

## Study of Stakeholders' Perception, Motivation and Preferences Towards Ecotourism Development in Siberut National Park, Indonesia

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**Abstract:** This study aimed to analyze the orientation of the stakeholders in the development of ecotourism in Siberut National Park. The framework of the approach used in this research was phenomenology, which was then enriched with the data collection techniques of study documentation, observation and close ended questionnaire. The analytical method utilized was One Score One Indicator, which was an analysis model that was used through developing elaboration of questionnaires in collecting data and evaluating various variables that had been determined by researchers. The results of the study revealed that various actors (communities, government and tourists) stated high scores or were meaningful both for the development of ecotourism in Siberut National Park area. Data on perception, motivation, and ecotourism reference showed high scores on the distribution of economic, ecological and socio-cultural benefits. The high economic orientation of the community and government was an important determinant in maintaining the ecological and socio-cultural order; so that it made positive energy to be developed in the development of ecotourism as a whole and integrated. Considering number of objective approaches made, then the synthesis initiated in this study was to optimize several perspectives including: 1) Ecotourism Political and Regional Policy Perspective; 2) Ecotourism Planning Perspective in an integrated manner; 3) Ecotourism Marketing Perspective.

**Keywords:** Ecotourism; Perception; Motivation; Preference; Siberut National Park; Stakeholders

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### 1. Introduction

The shift in the paradigm of global tourism development from the concept of mass tourism to ecotourism has brought new story in the orientation of resource use. At least, the world community including Indonesia has been aware that neo-classical development has brought serious impact on ecological or socio-cultural resource. For example, although many people claim that Bali is an autonomous region which is said that it managed to optimize the tourism sector to 71% of Bali's Gross Domestic Regional Product, but on the other hand the condition of Bali can now be said to be experiencing *"over-exploitation of resources and destruction of local tourism."* Avenzora (2013) emphasized that Bali, which at the beginning of its growth was known as a tourist destination that was very natural and rich in cultural uniqueness, is now said to have transformed into a mass tourism area that is comprehensive and full of negative impacts. The quality of tourism in Bali can be said to be disappointing because even tourism income in Bali is increasing, in fact many local cultural heritages do not get the attention they should (Adyana, 2012). In term of socio-economy, Pitana (Bali Post, 1998); Avenzora (2013) criticized that the relationship and interaction between the tourism sector and the Balinese Customary Institutions was very bad; which was almost no money-tourism arriving at Customary Institutions to maintain Balinese culture in sustainable manner, and various tourism developments in Bali have threatened the sustainability of Indigenous Villages in various sectors.

Externally, the occurrence of these negative implications originated from capitalists who could not resist patience in the game rules on the concept of sustainable tourism development. The determinants of financial benefits often invalidate the integrity of resources and other supporting

factors, causing various negative impacts of tourism. Boniface and Fowler (1993) stated that in many ways tourism is part of neo-colonialism. Mieczowski (1995) underlined that there are four actors that cause negative impacts on tourism to the environment, namely developers, governments at all levels, the tourism industry and tourists themselves. From the various views of the dynamics of tourism development, all actors involved should reflect on themselves to pay close attention to the integrity and sustainability of resources. This is not only to ensure the existence of all ecological elements that exist in a destination/ region, but also to maintain socio-cultural repertoire; both material and immaterial.

Along with the development of the time, the increasing movement of the theme "back to nature" has at least brought people to care about environmental sustainability. Avenzora said that there is an inherent dynamic in the form of "*the circle of curiosity*" which makes tourists tend to travel to places they have never visited. In the concept of ecotourism, there have been many parties who consider that ecotourism only limits itself to activities in remote areas only, whereas in fact the aspects of ecotourism space utilization can be done in any space; both rural area and urban area that are filled with various tourist facilities. A remote or rural area that has a diversity of ecotourism resources is National Park (NP). The National Park is a conservation area that has a myriad of resource wealth; its germplasm, its wildlife and other environmental services.

Among the 54 National Parks in Indonesia, Siberut National Park (SNP) is one of the National Park that has unique and distinctive flora, fauna and natural phenomena. The uniqueness is because of its location which is biogeographically different from the islands of Sumatra; thus causing growth abnormality of various species with a high level of endemism. In addition to the diversity of plant species (around 856 species), this area has a high diversity of animal species; where Supriatna (2014) noted that there were around 31 species of mammals (17 of which were endemic), four endemic primates, four types of endemic squirrels, four types of mice (one endemic) and 105 species of birds with one endemic species. In terms of natural phenomena, there are dozens of waterfalls and surf spots making the SNP area or the Mentawai Islands become one of the best surfing destinations in the world.

Considering the story and experience of tourism development presented in the previous paragraph, the various potentials of ecotourism stored in the SNP and surrounding areas must be managed carefully and consistently to apply the principle of sustainability. In its concept-implementation, all actors must be brave and consistent in holding back their lust for capitalism not to be trapped in a purely economic development orientation, but it must be equivalent to the ecological and socio-cultural pillars. Therefore, harmonization and consolidation are needed consistently by all development actors, those are the government, the private sector, NGOs, and the community itself. The study was intended to explore every stakeholder orientation in the development of ecotourism in Siberut National Park; to design a strategic strategy in a macro and gradual manner.

## 2. Related Works/ Literature Review

At present, there has been a lot of tourism research that focuses on the symptoms of attitudes, perceptions, motivations or stakeholder preferences. However, the research mostly only takes part of the variables or criteria that exist only. For example, a study conducted by Sabir *et al.* (2018) about "Stakeholders Perception for Ecotourism Development in Tesso Nilo National Park" is quite interesting to be used as learning. In his research, it was found that the dynamics of forest area development in Tesso Nilo National Park (TNNP) was characterized by the magnitude of the interest of the actors involved in it. Then the Kruskal-Wallis Test also showed that  $p\text{-value} = 0.429 < \alpha = 5\%$  or  $H_1$  acceptance, which means that the perception of stakeholders in the development of forest ecosystems in TNNP is not the same or there are significant differences. If dismissed, the polarization phenomenon that occurs in TNNP is its disharmony in the orientation of resource use which is more inclined to financial benefit alone, namely by allowing private companies to develop oil palm plantations in conservation areas rather than optimizing ecotourism development. This is a fundamental obstacle why ecotourism development in TNNP seems "advanced in place" and difficult to achieve optimal distribution of socio-economic benefits.

Other study on "*Resident's Attitude toward Tourism Development: A Sociocultural Perspective*" conducted by Meimand *et al.* (2017); where in his research it was found that overall, the local

population felt the positive impact of socio-cultural tourism so that it strongly supported the development of tourism in the future in their region. The main factors become the intrinsic motivation of the local population, namely the creation of jobs and entrepreneurship in the form of home stays and other home industries. Based on the findings of Meimand *et al.* (2017), it implies that although ecotourism development has the potential to "injure" the socio-cultural values that exist in the community, but on the other hand various perceived benefit distributions are also able to minimize the various negative impacts; with a note that there is a positive attitude and strong motivation from local communities to actively participate in ecotourism development.

### **3. Material & Methodology**

#### **3.1. Time, and Reseach Location**

The study was conducted from August to December 2018 within the SNP Area and outside the SNP / Buffer Village area; which is administratively located in the Muntei Village and Matotonan Village, South Siberut District, Mentawai Island Regency, West Sumatra Province. Topographic characteristics of SNP (Siberut Island in general) were characterized by flat to hilly topography with an altitude of less than 400 m dpal (above sea level). The hills had a variation of slope ranging from a slope of 25% to more than 75% with the highest peak of 384 m above sea level. Climate conditions of the Siberut National Park region had an equatorial climate that was hot and humid with high rainfall and no prolonged dry season. Temperature and humidity were relatively constant, with humidity ranging from 81-85%, while the minimum and maximum temperature averages were 22 °C and 31 °C each day.

#### **3.2. Research Approach**

The framework of the approach used was phenomenology; in which researchers described phenomena that occurred in the field based on the experience and cognitive understanding of researchers (Altinay and Paraskevas 2008). While the data collection techniques used were: 1) Study documentation, 2) Observation; 3) questionnaire instrument (qlose ended questionnaire). Documentation study was used to enrich the data while compiling order of ecotourism development study in objective and comprehensive manner from various literatures (secondary data). In addition, this documentation study was intended not only to collect secondary data that had relevance as supporting data, but also to obtain concepts of developing ecotourism in conservation areas (National Park). While the observations made in this study were to do the number of observation points; both within the SNP area and outside the Conservation area (Muntei Village and Matotonan Village).

#### **3.3. Research Instrument, Sampling Technique and Research Sampling**

The research instrument used was a closed questionnaire (qlose ended questionnaire) with a Likert scale guide range of 1-7 scale (modification of the 1-5 Likert scale), reasoning the character of the Indonesian people who articulated a very detailed value (Avenzora 2008). Data obtained from the questionnaire instrument then analyzed using the One Score One Indicator method, which was an analysis model that was utilized through the development of questionnaire elaboration in collecting data and evaluating various variables that had been determined by researchers (Avenzora 2008). The sampling technique used in this study was purposive sampling. Respondents sampled were divided into 3 categories, namely: 1) local communities in the SNP buffer zone/ area; 2) Government and/ or SNP area manager; 3) tourists. According to Roscoe (1982); Sugiyono (2010), if the sample was divided into categories, then the number of sample members in each category was at least 30 respondents, so the total respondents in this study are 90 people.

#### **3.4. Analysis Method**

Various qualitative data would be processed and presented in tabulative descriptive manner, while quantitative data would be processed using basic descriptive statistical techniques in the form of frequency distribution. Frequency distribution indicated the number and percentage of respondents and the object of study included in the existing category to provide initial information about the respondent or object of study. Thus, the calculation of frequency distribution could be calculated based on the arithmetic mean or mode. The analysis of *One Score One Indicator Scoring System*,

which was an analysis model used through the development of a series of questionnaire elaboration in collecting data and evaluating various variables that had been determined by researchers (Avenzora 2008; Avenzora et al. 2013 :). This method was utilized to minimize subjectivity and simplify the various components of statements and/ or questions arranged in the form of questionnaire; which was then analyzed descriptively qualitatively as material for consideration to achieve optimum results.

Then to understand differentiation between actors, there were 2 important issues examined in the analysis of polarization, namely polarization of direction and rating scale. Direction polarization occurred when scores among actors were divided into two dimensions, namely scores below 4 (3, 2 and 1) and scores above 4 (5, 6 and 7); whereas rating scale polarization occurred when there was absolute score differentiation even though it was in the same dimension (Rachmatullah, 2018). Furthermore, SWOT analysis was used as a basic reference for formulating strategies stated in the IFA and EFA.

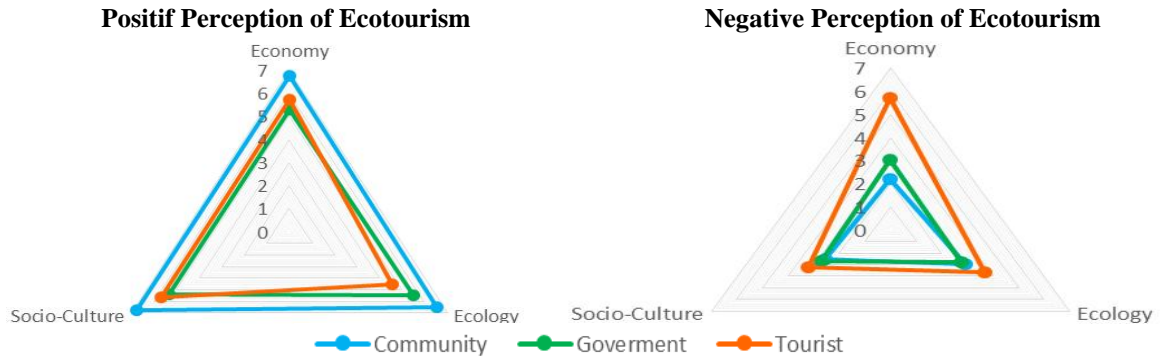
## 4. Results and Discussion

### 4.1. Dynamics of Perception, Stakeholder Motivation and Preference on Ecotourism

*Positive and Negative Perception of Ecotourism.* The results of the study showed that there was no differentiation in direction among actors for positive perception of ecotourism (**Figure 1**). In the context of the rating scale, the data showed that there were differences in rating scale among actors for positive perception of ecotourism; in which the community produced arithmetic of **Score 7**, while the government and visitors produced **Score 5** and **Score 6**. If examined, the maximum score given by the community (**Score 7**) could be interpreted as a strong belief that the development of ecotourism in the SNP Area was able to increase people's income, open employment opportunities, maintain an ecological order and revitalize the cultural resources of the Mentawai community. According to Drumm and Moore (2002), beside ecotourism assessed as being able to minimize ecological impacts, other benefits obtained were being able to make important contributions in improving the economy of local community; as the success of ecotourism development was able to fund conservation programs in various regions of Indonesia. The government that produced a rather high meaning (**Score 5**) and visitors (**Score 6**) for positive perception of ecotourism. For visitors and the government, especially the SNP manager, even tourism - ecotourism in SNP was currently not able to provide a real distribution of economic benefits, they believed that in the next few years ecotourism would be able to contribute to economic and conservation significantly. In recent years, Storalza and Durham (2008) had estimated that global ecotourism had generated revenue of US\$ 300 billion per year.

In various indicators, the data showed that there were differences in direction and rating scale towards the negative economic perception of ecotourism. The public conveyed the perception of disagree (**Score 2**), while the government stated less agree (**Score 3**) on the negative perception of economic ecotourism. This contains several fundamental meanings, those are: 1) both the government and the community share an attitude that tends to be positive thinking on the dynamics of ecotourism development, because for them if ecotourism development is conducted in their area (SNP area), then local community labors become a priority thing; 2) the community and the government assume that it is difficult for them investors in particular to capitalize on ecotourism business through occupational land ownership because all land / land found on Siberut Island is communal land.

Unlike the case with tourists' responses which agreed (**Score 6**) on the negative perception of ecotourism economics. Visitors had concerns that ecotourism development on the other hand had the potential to cause deterioration of environmental resources and caused business exploitation by some people. In addition, despite the strong kinship system owned by the Mentawai indigenous people, it is not impossible if ecotourism development is to cause social inequality between local communities and migrant communities and cause the dominance of workers from outside the region as they have encountered in many parts of Indonesia. The critical response made by tourists was in line with the presentation of The Nusa (1998); Avenzora, (2013) that tourism has ignored the principle of Catur Purusa Artha which is a basic value system for the life of Balinese people, which then creates various destructive things for the continuation of culture and nature in Bali. While Goodman (2003) stated that various tourism activities can degrade and dissolve local cultural values.

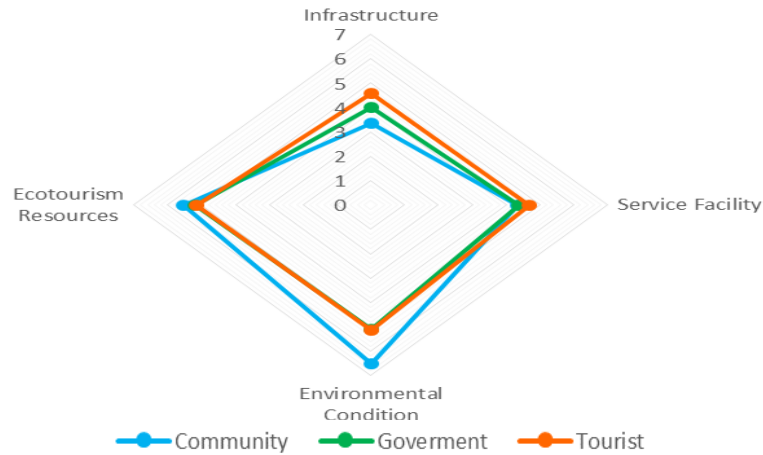


**Information:**

1. **Rating Scale:** 1 = Strongly disagree; 2 = Disagree; 3 = Less agree; 4 = Ordinary course; 5 = Somewhat agree; 6 = Agree; and 7 = Strongly agree.
2. **Aspect and Indicator of Positive Perception of Ecotourism:**
  - 1) **Economy:** **A** = Increasing employment; **B** = Increased income of the community; **C** = Economic value of resources increases; **D** = Opening opportunities for cooperation in various business fields; **E** = Demanding for goods and services increases; **F** = Increased investment in the region; **G** = Stimulating infrastructure development.
  - 2) **Ecology:** **A** = Habitat condition becomes increasingly natural; **B** = Animal resting place is maintained; **C** = Increased population of animals and plants; **D** = Growing the love of the local community towards the National Park; **E** = Growing public awareness of NP; **F** = Increased ecosystem security; **G** = Can minimize the potential for natural disasters.
  - 3) **Socio-Culture:** **A** = Increased public knowledge; **B** = Development of social institutions; **C** = Increased concern for tourists; **D** = Maintaining security stability; **E** = Increased creativity and innovation; **F** = Increased social responsibility; **G** = Cultural values and local wisdom are maintained.
3. **Aspect and Indicator Negative Perception of Ecotourism:**
  - 1) **Economy:** **A** = Labor from outside the region becomes dominant; **B** = Increased sales of assets (land) of the family; **C** = Mastery of assets by a few people; **D** = Ownership of business by a handful of people; **E** = Economic disparity of people and migrants; **F** = Declining value of environmental resources; **G** = Decreased agricultural production and other primary resources.
  - 2) **Ecology:** **A** = Decreased amount of wild animal feed; **B** = Reduced wildlife roaming area; **C** = Changing behavior of wildlife; **D** = Increased pollution of animal habitat; **E** = degradation of flora; **F** = degradation of environmental services (water & land); **G** = The decline in the aesthetic value of the landscape.
  - 3) **Socio-Culture:** **A** = Occurrence of community diseases (alcohol, drugs & prostitution); **B** = Pressure on normal quality of life (traffic jams, pollution, etc.); **C** = The rise of a negative lifestyle imitating tourists (hedonism and consumerism); **D** = Increased juvenile delinquency; **E** = Declining values of tradition and local culture; **F** = Change in agrarian lifestyle and conversion of agricultural land; **G** = Increasing number of migrants.

**Figure 1.** Positive and negative perception of ecotourism

**Perception of Infrastructure and Existing Conditions of Ecotourism.** Overall, there was a differentiation of perceptions among actors on various aspects of the existing conditions of ecotourism in the SNP area (**Figure 2**). In the aspect of infrastructure, the arithmetic mean that tended to be low from all of these actors was recognition of the current conditions of various infrastructures. For the community itself, various infrastructures such as access and road networks, telecommunication networks, electricity and water, as well as up and waste networks were in quite alarming condition. For example in the Matotonan Buffer Village which was directly adjacent to SNP only had one telecommunication network unit and there was not even a tourist information center. In addition, various conditions of service facilities such as place of worship and public toilet in the Matotonan Buffer Village could also be said in dire conditions; because at some point, the building material had begun to break down. In the future, variety of ecotourism facilities certainly must be special concern to facilitate all kinds of tourists and the community needs. Divisekera (2009) investigated that economic managers in increasing Australian tourism goods and services from foreign tourists were due to improvements in the areas of accommodation, food, transport, shopping and entertainment.



**Information:**

1. **Rating Scale:** 1 = Strongly disagree; 2 = Disagree; 3 = Less agree; 4 = Ordinary course; 5 = Somewhat agree; 6 = Agree; and 7 = Strongly agree.

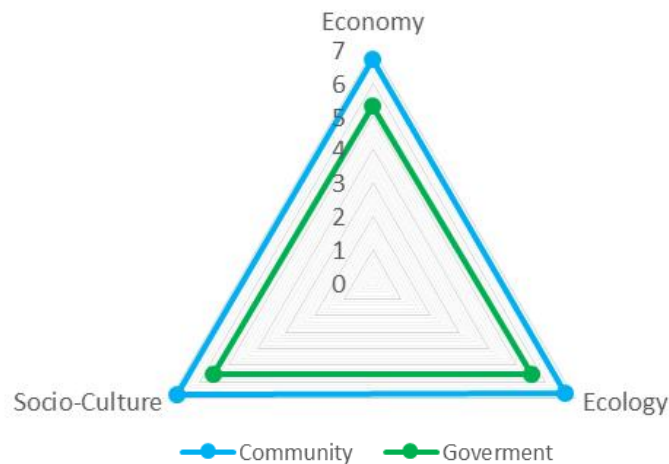
2. **Aspect and Indicator:**

- 1) **Infrastructure:** A = Access and road network; B = tourist information center; C = Parking area; D = Telecommunication, electricity and water network; E = Waste network; F = Place of worship; G = Toilet or bathroom.
- 2) **Service Facility:** A = Information and guidance center; B = Where to eat (restaurant and food stall); C = Souvenir sale place (local craft); D = Place of worship; E = Place to stay (accommodation); F = Health facility; G = Toilet/ WC.
- 3) **Environmental Condition:** A = The beauty of the environment; B = Environmental cleanliness; C = Environmental beauty; D = Environmental security; E = Environmental comfort; F = The attitude of the local community; G = Service of officers to visitors.
- 4) **Ecotourism Resources:** A = Symptom of natural waterfall and rock cliff; B = Symptom of river and lake; C = The view of the wilderness; D = View of meadow and savannah; E = View of hill and mountain; F = Flora diversity; G = fauna diversity.

**Figure 2.** Stakeholders Perception on Infrastructure and Existing Condition of Ecotourism.

Even in terms of infrastructure and public facilities in the SNP area they were not yet good enough, but if viewed in terms of environmental condition and ecotourism resources, the data showed that there was no difference in direction among actors as shown in **Figure 2**. If examined more deeply, then the value of the highest indicator in aspects of environmental conditions was local community hospitality and environmental security; where both of these were important indicators in creating sustainable tourism or ecotourism. While from ecotourism resources, the data also showed a score that was meaningful for various ecotourism potentials. Stakeholders saw that various ecotourism resources found in the SNP area could be said still natural and many of them were endemic flora and fauna. Beside the wide variety of flora (around 856 species), this region had a fairly high and unique fauna diversity; where Supriatna (2014) noted that there were around 31 species of mammals (17 of which were endemic), four endemic primates, four types of endemic squirrels, four types of mice (one endemic) and 105 species of birds with one endemic species and 13 endemic species.

**Motivation of Community and Government on Ecotourism.** In various aspects, the data showed that there was polarization of rating scale among actors on the motivation of ecotourism (in terms of economic, ecological and socio-cultural). However, if viewed from the direction domain, the data showed that there was polarization in the direction in which the average arithmetic community produced a score of 7, while the government created score of 6 (**Figure 3**). This can be interpreted as both actors have strong motivation for developing ecotourism in the SNP area. For the community, ecotourism development would not only be able to increase economic added value, but also be useful to preserve a variety of local wisdom that began to be degraded along with the times. These various local wisdoms will become more entrenched together with the demands of ecotourists who want to witness an eco-cultural tourism attraction. Darusman, Avenzora and Nitibaskara (2013) explained that the various potentials of material-culture and immaterial culture possessed by local communities are also very valuable to be used as cultural attractions that complement various ecotourism activities.



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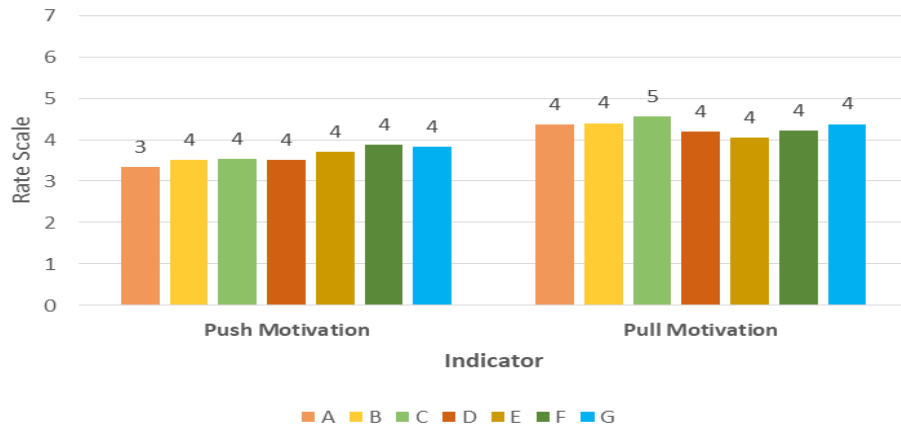
1. **Rating Scale:** 1 = Strongly disagree; 2 = Disagree; 3 = Less agree; 4 = Ordinary course; 5 = Somewhat agree; 6 = Agree; and 7 = Strongly agree.
2. **Aspect and Indicator:**
  - 1) **Economy:** **A** = Getting jobs; **B** = Getting extra income (trading); **C** = Increasing added value of personal assets (house, land and/ or garden); **D** = Increasing business fields collectively; **E** = Improving regional transportation; **F** = Increasing infrastructure development; **G** = Creating market for household production commodities.
  - 2) **Ecology:** **A** = Improving the beauty of the destination; **B** = Improving habitat and wildlife quality; **C** = Maintaining the integrity of the NP Region; **D** = Maintaining the security of the area from illegal activities; **E** = Preventing forest fires; **F** = Protecting wildlife and flora; **G** = Increasing awareness in preserving the environment in the community.
  - 3) **Socio-Culture:** **A** = Increasing people's insight and knowledge; **B** = Improving social network; **C** = Improving life mentality; **D** = Improving social status in the community; **E** = Preserving local wisdom and traditional science; **F** = Eliminating discrimination and social jealousy; **G** = Increasing the dignity of the people at the destination.

**Figure 3.** Community and Government Motivation for Ecotourism

While for the government itself, the development of ecotourism in the SNP area was not only able to generate benefits to increase Regional Original Income (ROI), but also useful to develop various socio-cultural arrangements of local communities around the SNP area. In addition, it should be noted that various economic benefits generated from ecotourism were not only able to reduce poverty in the economic sector, but also able to stimulate local communities to maintain the integrity of natural and cultural resources in the National Park area. At the same time, the use of ecotourism in the SNP area could also be relied on to reduce hunting and trade in wildlife. This was similar to Supriatna's presentation (2014: 4) which stated that the natural tourist attraction of wildlife in several developing countries can substitute profits lost from hunting and at the same time contribute to wildlife conservation.

**Tourist's Push and Pull Motivation.** In term of push motivation, the existing data (**Figure 4**) revealed that the push motivation value of tourist in the SNP area was generally only classified as moderate (**score 4**); where the first indicator stated by tourists as low (**score 3**). While in term of pull motivation, data illustrated that the value of tourist attracting motivation was only normal (**score 4**); where the highest value was on the 3<sup>rd</sup> indicator, namely the popularity of tourism. It was understandable that the Mentawai Islands were one of the best areas for marine ecotourism, especially surfing attraction, while ecotourism that stood out in the SNP area was a type of cultural and spiritual/religious ecotourism. In addition, with the recognition of the tattoo (*titi*), Mentawai as one of the oldest tattoos in the world, it was not surprising that many Anthropologists throughout the world were studying various material-immaterial cultures in this region. McIntosh, Goeldner and Ritchie (1995); Cooper *et al.* (1998) stated that one of the motivations of tourists in conducting tourism activities is because of cultural motivation to see and know more about culture in a region. In several studies on

tourist motivation, the average main motivation for someone to do tourism is for the purpose of relaxation, refreshing the physical and mind (Reindrawati 2010, Fandeli 2002, Abbas, 2000). Motivation is still the main push factor, while the pull factor is still dominated by natural and cultural ecotourism resources, such as local lifestyle and eco-activities (Chan *et al.* 2007, Ros & Iso-Ahola, 1991).



**Information:**

- Rating Scale:** 1 = Strongly disagree; 2 = Disagree; 3 = Less agree; 4 = Ordinary course; 5 = Somewhat agree; 6 = Agree; and 7 = Strongly agree.
- Aspect and Indicator:**
  - Push Motivation:** A = Regaining creativity and relaxation from daily routines; B = Improving physical fitness and health; C = Improving the quality of family ties; D = Improving friendship / group quality; E = Learning and / or understanding something new to increase knowledge; F = Distributing special hobbies; G = Looking for a beautiful place to take pictures.
  - Pull Motivation:** A = A variety of activities that can be done; B = Price / cost of tourism; C = Famous tourist attraction; D = Easy access to tourism objects; E = Complete facilities and infrastructure; F = object cleanliness and comfort; G = Promotion and information about interesting tourism objects

**Figure 4.** Tourist's Pull and Push Motivation.

**Stakeholder Preference on Ecotourism.** In various respects, the results of the study indicated that there were symptoms of differentiation in the direction and rating scale among actors on ecotourism preference. In term of service facility and infrastructure, the data showed the height (**score 7**) of people's preference for development of various facility and infrastructure in the SNP area and Buffer Village (**Figure 5**). The various service facilities and infrastructures were not only needed to accommodate all the needs of the community and mere tourists, but also needed to increase satisfaction, experience and memorable aspects of tourists. While in term of accommodation, data showed that there was a differentiation in the rating scale among actors on various forms of accommodation (**Figure 5**). If examined more closely, people preferred the type of homestay accommodation as the main type of accommodation, while the government and tourists did not question the type of accommodation more, but rather accommodations that adopted local architecture (those were homestay, cottage or commercial villa). Makes and Rahmafita (2013) said that the choice of tourists is not solely due to the accommodation facilities offered, but rather to the attributes of destinations that are around eco-lodges that promote nature and local culture as the main attraction.

Then in term of marketing, the data showed that the community was more enthusiastic to promote various ecotourism resources by various institutions, both by government, community groups, NGOs, or even universities. While the government and tourists were more oriented to integrated and centralized marketing; thus minimizing the inaccuracy of existing data and information. However, overall stakeholders agreed on various marketing responsibility schemes conducted by any institution; because in principle, good ecotourism marketing is to be done comprehensively and systemically by involving all actors massively and integratedly. This is in line with Pitana's presentation (2015); Ekonomi.bisnis.com Online Media which said that in order to reach



the target of 20 million foreign tourists to Indonesia, an integrated and sustainable tourism marketing strategy is needed by involving all stakeholders or tourism stakeholders.



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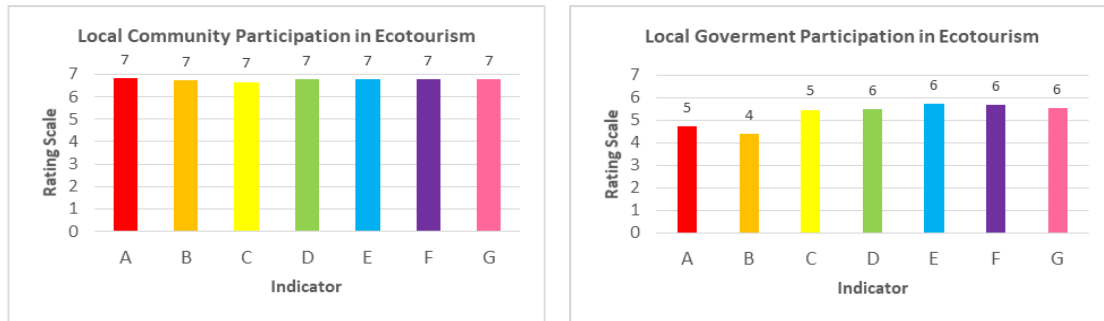
1. **Rating Scale:** 1 = Very bad; 2 = Bad; 3 = Somewhat bad; 4 = Medium; 5 = rather good; 6 = Good; and 7 = Very Good.
2. **Aspect and Indicator:**
  - 1) **Service Facility:** **A** = Improving physical quality and visitor information center; **B** = Improving recreational facilities; **C** = Repairing equipment rental service facilities; **D** = Improving worship facilities; **E** = Improving environmental health and sanitation facilities; **F** = Improving administrative and financial services; **G** = Increasing café / restaurant facilities and souvenir kiosks.
  - 2) **Infrastructure:** **A** = Increased access of main roads and trails; **B** = Increased and regulated circulation of visitor movements and parking; **C** = Improvement and arrangement of water networks; **D** = Increasing and regulating the electricity network; **E** = The increase and regulation of telecommunications networks; **F** = The increase and regulation of waste and waste networks; **G** = Improved disaster management infrastructure.
  - 3) **Accommodation:** **A** = Accommodation that integrates with the local population (homestay); **B** = Exclusive and modern accommodation (luxury hotels); **C** = inclusive and modern (general) accommodation; **D** = Accommodation that can be moved (caravan); **E** = Accommodation that adopts local architecture (eco-lodge); **F** = Accommodation prepared independently by tourists (tents); **G** = homepods.
  - 4) **Marketing:** **A** = Marketing is carried out independently by each Tourism Service Provider; **B** = Marketing is carried out centrally by Government Institutions; **C** = Marketing is carried out centrally by the Tourism Entrepreneurs Association; **D** = Marketing is carried out by non-governmental organizations (NGOs); **E** = Marketing is carried out by Universities; **F** = Marketing is carried out by the Cooperative; **G** = Marketing is carried out by Regional Owned Enterprises (ROE).
  - 5) **Wildlife:** **A** = Expelled; **B** = Hunted; **C** = Traps are made; **D** = Reported to Forestry Officer (FO); **E** = Left; **F** = Moved back to its natural habitat; **G** = Made as an ecotourism attraction.

**Figure 5.** Stakeholder Preferences on Ecotourism.

While in the context of wildlife, the data revealed that there was no polarization of direction among actors on wildlife management preference. If reviewed more closely, all actors opposed any activity that was degraded by the existence of wildlife. This was evident from the low mean values of indicators A, B and C; which only produced a score of 2 or meaningful disagree. Unlike the case with utilization attempts in which the community and other actors articulated their agreement if various existing wildlife were used as an attraction for ecotourism. On this matter, it can be interpreted as a high concern from stakeholders and especially the local community as residents in the conservation area to preserve various wildlife and other ecological arrangements. Mutanga, et al (2015) in their research found that local communities around the Umfurudzi National Park, Matusadona National Park, and Cawston Ranch areas had positive perceptions about wildlife conservation.

**Community and Government Participation on Ecotourism.** The results of the study showed that from various criteria for ecotourism participation, the average value given by the community was very

positive or produced a score of 7 (**Figure 6**). This indicated the high enthusiasm of the community in various ecotourism development programs in the SNP area. In the concept of developing ecotourism, local community wanted to be included from the initial stages of planning, management to the evaluation phase. Thus, the public does not only feel as a "stunt man actor" but also is fully involved as the main actor in order to increase independence in addressing a phenomenon and/ or problem in management.



### Information

- Rating Scale:** 1 = Strongly disagree; 2 = Disagree; 3 = Less agree; 4 = Ordinary course; 5 = Somewhat agree; 6 = Agree; and 7 = Strongly agree.
- Indicators:**
  - Community participation in ecotourism:** A = Working in the field of ecotourism; B = Entrepreneurship in the field of ecotourism; C = Providing land for the ecotourism sector; D = Maintain cleanliness and harmony of the surrounding environment; E = Maintaining the security of the surrounding environment; F = Maintaining the authenticity of customs and culture; G = Improving ability to explain the object of tourist attraction well.
  - Government participation in ecotourism:** A = Willing to issue a budget for each National Park (TN) development needs; B = Prioritizing the interests of the tourism sector (ecotourism) compared to other development sectors; C = mobilizing the community to participate in developing ecotourism in NPs; D = Increasing HR knowledge and skills for the development of ecotourism in NPs; E = Realizing the cleanliness, safety and comfort of NPs; F = Improving the quality and amount of advice on public infrastructure in NP; G = Protecting the interests and rights of local community in term of exploiting land in NP Area.

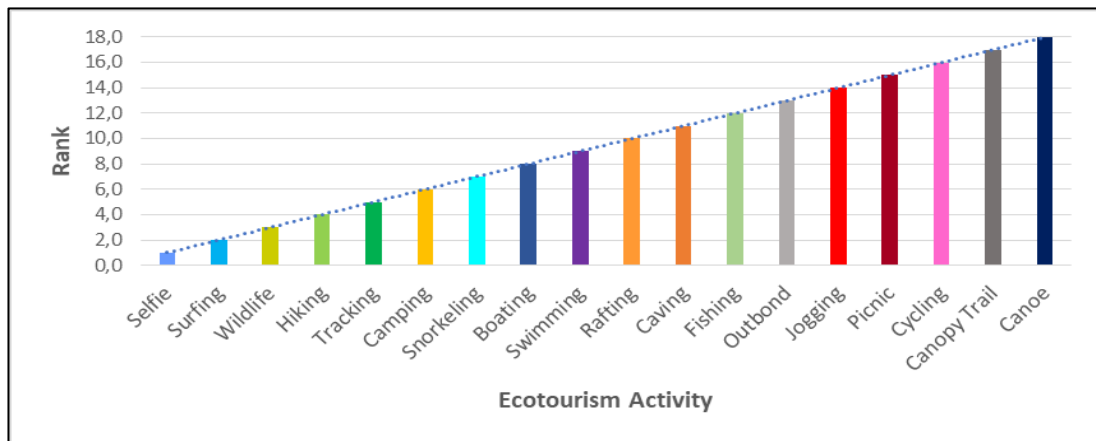
**Figure 6.** Community and Government Participation on Ecotourism.

The average value produced by the government for ecotourism participation was high in meaning (**Score 6**). For the government, the various ecotourism participation (**in Figure 6**) was a basic obligation for facilitator (government). According to the NP manager's explanation, the various criteria had actually been done by the government or management, but the various programs listed were not carried out consistently and continuously considering the existence of a project's time span. Nevertheless, at least the government had also conducted moral responsibility for programs to increase knowledge and skills to the surrounding community to pay attention to aspects of protection, preservation and utilization of the NP area. For the government itself, the most important thing was to do every pro-conservation movement to maintain the germplasm in NP.

**Most Interested Ecotourism Activities for Tourists.** Based on the results of the study, the data showed that the types of ecotourism activities that were most interesting for tourists in the SNP and Siberut island in general was selfie photos, the second was surfing, the third was wildlife observation (flora and fauna), the fourth was hiking, and then the fifth was tracking (**Figure 7**). This is interesting why the selfie photo activity was in the first rank as an activity favored by tourists even though there were so many and varied activities that could be done in this region. If examined, selfie photo activity as the most desirable activity was a phenomenon that started from the presence of smartphone in the past 7 years that were also connected with social media (Instagram, Twitter, Facebook, Path, etc.). Rapid technological advancements in this digital era can be said to have formed new lifestyles for

community groups in general, moreover they are millennials who post their selfies to upload on social media Instagram and Facebook.

The close relationship between selfie photos and social media is a new trend in the overall social dynamics of people's lives. Through selfie photos on social media, the benefits obtained not only make the wider community not only captivated to visit (pull motivation), but also as a promotional media tool that is very cheap compared to official domains or conventional promotions. ITB World Travel Trend Report (2015) revealed that active Facebook users until 2015 were 1.5 billion people worldwide while other social applications such as Twitter, LikedIn, Google+, WhatsApp and Trip Advisor continued to grow in various countries. In addition, it was also revealed that 75% of international tourists utilized the internet to get information about their tour. Fotis *et al.* (2011) also found that content created by social media users became more reliable than official tourism site.



**Figure 7.** Ecotourism activities that are most interested for tourists.

The second type of recommended activity was surfing. Surfing activity was tourism activity that played a major role in boosting foreign tourist arrival in the SNP and Mentawai Islands regency in general. The uniqueness of the waves that come from the water of the Indian Ocean has made the Mentawai Island a destination that is considered as a "paradise" for world surfers. Based on a study conducted by Zulhitra *et al.* (2016), the data showed that the number of tourist visits to the Mentawai Island in the period of January - July 2015 had increased or grew by 3.53% (as many as 719,177 people) compared to the same period in 2014 (as many as 694,684 people). Cumulatively, the number of tourists visiting South Siberut Subdistrict were those who were interested in marine tourism (53% of total visitors), 33% of visitors to natural tourism and 14% of visitors to cultural tourism. Based on data revealed by Zulhitra *et al.* (2016), it can be interpreted that the phenomenon of visiting tourists' motivation was to enjoy the various natural phenomena in the Mentawai Island extensively. Until now, surfing tourism attractions are still considered the most popular tourist activities. While various cultural tourism activities in Mentawai Islands and Siberut Island in particular are still less desirable because of various factors such as lack of information or lack of *eco-culture-tourism supply* provided by tourism service providers. But even so, various actors believed that cultural ecotourism activities on Siberut Island and/ or in the NP and Buffer Village areas would experience an increase along with the help of social media promotion facilities focusing on cultural ecotourism destinations. This is also strengthened by the interest in observing flora and fauna in third place, hiking activity in fourth place and tracking activity in fifth place; the third activity can only be carried out in the SNP area so as opening up opportunities for increasing cultural ecotourism demand.

#### 4.2. Discussion

In order to harmonize stakeholders' perception, motivation and preference, the first step that must be taken is collaborative management. This can be realized in Focused Group Discussion (FGD) activities involving all components of the local community, government and universities and non-governmental organizations. Then in the level of space synthesis, as with IFA and EFA, the strategy that must be done is an aggressive strategy, namely by optimizing several perspectives, those are: 1)

ecotourism's regional political and policy perspective; 2) ecotourism planning perspective; and 3) marketing perspective.

***Political Perspective and Ecotourism Regional Policy.*** Political terminology can be interpreted simply as an attempt to decide cases wisely. In the context of tourism / ecotourism development, the importance of political aspect is closely related to the various policies and rules needed to support various implementations of the development that will be operated. Avenzora (2013) described that tourism development is somehow based on various policies needed to ensure the functioning of each role of each stakeholder efficiently and effectively; in line with the fact that tourism is multi-sectoral in nature so that the role of the government (as a political component) becomes crucial. Furthermore, competition among regions in participating in the field of ecotourism can be described in the statement of Hal (1994) whom said *"The state is a powerful, resilient, pragmatic and flexible social structure capable of sustained purposeful action across many areas of social activity of which tourism is only one."*

For the explanation above, the orientation of ecotourism development in the SNP area should be operated through an integrative and systemic approach; namely by paying attention to macro-oriented planning to the most micro elements as an embodiment of all aspects harmonization of a single system unity. To make it easier, all government elements (from the regional to national level) should coordinate integration as a whole in determining development priorities as well as the high motivation of the community in the participation of ecotourism in the SNP area. Mill and Morrison (1985); Hall (1994) proposed 7 forms of public sector involvement in tourism, namely: 1) coordination, 2) planning; 3) legislation and regulation; 4) entrepreneur; 5) stimulation; 6) the social system of the tourism system; and 7) basic arrangement for protecting the interests of all parties. In its implementation, to minimize the limited resources available, various external opportunities in the form of capital resources can be integrated through partnerships; both with Non-Profit Organizations (NGOs) or Higher Education Institutions. By establishing collaboration and partnerships, the various limitations of resources can not only be overcome and minimized, but also able to enrich the maturity of a program because it runs the principle of democracy as mandated by the 1945 Constitution. Dewi (2011: 13) stated that with a multi-stakeholder background, it is necessary to have good governance in order to open and hold collaborative forums where competencies of individuals and institutions / stakeholder organizations can be put together to produce synergy and produce better outcomes than if each stakeholder works independently.

***Perspective on Ecotourism Planning.*** The planning aspect in the tourism / ecotourism sector becomes vital not only because this sector is multi-sectoral one, but also because of the uniqueness and diversity of resources in creating ecotourism services and products. Avenzora (2013) reminded that ecotourism planning is an attempt to bring together demand and supply through an objective approach elaborated through a series of touches of knowledge, art, image and experience based on logical arguments. While the WTO stated *"First tourism should be planned at the national level and regional levels. At these levels, planning is concerned with tourism development policies, structure plans, facilities standards, institutional factors, and all the other elements necessary to develop and manage tourism."*

In operated ecotourism planning, many approaches that can be chosen as Gold (1980) described by utilizing some approaches: 1) demand; 2) resources; 3) utilization of space; 4) behavior. Then WTO (1994); Avenzora (2013) described that the ecotourism planning process can be outlined in the form of: 1) initial study; 2) goal setting; 3) data collection survey; 4) analysis and synthesis; 5) policies and plan formulations; 6) recommendations; 7) implementation and monitoring. It should be remembered and underlined that every approach in existing planning is good if all stakeholder orientations can be realized in one domain of vision; so that in its implementation there is no direction chaos that has an impact on the ineffectiveness and inefficiency of the program that has been planned. Although currently there is a standard scheme that is regulated in several regulations concerning ecotourism planning in macro to micro, but in reality the chain of policy in the planning process is likely to be *"overlapping and not lean"*. Therefore, it is good if all actors agree adopting an integrated planning approach which was initiated by Avenzora (2008); those are: 1) Master Plan; 2) Site Plan and; 3) Plan Detail.

**Marketing Perspective.** In term of general segmentation, all forms of ecotourism activities conducted in the productive space of natural and cultural landscape are not limited to specific market segmentation, meaning that there are no age restrictions or any specific background to eco-tourism. In the context of the branding strategy, the concept-implementation must be driven by the government as the regulator and catalyst for development with its main promoter is regional or local government agency of Regional Tourism collaborating with the University (academics) to run the vision and mission jointly initiated. In addition, the involvement of other stakeholders including the tourism industry (such as tour and travel service, tour operator, transportation service, hotel service, restaurant, etc.) is also required to participate in carrying out the overall planning and implementation of various ecotourism activities. Various empirical researches illustrate that branding can improve the image of the destination and help increase the number of foreign tourist visits to these destinations (Telisman-Kosita, 1989). Blain *et al.* (2005) cited several "*success stories*" in tourism branding such as those experienced by tourism in Florida, New York, Tasmania, New Orleans, Louisiana, Texas and Oregon which generally contain important essence capable of differentiating a tourism destination from others.

Thus, the myriad of ecotourism resources in each tourist destination located in the Siberut Island region (SNP area) must also be able to make certain differentiation or uniqueness so that it can build an icon, image or regional identity as an ecotourism attraction. After discussing normative marketing strategies, then market segmentations and branding strategies described above must be realized into a marketing-mixed that includes 4 P (product, price, place and promotion). Product is everything that can be offered to the market to meet the needs and desires of consumers (Kotler and Keller, 2009). In the case of product, various ecotourism resources declared as tourism product should be arranged in an ecotourism activity (tour package); so that it can give a more colorful impression and is expected to be able to optimize the 4 pillars of ecotourism (memory, experience, satisfaction and education). In addition, by creating a series of one ecotourism program, various aspects of the distribution of benefits produced will become more economically valuable. Thus, the price offered to eco-tourist prospective has been arranged in a single domain price.

In the context of place, tourism marketing also needs to understand the characteristics of the distribution of tourism products themselves. With the characteristics and uniqueness of various ecotourism products which contain psychological and educational elements for ecotourism, the actual access limitation or distance to increase ecotourism attractions is not used as a fundamental reason or obstacle, but must be made as one of the uniqueness in the process of an adventure trip. Thus, the memory value as part of psychological needs obtained by eco-tourism will produce optimum value. In term of promotion, a good form of promotion should be done by optimizing audio-visual promotion media which is currently reaching a trend point, such as Instagram as part of social media or even documentary recordings that are beautifully and classically broadcast on several television stations private. With the promotion of audio-visual media, it is expected to provide information basically how unique the tourist attractions offered to eco-tourist prospective. However, various forms of promotion that are intended to be operated are not to cause ecotourists prospective to feel lied to by the aesthetics of various forms of advertaising which have overly manipulated or engineered photos so as to cause disappointment from the eco-tourist.

Ceremonial activities such as national or international events that have been carried out on Siberut Island today, such as the Enchantment of Mentawai festival, must be developed and improved in an integrated manner. If participants are just visiting and enjoying the attributes of MICE normatively and conventionally or just focusing on the event point in the Enchantment Mentawai festival; so it's better to arrange the event to be more attractive to a particular space; in order to explore the uniqueness and integrity of ecotourism resources in Siberut National Park area. By carrying out various exploration activities at the festival, one of the benefits of the optimization is able to increase the length of stay of the ecotourists.

## 5. Conclusion

Overall, the parties (community, managers and tourists) stated a high score or good meaning for the development of ecotourism in the SNP area. Data on perception, motivation, reference and participation on ecotourism showed high scores on the distribution of economic, ecological and socio-

cultural benefits. The high economic orientation of the community and government is an important determinant in maintaining the ecological and socio-cultural order; thus making it positive energy to be managed and presented to tourists. Based on data on the perception, motivation and preference of stakeholders which have achieved high score, then it should be maintained and even increased in a perfect / very high direction through various strategic conceptual engineering; by promoting the trilogy of sustainable tourism, trilogy of the basic needs of tourists and the pillars of education. Thus, the success of ecotourism development is not only mere rhetoric, but it must be an implementative reality.

The orientation of ecotourism development in the SNP area should be operated through an integrative and systemic approach; namely by paying attention to macro-oriented planning to the most micro elements as an embodiment of the harmonization of all aspects of a single system unity. To make it easier, all government elements (from the regional to national level) should coordinate integration as a whole in determining development priorities as well as the high motivation of the community in the participation of ecotourism in the SNP area. Considering number of objective approaches made, then the synthesis initiated in this study is to optimize several perspectives including: 1) Ecotourism Political and Regional Policy Perspective; 2) Ecotourism Planning in an integrated manner; 3) Ecotourism Marketing Perspective.

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