agents and an influx of investors who do not follow the rules and local wisdom in surrounding area	0.103	2	0.206
2	Declining animal population levels-endemic and endemic plants	0.051	1	0.051
3	Tourism impacts (economic, social, cultural, environmental)	0.081	2	0.162
Total		1.00		

Source: Processed Data Researchers (2017)

In accordance with the Tables 4.10 and 4.11 then retrieved the point coordinates of the X axis and the score based on the number of column strength weights are multiplied (Strength) with the total score is multiplied by the weighting drawback (Weakness). While the penentuan Y axis coordinate point retrieved based on total number of score is multiplied by the weighting on the column opportunity (Opportunities) with a total score of the existing weighting are multiplied in the threats (Threats) as seen below :

a) Scor Total of Strength = 2,465

- b) Scor Total of Weakness = 0,338
 c) Scor Total of Opportunities = 2,28
 d) Scor Total Threats = 0,419

The coordinate are:

- a) Internal analysis of Coordinate (X axis)
 (Score Total Strenght – Score a Total Weekeness) = (2.465 – 0.338) = 2.127
 b) External analysis of Coordinate (Y axis)
 (Score Total Opportunity – Scor Total Threat) = (2,28 – 0,419) = 1,861
 So the point is located at the point of its own coordinate 2.127; 1.861 i.e., in Quadrant I.

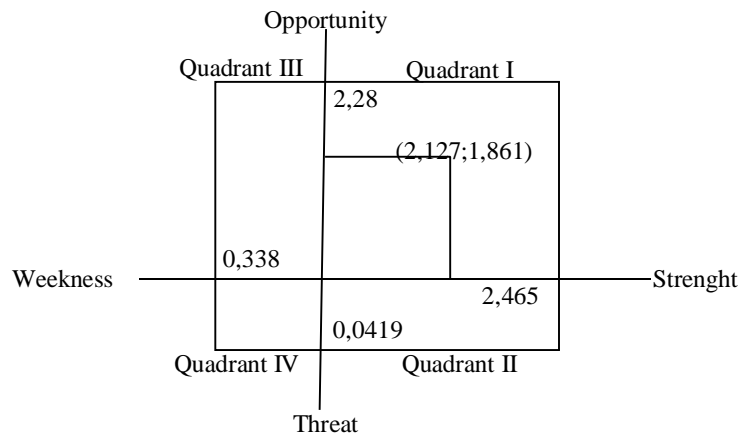


Figure 4.21
SWOT Quadrant

Source: Processed Data Researchers (2017)

Based on the rating and weighting diagram can be found in the villages of CAPA Mokwam area and its surroundings is the I Quadrant i.e. Expansion where the general strategy that can be done is also take advantage the opportunities and strengths that are used the most.

The Strategy of the Development of Ecotourism in the Arfak Mountains Nature Reserve Area in the Village of Mokwam and surroundings

SWOT analysis and strategy of SO, WO, ST, WT can be composed of ecotourism development strategy in the area of CAPA in the village and surrounding areas in the form of Mokwam activities are as follows :

1. The Management of ecotourism in the area of CAPA

a. Community Organizing

This capacity building efforts are pursued through three sorts of activities, i.e., socialization, training, workshop. Socialization is meant as a vehicle to communicate the stages program would do to all the components of the citizens of the community. Training programs and workshops are to improve the understanding of the media, insights, and skills of citizens related ecotourism. some training and workshops followed community Mokwam and surrounding areas, namely training of trainers (Training on Trainers), training of CO (Community Organizer), PRA (Participatory Rural Appraisal),

participatory mapping, training integrators of ecotourism, F&B (Food and Beverage) and financial management and business.

b. Arfak Mapping the territory of nature reserve mountains of Arfak

Mapping the region became the most important activities in the early planning of ecotourism since the mapping can be known through the village so that potential can be estimated how much the ability of natural resources, social, and cultural activities in order to support ecotourism. In addition, the public can also find out-side the weakness of its territory so that it could be formulated measures countermeasure, for example, the existence of a critical, and so on. The next territorial knowledge can become the basis of a model of environmental conservation that will be done.

c. Institutional Setup

a) Management Organization CAPA conservation area

b) Organization management in village homestay Mokwam, Kwaw Syou, and maintained by the community.

c) Conscious tour groups) Organization (POKDARWIS)

d. Community participation in the management area of CAPA

Community participation in the management of a conservation area of CAPA as a standard and a step towards the good of all stakeholders. The measured steps that are applied in a joint program between the Government, the private sector, local communities (indigenous peoples).

2. Ecotourism Products

In an effort to develop a conservation area at the village of CAPA Mokwam and surrounding areas as tourism ecotourism and community-based education and optimizing Government policy regarding the area of special interest (special interest destination) can be realized by creating programs for planning the appropriate tourism products with potential-potential that developed include :

1. Passionfruit and vegetable garden Package which offers where tourists see the gardens and the cultivation of fruit and vegetable tasting, fresh from the tree and get to know the various varieties of salak.

2. Package tracking are classified into two lines i.e. short (approximately three hours) and long (approximately one day).

3. Birdwatching tour

Birdwatching tour of observation activities, i.e. endemic committed by travelers in a clever bird watching (Mbrecew), butterfly wings, and another wildlife forest Moss.

4. Wildlife tour

Wildlife tour, namely activities observation of wildlife.

5. Hiking tour

Hiking that is exploring the forest by doing observation of wild life, exploring the forest Moss, community gardening and birdwatching.

6. Bike & Cycling tour

Bike & cycling i.e. activities cycling down hills, orchards, and environment of a village community.

7. Camping Ground

Camping Ground i.e. camping activities performed in areal Mokwam, Kwaw, Syou and also camping in the middle of the forest at night.

8. Village tour

Village tour activities i.e. visiting houses to observe the activities of everyday life of the population and lived with local people in villages and Mokwam, Kwaw, Syou.

9. Farm lesson

Farm lesson IE activities offering about ways and techniques of traditional gardening to farming, tourist, seeds, how to plant and reap the rewards of harvesting and packing food that is ready to be served by traveller

10. Painting lesson

Painting lesson painting activities namely smart birds, and made the crocheted noken from tree bark which can be offered to tourists for many moms who have a profession in knitting traditional bags or noken in villages and Mokwam, Kwaw Syou.

11. Dance tour

Dance Dance cultural activities namely tour Arfak mashed dance (magasa), war dance, the dance of birds and a traditional song of social life and the Church, which can be offered to tourists.

12. Cooking lesson

Cooking lesson that is an activity that offers the typical food that is red fruit and sweet-ubian prepared with oil bauh the Red Cooking lesson.

13. Herbal Medicine tour

Herbal Medicine that is an activity that offers the traditional potion-making of red fruit, bark, wood arwob wood masohi akway, and other types of roots plants and foliage.

14. Botanical Garden Tour

Botanical garden that is activities conducted by observing the kinds of growing orchids like anggrek flame of Irian Jaya (*Mucuna novaeguinea*) with the typical red color is pinkish in color black and other plants. These activities can provide education and conservation for plants found in the area of conservation of CAPA.

15. Stay Package

Tourists can stay in package complete package depending of the length of stay and time of the order.

16. A package of conservation,

In this package you can take a look and get involved in the passion fruit and nursery and anggrek as well as vegetables, the identification of the varieties, planting and maintenance

3. Marketing

Increase tourism promotion especially in conservation areas in villages and Mokwam CAPA surrounding ecotourism as can be done with the following efforts :

- 1) Cooperating with the Government, the private sector (travel agent), educational institutions, non-governmental organization and promotion in social media by leveraging the uniqueness of the area and the presence of CAPA.
- 2) Creates the destination image that not only accentuates the uniqueness of the area of CAPA but also the preservation of cultural values, and the

cultivation of plants and endemic with the development of ecotourism that provides education and conservation.

IV. SUMMARY AND ADVISE

Summary

Referring to the results of the research and the discussion earlier, briefly it can be concluded that there are some findings from this study. Among others are; the area of CAPA has tourism potential diversity of flora and fauna, culture and values of local wisdom (igya ser hanjob), bird watching, camping ground, tracking, homestay and lodging place, access the may reach but steep and slippery roads Board information, attraction information Board instructions, electricity, water, toilets, but the means of information communication is still not functioning properly, the parking lot and the entrance gate which is not yet available. The attitude of society is currently in a phase of Euphoria, of which the community agrees with the development of ecotourism, and the motivation to become a guide and would like to learn foreign languages. The policy of West Papua Province currently leads to the development of nature tourism interests a. Where the area of CAPA has an ecotourism product is meet the principles and criteria of ecotourism. Position area of the CAPA while at the stage of exploration where there is still sporadic visits. so the lack of intense interaction directly between travelers with locals in the village of Mokwam and surrounding areas.

Ecotourism development strategy that can be developed includes: management of ecotourism management i.e., community organizing, mapping territory of CAPA, institutional setup, community participation in the management. Development of ecotourism product is like birdwatching tours, wildlife tour, agro tour, tracking and hiking tour, bike & cycling tour, camping ground, village tour, farm lesson, painting lesson, dance tour, cooking lesson, herbal medicine, botanical garden tour, birds Park tour package, stay, and a package of conservation. Marketing (marketing), an effort that can be done that is, cooperation with all stakeholders, creating a destination image that not only accentuates the uniqueness of the area of CAPA but also the preservation of cultural values, and cultivation plants and animals-endemic with the development of ecotourism that gives education and conservation.

Advise

As for suggestions that need to be taken care of by the stakeholders (stakeholders) and academics. The existence of this research and the phenomena that occur in the practice of conservation that is in the local Government District of Manokwari of West Papua Province and the Government with all the ranks of the working units of the local government district and the Pronvinsi engaged and responsible for organizing the conservation area a nature reserve mountains of Arfak in accordance with a decision of the Minister of forestry in the year 1992, is more serious in the development of nature tourism which gives conservation and education against biodiversity and cultural values of society mountains of Arfak. Relations of Coordination and cooperation between the Governments of the region and the province, the Government's seriousness in making the regulations set in the management and protection of forest areas against exploitation of

biodiversity of flora and fauna species of step as well as traditional culture in the region of the mountains of Arfak nature reserve.

The community is directly involved in order to increase the capacity and quality of the self in order to adjust and support ecotourism activities in the area of CAPA. See conditions and the development of tourism in the village and surrounding areas, private Mokwam good tour operator or investor a chance to participate in promoting the area of CAPA to the tourists who visit to Manokwari, the provision of home eat traditional foods which can offer society Mokwam and surrounding areas. Parties of academics can be made as a reference for similar study related and also more wisely in making ecotourism development strategy that can help the preparation of human resources through training as a foreign language, how to give service to the guests, training packages, and student activity units of nature lovers, in order to give birth to ideas that are creative in the development of ecotourism that provide a positive impact in the future for all stakeholders as well as strengthen the concept of ecotourism in the area of the conservation of the nature reserve of the mountains of Arfak.

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