The impact of community-based tourism development on the socio-economic dimensions of local communities in the coastal area of Ambon Island

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Abstract. Sustainable and well-developed tourism requires the participation of the community both as managers and as supporters of private industry. The existence of local communities in tourism activities is known as community-based tourism (CBT) which requires synergy between the government, local communities, and tourism industry stakeholders. This study aims to identify the tourism potential that can be developed into CBT, analyse the impact of the presence of CBT on socio-economic activities, and analyse the supporting and inhibiting factors for the development of CBT on the people surrounding the beach of Ambon Island. The results show that there are still several places that can be developed into CBT spots that located in districts of Leihitu, South Leitimur, Salahutu, Nusaniwe, and West Leihitu. Managed CBT still has the opportunity to improve facilities and various types of tourism products, especially those related to maritime affairs. The presence of CBT in the coastal area of Ambon Island has positive impacts on the community, new mindsets, behavior and business motivation, as well as increasing community creativity in economic business, especially culinary businesses, lodging, transportation services, and other tourism supporting products.

Keywords. community-based tourism, socio-economic, coastal

1. Introduction

The development of tourism can be leveraged by a number of driving factors. Some of the main factors that contribute to the development of the tourism industry include infrastructure, accessibility, community participation, and tourism attractions including unique natural support [1], [2]. Tourism that only sells natural beauty without being supported by infrastructure and accessibility will not be able to bring in sustainable visitors. However, tourism will be sustainable if the activity is supported by the participation of the local community. On this side, community participation in tourism activities is absolutely necessary. Beach nature tourism is an invaluable boon if based on community participation. This is to ensure social, economic and environmental sustainability. This condition places local communities as the basis for tourism development [3]. This concept has recently become known as community-based tourism [4]. Ambon Island is one of the islands that has the potential to
Ambon Island is one of the 1,340 islands in Maluku Province and is considered a small island because it only covers 712.48 km². [5]. Ambon Island has a strategic position because the capital of Maluku Province, Ambon City, is situated on this island. The strategic location of Ambon Island with two beautiful bays, namely Ambon Bay and Baguala Bay, complements the charm of this area with a sea coast that is ideal for tourist activities such as beach and sun tourism, historical tourism, and culinary tourism. Ambon Island has beautiful natural potential that can provide significant added value if managed optimally, integrated, and sustainably. It will bring benefits for the community and national development, one of which is the provision of community-based tourism areas in several villages that have tourism potential on this island.

Community-based tourism is a tool to empower underprivileged communities to take control of their land and resources, utilise their potential, and acquire the skills necessary for their development. Community-based tourism should be recognised as the basis for empowering communities and creating a sustainable tourism sector. The process of empowering community participants is meant to build the knowledge, capacity and confidence needed to take control of their land, resources, to develop tourism in their communities [6]–[8].

Article 4 of Law of the Republic of Indonesia Number 10 of 2009 explains that the national tourism development objectives are to increase economic growth, improve people’s welfare, eliminate poverty, overcome unemployment, preserve nature, environment and resources, advance culture, raise the image of the nation, foster a sense of love for the country, strengthen national identity and unity, and strengthen friendship between nations. In line with that, the community in several villages around Ambon Island in recent years has been working on tourist objects whose supply of facilities is still limited, but has attracted various tourists to visit this area.

Due to its geographical location, Ambon Island has far greater potential for beach and sun tourism than other tourism destinations. Therefore, some communities in villages that have this potential have built and managed beach and sun tourism objects with their own uniqueness and competitiveness, although the facilities and infrastructure are still very limited. In the management of beach and sun tourism on Ambon Island, various things that are of concern to managers include; development of environmentally friendly tourist areas, avoiding pollution and destruction of the environment and marine ecosystems, vigilance against environmental impacts to preserve the environmental quality of natural resources, and sustainable economic development, determination of clear boundaries (zones) so that there is no conflict of interest among the growth zone of settlements, the zone of marine tourism areas that are managed, and the development of appropriate infrastructure to promote the growth of marine tourism development as needed.

A number of previous researchers have conducted research on tourism on Ambon Island. Among others is Sustainable traditional cultural for tourism fisherier with canvas business model on the Ambon Island [9]. The study found that foreign tourists who come to Ambon Island are interested in adventure (37.5%) and diving (31.3%). Meanwhile, domestic and local tourists are mainly interested in culinary and nature (9.4%) and history and culture (6.3%). Another study was done by Hanoeboen (2017) which focused on four tourist spots managed by the local government, namely Namalatu Beach, Natsepa Beach, Hunimua Beach and World Peace Gong. The studies showed that the tourist attractions managed by the local government on Ambon Island still have various limitations, but it does not reduce the enthusiasm of the community to visit these tourist objects [10]. Other research only highlights the impact of tourism on the income and welfare levels of business actors in the Natsepa Beach.
tourist area, Ambon Island. Of the 65 culinary business actors who are local people living around the Natsepa Beach tourist location, 75.38% are local people who have a moderate level of welfare [11].

This research differs from other prior studies. This study explores in general the tourism objects on Ambon Island that are specifically managed by local communities or community-based tourism (CBT), with the following objectives (1), identifying tourism potentials that can be developed into community-based tourism (CBT), (2) Analyzing the impact of the presence of CBT on the socio-economic activities of the community, and (3). Analyzing the supporting and inhibiting factors of CBT development in Ambon Island.

CBT is a manifestation of rural tourism where the primary asset is the local population and the bidding is driven by local resources [12]. CBT is a tourism resource based on rural potential with all its uniqueness and allure that can be empowered and developed as a tourism product to attract tourist visits to village destinations. CBT can be a facility to reduce poverty in rural areas [13], and can be a key tool for accomplishing sustainable development goals as it enhances economic welfare and employment generation, sustainable spending and production, and protects natural resources [14]. The central idea of CBT is a core aspect of sustainable development, where community involvement in the implementation and decision-making process is to develop knowledge capacity and empower communities [12]. The involvement of the local community is very important as a center for the transformation of the tourism industry and also the support of the public sector and non-tourism stakeholders is very influential in optimizing the management of tourist destinations [15], [16]. Therefore, it is said that community-based tourism (CBT) is about social justice, empowerment, equity of benefits, redistributive measures, ownership of tourism sector and holistic community development [17].

CBT is a tourism approach that seeks to maximize local benefits and minimize negative impacts linked to tourism. The CBT approach involves community elements from local communities in decision-making related to tourism development, ownership, management, operation, and supervision. CBT was primarily aimed at disadvantaged people with the intention of stimulating greater community cooperation and participation, giving new roles to unskilled youth, women, the elderly, and disadvantaged indigenous people. CBT is characterized by the fact that the community itself has control over the management of tourism and gets a significant proportion of the benefits resulting from such activities. In addition to the factors mentioned above, CBT can also be viewed as a new approach to stakeholder engagement and participation in tourism initiatives [7], [13], [18], [19].

In a nutshell, the objectives of CBT are to facilitate employment opportunities in the village or to empower local communities economically and socially, to integrate nature and culture, and to provide other benefits to local communities. Hence, the results of this study are intended to motivate the community to utilise their potential appropriately and increase community and stakeholder awareness of the environment and the advantages of CBT.

2. Method

Ambon Island is the area targeted for this study because it is an island in Maluku Province that has many tourist attractions managed by local communities or community-based tourism (CBT). The location of villages that have tourist attractions is close to Ambon City, so that hospitality facilities available in Ambon City can be utilised by tourists, although homestays, cottages are also available at several tourist destinations in the village.

To acquire information, a survey was conducted to coastal villages on Ambon Island, CBT managers, and surrounding communities that benefit from the presence of CBT in their area. Qualitative data required includes an overview of coastal villages and CBT on Ambon
Island, identify the potential of CBT in villages that have the potential to be developed, and its development strategy by identifying strengths, weaknesses, opportunities and threats.

Data collection techniques were carried out through the stages of observation, interviews with the help of questionnaires and documentation. Determination of informants using purposive sampling with the aim of obtaining a logical sample and can represent the population, namely (1) CBT owners, to obtain complete information related to the problems faced in managing their tourist destinations, as well as factors that support and inhibit their business. (2). Villagers who do business in the tourist area are needed to obtain information related to the impact of the presence of tourism objects on their socio-economic conditions, and (3). Villagers outside the tourist area to obtain general responses about the presence of tourism objects in the village.

The data analysis technique is descriptive qualitative to see the phenomenon of local community-based tourism on Ambon Island, by analysing various information collected from the community around the tourist area and CBT owners. A series of semi-structured interviews and community participatory assessments were conducted in Morella and Hitu villages in Leihitu Subdistrict, Larike and Wakasihu Villages in West Leihitu Subdistrict and Liang and Tial Villages in Salahutu Subdistrict as well as stakeholders. Questions and information collected from the community of traders/snack sellers around the tourist area and shopkeepers in the tourist village included attitudes and opinions regarding the benefits of CBT presence in the village. Information collected from CBT owners related to problems encountered in the management of CBT in the village.

3. Results and Discussion

Tourism has a significant role in the development of a region, because it can contribute to income and become a multiplier effect that encourages other sectors such as trade, services, residential places, and other things. In addition to economic factors, tourism can also have an impact on social, cultural, and physical areas, both positive and negative impacts on the lives of local communities. Negative impacts include inflation, crime opportunities, environmental problems, and degradation of local culture. CBT development has contributed to the preservation of the environment and social culture of the community.

CBT intends to empower disadvantaged community members. The process of empowering community members is meant to build their capacity, knowledge and confidence to take control of their land and resources to capitalise on the potential and development of tourism in their area. CBT should be seen as fundamental to sustainability by creating a sustainable tourism sector [7], [18], [20].

A brief overview of the potential tourist destinations on Ambon Island

Ambon Island consists of two peninsulas, which are the Leihitu peninsula and the Leitimur peninsula. All villages on the Leihitu peninsula are located in the coastal area, except for a few villages (hamlets), which are inhabited by migrants (non-native Ambon ethnic group) who occupy several areas in the mountains. On the Leitimur peninsula, there are several villages in the mountains that are inhabited by local Ambon people. Villages located on the coast of Ambon Island have beach and sun tourism potential with their own uniqueness. Since the last few years (starting in 2015), various tourist attractions have emerged on Ambon Island that are planned, managed, and developed directly by the local communities. People who own land located on the coast with certain advantages have participated in the management and business of village tourism albeit with various infrastructure limitations.
The concept of tourism development that is appropriate to be developed on Ambon Island is CBT. This is because the tourism potential on Ambon Island, especially marine tourism, is mostly located in rural areas with the uniqueness of each village, so it is also very likely to develop the village into a tourist village. This is supported by the rural environment on Ambon Island which still reflects rural authenticity, both from socio-economic life, socio-culture, customs, unique economic activities and others.

The development of the concept on the island of Ambon gained legitimacy from a study conducted before showing that CBT can provide a precious instrument of collective action, promoting resilience by utilising community members and their resources, improving social relations and community well-being, and building communities in the face of rural emergencies. A sustainability CBT approach can enhance the socio-economic development of small communities, facilitate interaction between local communities and visitors, raise awareness about environmental protection, and promote responsible resource utilisation [19], [21].

This study discovered that tourist destinations on Ambon Island consist of two categories: tourist destinations managed by the local government (Table 1), and tourist destinations managed by the local community (Table 2).

Table 1. Tourist destinations managed by local government

<table>
<thead>
<tr>
<th>No</th>
<th>Destination</th>
<th>Local government</th>
<th>Villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Natsepa beach</td>
<td>Central Maluku regency</td>
<td>Suli</td>
</tr>
<tr>
<td>2</td>
<td>Liang beach</td>
<td>Central Maluku regency</td>
<td>Liang</td>
</tr>
<tr>
<td>3</td>
<td>Hukurila beach</td>
<td>Ambon municipality</td>
<td>Hukurila</td>
</tr>
<tr>
<td>4</td>
<td>Namalatu beach</td>
<td>Ambon municipality</td>
<td>Latuhalat</td>
</tr>
<tr>
<td>5</td>
<td>World peace gong</td>
<td>Ambon municipality</td>
<td>Urimeseng</td>
</tr>
<tr>
<td>6</td>
<td>Siwalima museum</td>
<td>Ambon municipality</td>
<td>Air Salobar</td>
</tr>
<tr>
<td>7</td>
<td>Victoria fortress</td>
<td>Ambon municipality</td>
<td>Urimeseng</td>
</tr>
<tr>
<td>8</td>
<td>Pattimura monument</td>
<td>Ambon municipality</td>
<td>Urimeseng</td>
</tr>
</tbody>
</table>
Table 2. Tourist destinations managed by local communities

<table>
<thead>
<tr>
<th>No</th>
<th>Destination</th>
<th>Villages</th>
<th>Sub district/district</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Pintu Kota beach</td>
<td>Latu Halat</td>
<td>Nusaniwe/Ambon municipality</td>
</tr>
<tr>
<td>2.</td>
<td>Santai beach</td>
<td>Amahusu</td>
<td>Nusaniwe/Ambon municipality</td>
</tr>
<tr>
<td>3.</td>
<td>Lubang Buaya (LB) beach</td>
<td>Morella</td>
<td>Leihitu/Central Maluku</td>
</tr>
<tr>
<td>4.</td>
<td>Nitang Hahai (NH) beach</td>
<td>Morella</td>
<td>Leihitu/Central Maluku</td>
</tr>
<tr>
<td>5.</td>
<td>Halasy beach</td>
<td>Morella</td>
<td>Leihitu/Central Maluku</td>
</tr>
<tr>
<td>6.</td>
<td>Moki beach</td>
<td>Morella</td>
<td>Leihitu/Central Maluku</td>
</tr>
<tr>
<td>7.</td>
<td>Letan beach</td>
<td>Morella</td>
<td>Leihitu/Central Maluku</td>
</tr>
<tr>
<td>8.</td>
<td>Pasir Putih beach</td>
<td>Wakal</td>
<td>Leihitu/Central Maluku</td>
</tr>
<tr>
<td>9.</td>
<td>Batu Layar beach</td>
<td>Larike</td>
<td>West Leihitu/Central Maluku</td>
</tr>
<tr>
<td>10.</td>
<td>Hulua beach</td>
<td>Wakasihu</td>
<td>West Leihitu/Central Maluku</td>
</tr>
<tr>
<td>11.</td>
<td>Ume Ata beach</td>
<td>Tial</td>
<td>Salahutu/Central Maluku</td>
</tr>
<tr>
<td>12.</td>
<td>Sopapei beach</td>
<td>Suli</td>
<td>Salahutu/Central Maluku</td>
</tr>
<tr>
<td>13.</td>
<td>Batu Kuda beach</td>
<td>Tulehu</td>
<td>Salahutu/Central Maluku</td>
</tr>
<tr>
<td>14.</td>
<td>Black Stone beach</td>
<td>Liang</td>
<td>Salahutu/Central Maluku</td>
</tr>
<tr>
<td>15.</td>
<td>Pema Story beach</td>
<td>Liang</td>
<td>Salahutu/Central Maluku</td>
</tr>
</tbody>
</table>

Source: conducted research, 2022.

Tourist destinations on Ambon Island, which are managed by local communities, have their own natural uniqueness without having to be engineered to beautify because it has become a natural gift for this area. This research shows that visitors prefer tourist destinations managed by local communities compared to tourist attractions managed by the government. In-depth interviews revealed that government-managed destinations that are not nature-based do not foster the desire to visit because what is displayed is less varied, seems bureaucratic, and supporting facilities are less available. Siwalima Museum, which is the only museum in Maluku Province, presents itself solely as a showroom without being supported by culinary facilities. Whereas visitors wish that when visiting the museum (historical tourism), they can also enjoy typical Maluku culinary.

Social economic change and community-based tourism

In recent years, the impact of tourism on the local economy on Ambon Island has been growing. This is driven by the increasing number of tourist spots built and managed by local communities, theoretically known as community-based tourism (CBT). The positive growth of tourist spots in coastal areas on Ambon Island has a positive influence on the additional income of the surrounding community. The income comes from the provision of homestays, food and beverage sales (culinary), traditional boat rental services, and local tour guides. The tourism offered is an opportunity to enjoy the beauty of the beach, coral reefs, fish, and other marine life on the spot. The villagers who are involved are satisfied with the daily income received, according to their level of involvement. Recognition of the local community (Mama Pia), who sells food, snacks, and drinks at the Lubang Buaya Morella tourist location, is as follows:

"We are very grateful to be able to sell snacks at this location after it was opened as a tourist spot because previously we did not know where to get money for the children's living expenses after their father passed away. Alhamdulillah, after we do business here, our daily needs can be met, and we can save money for children's school fees, and we can help families and communities who are experiencing difficulties, grief, or other living necessities"
This positive development towards increasing the income of local communities is not only for those who are active in tourism but also affects the increasing number of buyers in small shops owned by the community within a few kilometres of the tourism area. Mrs. Rahma, one of the Morella Village community members who owned a small shop selling food and household needs for decades, said as follows:

"Before there was a tourist spot, our income from this shop was not much, but after the tourist spot was developed, our sales quickly sold out, especially cigarettes, bottled water, biscuits, bread, and others. So if you compare it with nowadays, Alhamdulillah, the income is quite better"

What the in-depth interviews show is that local communities can already attribute their increased income to the development of a number of tourist spots. These tourist spots were built on the land owned by local communities.

In relation to what local communities feel, some studies also show relevance to these field findings. Tourism development requires active engagement from the community. People who realise the advantages of the tourist destination will take advantage of the opportunities available to do business and gain profits. Many positive factors are enjoyed by the community, and the most prominent factors are economic and social factors. In general, tourism has positive impacts on the economic conditions of local communities. Therefore, local governments need to devote attention, especially through policies and physical assistance, and encourage the progress of small businesses among local communities. [12], [22].

In terms of women's access to economic resources, the CBT developed on Ambon Island shows that women's income opportunities are wide open. Local communities, especially old ladies who previously did not have jobs and had difficulties in their daily lives, can be helped by the presence of tourist attractions in their area. The old ladies who usually bring their garden harvests in the form of fruits, ranging from durian, green coconut, langsat, mangosteen, snakefruit, and others, are easier to sell in the area around tourist destinations without having to bring them to the Ambon market. Therefore, this village tourism has changed the mindset of the local community to capture business opportunities, open or provide new jobs for the community, and increase the income of the local community. With new innovations from the community in utilising available natural resources, there are many impacts on economic improvement such as various kinds of processed food and beverages, transportation services, lodging services, and similar economic activities.

Additional positive impacts of the establishment of CBT on Ambon Island include creating business opportunities, creating employment opportunities, and increasing income while accelerating the distribution of community income as a result of the multiplier effect that occurs from tourist spending. From the social side, the presence of these tourist spots has a positive impact on social change, improving the image of local communities, improving social facilities, and preserving nature and culture, especially local traditional cultural values.

Small-scale economies are particularly vulnerable to external shocks due to their limited ability to diversify products, and this is particularly the case on small islands that are largely characterised by the dominance of the tourism sector over other industries. In developing countries in general, most tourist sites are located in rural communities with very fragile local economies [20].

What this study found on Ambon Island is not dissimilar to findings by Mendoza-Moheno et al., that tourism promotes gender equality, women's empowerment, and economic independence, which enable women to improve their living conditions and provide educational opportunities for their families [23]. Tourism is a driving force for local economic development.
It encourages sustainable small businesses to develop, which leads to economic independence and community empowerment. If community members develop tourism businesses that respect the principles of social economy, there will be increasingly positive social and environmental impacts as social enterprises in tourism can contribute to the fight against poverty and environmental conservation. CBT relies on the optimal utilisation of local resources (including human and natural) to generate economic growth as well as positive outcomes for local communities and their natural environment.

The challenge of tourism planning at the community level is to maintain a delicate balance between the elements of tourism: local communities must offer positive tourism experiences, provide livelihoods that are acceptable to local people, and monitor these elements so that they do not damage the environment that originally attracted tourists to the area. Communities must have in-depth knowledge of their social ecosystems [19], [24].

Opportunity to develop CBT in Ambon Island

The community-based tourism attraction managers (CBT) on Ambon Island have some limitations, especially in terms of financial capacity. Information obtained from the owner of a tourist attraction in Leihitu Subdistrict showed that the main obstacle faced in the management of this community-based tourist attraction is limited funds. Therefore, the provision of tourist facilities is still very limited and does not yet have competent officers both for excellent service to tourists and special monitoring officers to protect underwater areas from damage due to diving activities that cannot be escorted by the manager. One of the owners of a tourist attraction in Leihitu Subdistrict (Mr. Mance) said:

"Because our funds are limited, we only prepare spots with some simple facilities. People who come to dive usually bring their own equipment and we let them dive alone because we don't have officers to accompany tourists who dive, but we still keep an eye on the safety of divers from the shore".

This research shows that the local tourist attraction management community (CBT) does not yet have the ability to maintain and protect natural preservation, especially underwater ecology. It is feared that this can lead to damage to the marine environment caused by free diving activities without control from the tourist attraction manager. This situation is emphasised by the expert opinion that local tourism is generally on a small scale, lacking capital and professional expertise. Local managers are still unable to protect and save nature, wilderness, and wildlife properly, hence joint handling is needed from all parties concerned with environmental sustainability [25].

Villages that have tourist objects managed by local communities as in Table 2 have the potential to be developed into new tourist objects. Figure 1, Map of Ambon Island, clearly shows the potential of marine tourism for coastal villages around the island. From several attractions that have been managed, there are still opportunities for the development of marine tourism based on local communities.

4. Conclusion

This study provides a variety of information about the opportunities for local community-based tourism development as well as the constraints faced by the owners of village tourism objects in Ambon Island. The main opportunity is the availability of natural resources in the form of natural panoramic beaches, attractive underwater beauty, clean beaches, and sea areas. Meanwhile, the main obstacles faced by tourism object owners are limited funds for development and creative human resources in tourism management. This study has identified
tourism potential in several villages on Ambon Island that can also be developed as community-based tourism, which is found in villages along the coast of Ambon Island.

The emergence of tourist attractions managed by local communities in several villages on Ambon Island has affected the economic and social aspects of the community. From the economic aspect, it can be seen that village tourism has changed the mindset of the local community about new jobs, increased income while accelerating the distribution of community income as a result of the multiplier effect that occurs from tourist spending. From the social side, it shows that there is positive impacts, especially social change in improving the image of the local community, improving social facilities, and preserving the environment and the desire to nurture local culture to become one of the attractions shown in several tourism events.

Acknowledgment
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References


