

## Does Attractiveness and Value of Eco-Tourism Related with Income of Small Medium Micro Business in Tourism Object? Study in North Maluku

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#### ABSTRACT

The points of this study are: (1) to decide the impact of engaging quality on pay; (2) To decide the impact of ecotourism esteem on pay; (3) To decide the impact of the appeal and worth of ecotourism on pay. The quantity of exploration tests is 70 respondents, This exploration was led at Jikomalamo Beach, Ternate City. The test instrument utilized is various direct relapse investigation (different relapse) involving the factual bundle for social researchers (SPSS) as a measurable test device. In view of the exploration results show that the engaging quality variable emphatically affects the pay of MSME entertainers at the Jikomalamo Beach side vacation spot, the Ecotourism Worth variable emphatically affects the pay of MSME entertainers at the Jikomalamo Beach side vacation spot side vacation spot. At the same time, the engaging quality and ecotourism esteem factors emphatically affect pay by 24.3%, and that implies that the allure and worth of ecotourism will build the pay of MSME entertainers at the Jikomalamo Beach side vacation spot side vacation destination.

**Keywords:** Attractiveness, Ecotourism Worth, Pay, Jikomalamo.

## **INTRODUCTION**

Indonesia is an archipelagic country with just about 70% of the area is water. There are roughly 13,466 islands with abundant regular assets and biodiversity (Government Advertising Coordination Organization, 2012). This is an incredible potential for Indonesia that can be created to work on the economy, including the travel industry potential. The variety of normal assets, vegetation, culture and verifiable relics of Indonesia, is an appealing power in improving the Indonesian travel industry.

Nowadays, it is certain that vacation spots in this way influence the universe of the travel industry, particularly in traveler locations proposed to the more extensive local area. A travel industry item requires designated improvement to make a vacationer location commonly referred to by general society as a traveler location that can fulfill the vacationer tastes of both homegrown and unfamiliar sightseers.

North Maluku has a ton of lovely objections and can stun anybody. Some have stowed away areas, so some sightseers know the spot. Like Jikomalamo beach, with the excellence of a submerged heaven concealed in Ternate. Not at all like most, Jikomalamo beach just has a shoreline of around 100 meters. Given the circumstances, you will not be disheartened, the sand that stretches across the straight is still exceptionally perfect. Sunbathing the entire day will not make you exhausted. Jikomalamo beach started to be created in 2015. The public authority has likewise constructed different offices, for example, admittance to the ocean side which used to be from a back road however has been smooth on black-top. This makes it simpler for travelers to visit.

Jikomalamo beach is a generally new traveler objective in Ternate City. Nevertheless, with its magnificence and uniqueness, individuals of Ternate City make this ocean side an alluring and very famous place of interest. In this way, you can visit with your family, companions, or local area. Jikomalamo beach is situated in Sulamadaha Town, Ternate City, North Maluku. To get to this Jikomalamo Ocean side vacation destination, you need to travel a distance of around 10 kilometers from the downtown area of Ternate. The movement time is around 20 to 30 minutes when utilising a vehicle. The separation from the ocean side to the Sulamadaha ocean side is about 2 kilometers.

Ternate Island region that has been created as a vacation spot, one of which is the Jikomalamo Ocean side Region. Traveler visits to the Jikomalamo beach region everyday keep on expanding consistently. Jikomalamo beach is utilized as another ocean side the travel industry object in the city of Ternary which has just been created over the most recent couple of years and has gotten a decent reaction from the local area, particularly the area local area in Ternate City and its environmental factors, so vacationer visits show a rising increment

**Table 1.1.** Information on the Quantity of Traveler Visits at Jikomalamo Ocean side in 2017-2019

| Number | Year | Number of Visits |
|--------|------|------------------|
| 1      | 2017 | 72.001           |
| 2      | 2018 | 86.330           |
| 3      | 2019 | 92.300           |

Source: Ternate City Tourism Office (2020)

The latest thing is that a visit to Jikomalamo beach is more appealing than the travel industry in other Ternate urban communities, so the adjustment of the pattern of this visit happens due to the better offices and engaging quality of Jikomalamo beach vacation spots. The travel industry is a perplexing movement, which can be seen as a huge framework comprising different parts like political, monetary, social, social, etc in a reliant and interconnected relationship (interconnectedness). As a framework, between parts in the framework, where changes in a single subsystem will likewise cause changes in different subsystems, until at last another concordance is found (Rani, 2014).

The travel industry advancement done by the public authority and the confidential area has expanded the quantity of vacationer appearances starting with one region then onto the next. Basically, four primary regions are impacted by the travel industry advancement endeavors, specifically monetary, social, social and natural. One of the useful positive effects in the financial field is that travel industry exercises get unfamiliar trade profit for the country. In 2011 unfamiliar trade profits from the travel industry were assessed to arrive at USD 8.5 billion, up 11.8% contrasted with 2010. This increment surpasses Indonesia's financial development, which is projected to be 6.5%, and world travel industry development, just 4.5% (Suryani, 2017).

Local area cooperation around vacationer items can be acknowledged through exchanging organizations and administrations. A decent collaboration is required between the supervisor of the vacation spot and the local area around the vacation spot. For this situation, the earnestness of the local area is likewise expected to assist with making a decent picture for the vacation spot, so it will welcome sightseers to visit there. Neighborliness and genuineness of the local area can make its own impression, with the goal that it can produce interest in returning, local area support is expected to make a helpful condition for the travel industry improvement.

The advancement of the travel industry in space will carry many advantages to the local area, particularly monetarily, socially and socially. In any case, if the improvement isn't ready and overseen appropriately, it will create different issues that make it troublesome or even hinder the local area. To guarantee that the travel industry can grow appropriately and reasonably and carry advantages to people and limit the pessimistic effects that might emerge, the travel industry advancement should be gone before by a top to bottom review, particularly by leading exploration on supporting assets (Wardiyanta & Hum, 2006).

According to a social perspective, the travel industry exercises will extend work potential to open doors both from offices and framework improvement exercises as well as from

different business areas that are straightforwardly or in a roundabout way connected with the travel industry. The travel industry will develop and expand the acknowledgement and love of their country, so they can spur resistance in affiliation, which is a strength in a country building. Other than that, travel industry can extend the skylines of individual perspectives on the upsides of life. According to a monetary view, the travel industry exercises can add to local incomes obtained from charges, stopping expenses and tickets or can acquire unfamiliar trade from visiting unfamiliar vacationers.

Ternate Island, which is known as a bumpy region lining the coast, is presently likewise being created as a coastal travel industry region. One of these points is to work on the economy of nearby networks, most of whom fill in as ranchers and anglers. They are encountering issues with diminishing agrarian/estate yields because of the long dry season causing a few manor harvests like cloves and nutmeg, as well as fish gets due to overfishing. In this way, the travel industry area is supposed to add to individuals' pay. Monetarily, the expansion in vacationer visits to the travel industry objects on Jikomalamo beach is believed to have the option to help the economy of individuals encountering a decrease in their rural and fishery potential. It does not harm the climate since this traveller region can give financial advantages to the local neighbourhood area.

Arifiana (2016) "Examination of Potential and Advancement of Ocean side Vacation spots in the City of Semarang" The consequences of this study show that the ocean side the travel industry fascination that possesses the primary need being developed is Marina Ocean side in view of the greatest consolidated possible score, trailed constantly place Maron Ocean side and third Tirang Oceanside. Marina Ocean side is the fundamental ocean side in Semarang City and is the most visited due to simple street openness, and the area is not a long way from the downtown area. There are many rides and supporting offices, while Maron Ocean and Tirang Ocean sides are less alluring due to the lack of street openness and sufficient area.

Based on the explanation above, plan research questions should be addressed in this concentrate as follows: 1) Does Appeal influence the Pay of Jikomalamo Ocean side The travel industry Dealers?, 2) Does Ecotourism Esteem influence the Pay of Jikomalamo Ocean side The travel industry Brokers? Furthermore, 3) Does the appeal and worth of ecotourism influence the pay of Jikomalamo Ocean side travel industry Dealers?

## **LITERATURE REVIEW**

### **Definition of Tourism**

The travel industry is one area that is truly chipped away at by nations on the planet to empower the public economy. Indonesia has extraordinary travel industry potential since Indonesia is a huge archipelagic country, whose domain extends from Sumatera to Papua. The travel industry is one of the social, monetary, political, social, and mechanical peculiarities, so this present circumstance has become an extraordinary worry for improvement specialists and organizers. Organizations connected with the field (Bahiyah and Hidayat, 2018).

As indicated by Cemporaningsih et al., (2020) the travel industry improvement is thoughts and thoughts that are given a hint of innovativeness and development to expand the financial worth of the travel industry perspectives (attractions, objects, offices, transportation, items, and administrations) so it will increment vacationer visits and acknowledge vacationer fulfillment. That is the point at which the financial cycle happens which will prompt thriving.

### **Investigation of Exploration Factors**

#### **Vacation destination**

As indicated by Regulation no. 10 of 2009, vacation destinations have uniqueness, superiority and value as a variety of natural, social and artificial wealth, which is the goal or motivation behind tourist visits. Indriastuty, Saputro and Sukimin (2020) declared that vacation destination has a fascination with being seen and partaken in that deserves to be offered to the traveller market. Ali (2012) claimed that the travel industry items are bundles that are not just about the excellence or exoticism of a vacation place, however, from a more extensive perspective. The travel industry items incorporate attractions, offices while voyaging, and furthermore, admittance to these vacation destinations.

In the meantime, Lapian, Mandey and Loindong, (2015) made sense of that vacation spot is the fundamental focal point of driving the travel industry in a location. Vacation spot is the main impetus that spurs sightseers to visit a spot. (Taskia and Hayati, 2012), there are five components of vacation destination in the travel industry that are vital, to be specific: Attractions, Facilities, Infrastructure, Transportations, and Hospitality. This is in line with research conducted by Putri, Zamheri, Ridho, Paisal and Africano (2022) investigated people's opinions concerning the facilities and public infrastructure in one of the destinations in South Sumatra. They stated that the public facilities and infrastructure need to be repaired. It can be concluded that public facilities and infrastructure are crucial for visitors to experience and comfortable vacation.

#### **Ecotourism**

As per Supriyadi and Malang (2017) ecotourism is a sort of the travel industry that became well known around the 1990s. Indonesia as a country with different sorts of normal uniqueness, Indonesia has very great possible in the improvement of this kind of ecotourism, most unfamiliar sightseers come to Indonesia in view of its regular magnificence, normal assets give an expansion in Indonesia's travel industry seriousness, On the planet Financial Gathering Indonesia positions third. 14 in Expected Normal Assets in 2017. Ecotourism is nature-based the travel industry that includes schooling, translation of the climate and is overseen reasonably. The presence of ecotourism in a space influences the existence of individuals around the area; whenever overseen appropriately, there will be an expansion in government assistance. Besides, the significant part is the safeguarding of the region, because these travel industry exercises should build the conveying limit of the climate (Tuasikal, 2020).

Strengthening is more stressed on the monetary part of individuals because the local area is supposed to have the option to create and direct all possible assets, particularly in provincial regions (Mubyarto, 1998). He likewise expressed that general society is more mindful of the region's state and the kind of business that will later frame establishments and administration frameworks for the local area around the area. Local area strengthening through ecotourism exercises actually should be urged to give a grasping in view of experimental proof of the effects and advantages of ecotourism exercises for local area strengthening, particularly in seaside towns (Rianto et al., 2021).

#### **Income**

Pay hypothesis shows the aggregate sum of cash an individual or family gets during a specific timeframe (typically one year). Pay comprises wages or work receipts, pay from abundance like lease, interest and profits, as well as move installments or receipts from the public authority like social advantages, or joblessness protection (Asmuruf et al, 2015).

As per Susanti and Aidar, (2017) Impartial people group pay, as an objective, is a troublesome issue to accomplish, yet decreasing disparity is one of the benchmarks for improvement achievement. A genuinely decent marker to quantify the degree of value in individuals' pay is the conveyance of individuals' pay among populace gatherings (pay gatherings). Individuals' pay is exceptionally subject to the field of business, rank and occupation title, general instruction level, efficiency, business possibilities, capital and others. These elements are the reason for contrasts in the degree of pay of the populace. Income from the travel industry area is a wellspring of assets for an area where the travel industry is found. The higher the number of vacationer visits, the more the field of traveler consumption will increase, which affects expanding interest for labor and products required by sightseers. This cycle brings about expanded work, which will build individuals' pay. With the expansion in the pay of the nearby local area, the government assistance of the local area likewise increments.

## **RESEARCH METHOD**

### **Population and Sample**

The population is the whole region and attributes comprising of items and subjects that have specific circumstances connected with the examination issue and afterward concentrated and afterward to make determinations. The population in this study is the whole population of 100 individuals. In the meantime, the examination test is an information assortment strategy, where just a piece of the population is taken and used to decide a population's ideal qualities and qualities. In this review, the respondents were guests and vendors at Jikomalamo beach of the travel industry. In view of the assurance of the quantity of respondents to be tested, the specialist utilized the Slovin procedure with the accompanying recipe:

$$n = \frac{N}{1 + N(e)^2}$$

Data:

n : Test

N : Populace

e : Assessed blunder rate

In this review, the level of 6.6% is utilized as the breaking point for testing mistakes, so that in light of this equation the quantity of tests and populace is just about as much as.

$$n = \frac{100}{1 + 100(0,066)^2}$$
$$n = \frac{100}{1,4356}$$
$$n = 69,6572$$

In light of the consequences of the computation above with a population of 100 individuals, the example in this study added up to 69.6572, but since the subject was not a small portion, it was gathered together to 70 respondents.

### **Data Types and Sources**

The sort of information utilized is essential information, in particular information got and introduced as numbers. Information from Guests and Merchants at Jikomalamo beach. Wellsprings of data utilized in this study is optional, specific information from wellsprings

of documentation and writing that has importance to the object of exploration, topic and composing materials.

### **Data Collection Technique**

The methods utilized in gathering information in this examination are narrative (documentation studies), meetings and dispersion of polls to guests and vendors at Jikomalamo beach the travel industry.

### **Analysis Model**

The logical model utilized in this study is numerous relapse examinations. This model is utilized to test the attainability of the relapse condition model and to see if the Attractiveness (X1) and Ecotourism Value (X2) factors meaningfully affect the Income (Y). The models worked in this study are:

$$Y = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Information :

Y = Income

X1= Attraction

X2= Ecotourism Value

$\beta_1$ & $\beta_2$  = Regression Coefficient

N = Number of Observations

e = Error

### **Data Analysis Techniques**

a) Old style Suspicion Test

b) Coefficient of Assurance Test (R2)

### **Variable Operational Definition**

Functional This variable is required for the kinds and signs of the factors connected with this exploration. Functional elements are additionally used to quantify the size of every variable, with the goal that speculation testing can be completed accurately.

#### **Attractiveness (X1)**

The vacation destination of Jikomalamo Ocean side is a potential that is one of the main impetus for sightseers to visit Jikomalamo beach. Marks of admittance to the area, bunches of cool spots, inlet coast, jumpers preparing and shooting spots.

#### **Ecotourism Value (X2)**

Ecotourism is to quantify a variable from an idea that exists in the travel industry, signs of vacationer personality, traveler locations, traveler exercises, populace cooperation, dealer pay and ecotourism the executives in Jikomalamo beach travel industry.

#### **Income of SMEs (Y)**

Pay is the pay procured/got communicated in rupiah/per capita in a month, a mark of how much cash merchants get from their exercises, normally from deals or regular items around Jikomalamo beach.

## **RESULTS**

Enlightening examination in this study incorporates the analysis of respondents' qualities, transparent, measurable tests consisting of most excellent, most minor, mean, and standard deviation values, and arrangement of respondents' responses. The conversation of each spellbinding investigation is introduced as follows. The logical model utilized in this study is various relapse examinations. This model is used to test the plausibility of the relapse condition model and to see if the Attractiveness (X1) and Ecotourism Value (X2) altogether affect the Income of SMEs (Y).

$$Y = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + e$$
$$Y = 28.244 + 0.742 X_1 + 0.830 X_2 + e$$

The t-test was utilized to decide the impact of every autonomous variable (somewhat) Attractiveness (X1) and Ecotourism Value (X2) altogether affect the Income of SMEs (Y). The t-test essentially shows how far the impact of one illustrative/free factor exclusively in making sense of the variety of the reliant variable. To decide if there is an impact of every free factor independently on the reliant variable, a critical degree of 5% is utilized (Ghozali, 2005). The testing steps completed are as per the following.

## **DISCUSSION**

Theory direction depends on likelihood (P-Worth). Using the likelihood esteem,  $H_0$  will be acknowledged whether the possibility is under 0.05, and  $H_0$  will be dismissed assuming that the probability is more than 0.05.

### **Attractiveness**

Variable X1 Work inspiration with t-count of 3.597 and a critical worth of 0.001. Factual outcomes table at the degree of importance. It may very well be seen that the realized t-count is 3,597 a bigger number than t table 1.660 and the level of certainty is 0.001. < than 0.05. So, it tends to be reasoned that the Allure variable (X1) significantly affects Income (Y).

### **The Value of Ecotourism**

Variable X2 Ecotourism esteem with a t-count of 5.776 and a huge worth of 0, 000 Measurable outcomes t-table at the degree of importance. It may very well be seen that the realized t-count is 5.776, more than t table 1.660 and the level of certainty is 0.000 < than 0.05. So, it tends to be presumed that the Ecotourism Value variable (X2) Income (Y).

From the handled information, it very well may be seen that the fractional impact of engaging quality on pay has a t-count worth of 3.597 and a t-table worth of 1.660, and that really intends that if the t-count is more noteworthy than the t-table, appeal decidedly affects individuals' pay as well as the other way around. , subsequently it very well may be reasoned that t-count > t-table or makes a positive difference. Vacation spot in light of the Law of the Republic of Indonesia No. 10 of 2009 is characterized as all that has uniqueness, comfort, and worth as a variety of normal, social, and man-made assets that are designated or visited by travelers. A vacation destination should have 5 significant components so travelers can feel fulfilled in partaking in their excursion: offices, framework, transportation, cordiality, and attractions. Not with standing, of the five components that are seen by most vacationers, specifically offices and attractions.



Endeavors to create and work on the execution of the travel industry are developing articles and attractions, dealing with existing vacationer protests, and making new items as items and attractions. Traveler regions should have an appreciation for drawing in sightseers to visit the region. Items and Vacation destinations are one of the significant components in the realm of the travel industry. Where items and vacation destinations can succeed, the taxpayer-supported initiative's in protecting the country's traditions and culture as resources that travellers can offer. Traveler articles and attractions can be as nature, culture, lifestyle, etc which have appeal and offering focuses to be visited or appreciated by vacationers. From a wide perspective, whatever has a vacation destination or draws in travelers can be known as a traveler item and fascination.

Tobololo Oceanside, the travel industry object is one of the vacationer objects visited by many individuals in the city of Ternary, Jikomalamo beach is likewise one individuals' decision while doing occasion exercises with family. With its own qualities and charms, it makes Jikomalamo as a well-known beach. Other than that, with the huge number of guests who come, it will want to build the financial pay of individuals around Jikomalamo Ocean side who sell. The monetary effect of the travel industry exercises or different financial exercises can be gathered into three classes, specifically immediate, roundabout, and proceeded with benefits. Direct advantages can result from direct vacationer uses, like costs for cafés, dwelling, nearby transportation, and others. Besides, the specialty units that get the immediate effect will require inputs (unrefined components and work) from different areas, which will have an aberrant effect. Moreover, if the area utilizes nearby specialists, the use of neighborhood laborers will further affect the traveler area.

The effect of the travel industry on the financial states of neighborhood networks can be ordered into eight significant gatherings, to be specific: the effect on unfamiliar trade income, local area pay, business amazing open doors, costs, conveyance of advantages/benefits, proprietorship and control, improvement overall and government incomes (Pitana & Gayatri, 2005). The financial effect on the travel industry improvement is a work or a method for progressing and fostering something that as of now exists. The improvement of the travel industry in a vacationer location will continuously be considered with the endlessly benefits for the encompassing local area. The travel industry improvement should be as per cautious arrangement so it is great for the local area, both from a monetary, social, and social viewpoint. The travel industry can also provide benefits to both tourists and host localities, and could increase life expectancy through the financial benefits (Yoeti, 2008).

From the clarification above, it very well may be seen that the financial effect extraordinarily influences the improvement of advancement to increment pay which will later set off the government assistance of the local area by fostering the travel industry advancement area which will turn into the principal fascination to increment guests visiting Jikomalamo beach travel industry.

From the handled information, it very well may be seen that the halfway impact of ecotourism esteem on pay has a t-count worth of 5.776 and a t-table worth of 1.660, and that really intends that if the t-count is more prominent than t-table, the ecotourism esteem decidedly affects individuals' pay as well as the other way around, subsequently it very well may be reasoned that  $t\text{-count} > t\text{-table}$  or makes a positive difference.

Exercises around the ecotourism region give sightseers a knowledge of ecological schooling, then, at that point, partake in the lovely climate and understand nature. (Damanik and Weber, 2006) said that ecotourism is an extraordinary travel industry

movement. This specific type of the travel industry action makes ecotourism frequently situated instead of mass in the travel industry. The distinction with the mass travel industry is item and market qualities. This distinction has suggestions for ordinary necessities, arranging, and the board.

Ecotourism assets consist of normal assets and HR that can be coordinated into an incorporated part for the travel industry usage. In light of the idea of usage, the travel industry can be arranged into three gatherings, to be specific (Fandeli & Mukhlison, 2000). Nature, the travel industry, is a travel industry movement pointed toward encountering normal circumstances or the engaging quality of its scene. Social the travel industry (Social The travel industry), is a visit with a rich culture as a vacation destination with an accentuation on the instructive viewpoint. Ecotourism (Ecotourism, Green The travel industry, or Elective The travel industry), is ecologically arranged the travel industry to connect the interests of safeguarding regular/natural assets and the travel industry.

Comparable to ecotourism, Damanik and Weber (2006) arranged three fundamental ideas about ecotourism, specifically as follows: First, outside movement and in normal regions that don't cause natural harm. Second, this visit focuses on utilizing offices made and oversaw by the local travel industry region. Third, this visit gives an extraordinary consideration to the common habitat and neighborhood culture.

The travel industry exercises created with the idea of marine ecotourism can be gathered into two, specifically seaside the travel industry and marine the travel industry. As indicated by Yulianda (2007) as cited in Koroy, Yulianda, and Butet (2017), beach front the travel industry is a travel industry movement that focuses on waterfront assets and beachfront culture like diversion, sports and partaking in the view, while marine the travel industry is a travel industry action that focuses on submerged assets and the elements of ocean water.

The worth of ecotourism is vital to be created through the upsides of the travel industry, which will affect the government assistance of the local area. Local area exercises enormously support the worth of ecotourism that can foster Jikomalamo beach the travel industry. The more coordinated the travel industry circumstance of Jikomalamo Ocean side will set off an expansion in the number of guests who come, in this case, it would support the marketing in that local area.

## **CONCLUSION**

The engaging quality variable emphatically affects the pay of MSME entertainers at the Jikomalamo beach vacation spot. The Ecotourism Value variable emphatically affects the pay of MSME entertainers at the Jikomalamo Ocean side vacation spot. At the same time, the engaging quality and ecotourism esteem factors emphatically affect income by 24.3%, implying that the allure and worth of ecotourism will build the pay of MSME entertainers at the Jikomalamo beach vacation destination.

## **LIMITATION (OPTIONAL)**

Considering the aftereffects of the review and the finishes of this review, the creators propose a few ideas that can be utilized to give contribution to the public authority of Ternate City. As a thought for Money through expanding Fascination and Ecotourism, there are a few ideas that specialists, including the accompanying should convey. Based on this review, for local government, to offset wages or salary increases, local

legislatures and environmental networks must supplement or follow the existing fundamental in Jikomalamo Ocean on the side of the travel industry to get a growing number of visitors.

For the following analyst, in this review, the analysts utilized the Appeal and Ecotourism Worth factors in increasing wages. For further study, this study can encourage an expand Jikomalamo Marine side income by utilizing various factors to increase the number of visitors to Jikomalamo Ocean in favor of the travel industry.

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N/A

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The authors declared no potential conflicts of interest.

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