

DEVELOPMENT OF TURTLE CONSERVATION TOURISM IN THE FRAMEWORK OF PRESERVING RARE ANIMALS IN APAR VILLAGE, PARIAMAN CITY

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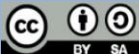
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<p>ARTICLE HISTORY Received : 21-08-2024 Revised : 20-09-2024 Accepted: 30-10-2024</p> <p>Keywords: Turtle Conservation, Tourism, Preserving Rare Animals</p>	<p>Abstract This research aims to enhance marine tourism in Apar Village by analyzing appropriate strategies and approaches. It employs a descriptive qualitative method, utilizing SWOT analysis and purposive sampling to select informants. The focus is on beaches with UPTD Turtle Conservation in Pariaman City. The study's objectives include evaluating the development of turtle conservation tourism to support the preservation of rare species in Apar Village and identifying challenges and strategies for advancing marine tourism in the area. The research is descriptive qualitative, grounded in the theory of tourism development's main components. Findings reveal that the management of turtle beaches and turtle conservation is divided between two agencies: the Pariaman city government oversees the beaches, while the provincial government handles conservation efforts.</p> <p style="text-align: right;">  This is an open access article </p>
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INTRODUCTION

Indonesia is an archipelago consisting of more than 17,504 large and small islands with more than 81,000 kilometers of coastline. The coastal areas and small islands are very rich in natural resources. These sectors are very important for Indonesia's economic expansion (Dahuri, 2001).

One of the most popular tourist destinations in Indonesia is West Sumatra, which is famous for its natural beauty and cultural richness. Various different tourist attractions, such as those related to nature, culture, religion, sea, culinary, and other fields related to tourism, are the characteristics of each district and city in this province. There is no doubt that the diversity of these types of tourism attracts many tourists to West Sumatra.

Increasing economic competitiveness is the main objective of medium-term development, as outlined in the National Medium-Term Development Plan (RPJMN) 2010-2014, especially with the current global crisis. One of the main industries expected to increase the country's foreign exchange is tourism, given its resilience to economic turmoil. In order to increase state revenue, tourism is given priority and promoted as a significant non-oil and gas industry.

According to the Regulation of the Minister of Marine Affairs and Fisheries Number Per.30/Men/2010, Marine Conservation Areas are water areas that are protected and managed with a zoning system to enable sustainable management of fish resources and the environment. The main objective of Regional Marine Conservation Areas, which are supervised by local governments, is to conserve marine resources within the established boundaries.

Pariaman City, located in West Sumatra Province, has a Turtle Conservation Area that offers interesting tourist attractions along the coast and small islands around it. Kasiak Island, Angso Island, Tengah Island, and Ujuang Island are four small islands that make up this city. These islands have unique coastal habitats, which makes them quite interesting to visit. The Mayor of Pariaman has designated the four islands as a Regional Marine Conservation Area.

Turtle Hatchery in Pariaman City can be accessed from Minangkabau International Airport with a travel time of approximately 45 minutes. The location is on Jalan Syeh Abdul Arif, Apar Village, North Pariaman District, West Sumatra. Visitors can see various types of turtles and hatchlings in this conservation area managed by the Pariaman City Marine and Fisheries Service. The turtle species here include olive ridley turtles, green turtles and hawksbill turtles. This institution, which was founded in 2009, has succeeded in raising around 30,000 hatchlings before finally being released back into the sea. In addition to being a tourist spot, the Pariaman Turtle Hatchery UPTD is also an attraction for tourists who come to Pariaman City, including from abroad.

The main objective of the Pariaman City Regional Marine Conservation Area is to save and maintain the marine ecosystem, including turtles. In addition, tourists who want to take advantage of various tourist attractions in this area can also be attracted to this conservation effort. Currently, staff who also handle technical aspects of conservation supervise the operation of tourism activities in this area, not a special party. The Pariaman City Marine and Fisheries Service is responsible for technical conservation responsibilities. It is possible that more tourists will come here if tourism management is improved .

Furthermore Development tour conservation turtle can seen as utilization positive from area conservation Which has reserved. With open access tour to the area This, public can more understand importance preservation turtle while give economic benefits through tourism and the policy of reserving areas conservation turtle No only about protection environment but Also sustainable management. Development of turtle conservation tourism in the Village The authorities must ensure that tourism activities do not damage the ecosystem and give benefit term long.

In addition to enjoying the beauty of the marine and coastal environment, visitors who come to the Turtle Conservation Area are expected to gain a better understanding and awareness of this ecosystem. This area is still dedicated to conservation. It is hoped that public knowledge about coastal and marine ecosystems will grow in the future. On the other hand, currently fewer people visit the Turtle Conservation Area in Pariaman City. Although this area focuses on conservation, there is no special unit that handles tourism activities. With the presence of managers who specifically develop and manage tourism activities, it is hoped that the number of visitors can increase.

Year	Amount Visit
2017	32,843
2018	33,579
2019	30,485
2020	11.301
2021	11.301
2022	11,623

Table Amount Visitors Which Visiting to Area Conservation TurtleCity Pariaman

Source: Conservation UPTD and Supervision Source Power Marine and Fisheries(KPSDP) Province

Sumatra West.

According to the table, it can be seen that the number of visitors has decreased from year to year. The results of an interview with one of the turtle hatchery managers, Raden Ayu, showed that the number of visitors in 2021 decreased compared to the previous year. This decrease was due to the implementation of Social Restrictions to prevent the spread of Covid-19. However, in 2022, the number of visits increased again compared to 2021 because the manager made improvements to the facilities and infrastructure to re-attract the interest of tourists who had decreased. Visitors usually come in groups from educational institutions, such as kindergartens, elementary schools, or students from various universities in Indonesia, and the spike in visitors generally occurs on holidays, such as Eid or the end of the year. Less promotion Which done by UPT manager cause lack of interest And knowledge public about existence And beauty tour the. Moment This Not yet existence web official tour turtle conservation that provides related information data complete What just which exists on tour conservation, as well as lack of media other promotions like an Instagram account that doesn't update or promote media others Which No maximum And minimal. Although is destination Which worth tall from aspect conservation turtle, lack of effort promotion has hinder its potential For interesting attention visitors.

RESEARCH METHOD

Bodgan stated that data analysis is the process of searching for and organizing information obtained from field notes, interviews, and other sources in an orderly manner so that the information is easier to understand and the findings can be communicated to others (Sugiyono, 2012:244). Meanwhile, data reduction, data presentation, and drawing conclusions are the three main processes in the data analysis process, according to Miles and Huberman in Sugiyono (2012: 247-252).

RESULT AND DISCUSSION

Research Results

1. Turtle Conservation Tourism Development Strategy in the Framework of Conservation Animal Rare In Apar Village City Pariaman

a) *Attractions (attractions)*

One of the attractions that must be present in a tourist attraction is attractiveness. Based on interviews above it can be concluded that the area This conservation is known for its turtles but not only not only seeing turtles, we can also release the young ones turtles and also given insight into other marine biota and knowledge about marine ecosystem .

b) *Accessibility (access)*

Access plays an important role in a tourist attraction, which is with access, it will be easy for visitors to get there the tourist attraction. Access to the UPTD Conservation and Supervision of Marine and Fisheries Resources is very easy, although currently there is no special mode of transportation available. Tourists who want to visit this location must use private vehicles or motorcycle taxis. However, road signs are already there and will make it easier for tourists to find the location of the UPTD Conservation and Supervision of Marine and Fisheries Resources.

c) *Amenities (facility)*

Facility is a matter Which must provided in object tourism. Facilities make a tourist attraction more enjoyable. For visited. The facilities available at the UPTD for Conservation and Supervision of Marine and Fisheries Resources can be said to be quite adequate.

d) Activities (activities)

Activities related to tourist destinations can provide valuable experiences to visitors. Each destination has unique activities, according to its own characteristics. Tourism activities in a destination are one of the elements that can increase the attraction for tourists. For example, visitors who visit the UPTD Conservation and Supervision of Marine and Fishery Resources will gain new benefits and satisfying experiences.

e) Ancillary (service addition)

Additional services, or *ancillaries*, refer to organizations that manage tourism destinations. These include government entities, tourism associations, travel agencies, and the like. In this context, organizations can mean policies and support provided by the government or related organizations. Based on the findings of researchers in the field, the services that is given by tourism manager Already walk with Good And No disappointing. And the manager always provides protection to for traveler like If There is problem Which happen so party manager will follow up and finish the problem.



2. Constraint Which Faced with In Development Tour Nautical In UPTD Conservation And Supervision Source Power Marine And Fishery

a. The existence of conflict internal environment

According to Flanagan et al. (1984), a key element in tourism is the emphasis on community-based tourism. This approach emphasizes the involvement of local communities in the planning and development process of tourist destinations.

The results of the study showed that there was a mismatch between the West Sumatra Provincial Government, the West Sumatra Provincial Marine and Fisheries Service, and the Marine and Fisheries Resources Conservation and Supervision UPTD with village officials, Bumdes, and local communities.

b. The existence of levy retribution enter beach turtle Which done public around.

The next obstacle is the lack of public awareness of benefit from A tourist. Based on findings researcher in the field that some people are not yet aware will be the benefits of tourism which is basically tourism that is able to provide additional employment opportunities jobs, additional income if there is initiative and innovation by the community and managers. And another obstacle is the problem of levies that exist in Beach Turtle Which where give impact Which Not yet good towards tourism sustainability at the UPTD Conservation and Supervision of Natural Resources Marine and Fisheries.

	<i>Strength (S)</i>	<i>Weakness (W)</i>
	Note all the powers possessed.	List all the deficiencies that exist.
<i>Opportunities (O)</i>	SO Strategy	WO Strategy
List all identifiable opportunities	Take advantage of all existing potential to take advantage of available opportunities.	Overcome all deficiencies by taking advantage of available opportunities.
<i>Threat (T)</i>	ST Strategy	WT Strategy
identifiable risks .	Use all your abilities to overcome threats.	Overcome all deficiencies and avoid all risks.

SWOT Matrix Table

Discussion

Efforts to Overcome Obstacles in Marine Tourism Development in UPTD Conservation And Supervision Source Power Marine And Fishery.

Effort Which next that is give understanding And socialization to perpetrator tour. According to Iqbal and Darwis (2007), one form of effective cooperation involves efficient communication and continuous exchange of information. Thus, differences between individuals and fields can be overcome, which in turn can trigger policy changes and program adjustments for the future.

Based on findings researcher in field that party manager specifically Provincial Government, Service Fishery And Marine, and UPTD Conservation And Supervision Source Power Marine And Fishery with Devices Villages, BUMDes and the community always work together to ensure that the objects... This tour provides comfort for visitors and become a value plus in eye visitors. No only That, Wrong One Which add Power pull is cleanliness from an object tour.

CONCLUSION

The West Sumatra Provincial Marine and Fisheries Service supervises marine tourism on behalf of the UPTD for Conservation and Supervision of Marine and Fisheries Resources. This UPTD is only responsible for this service. There is a discrepancy in the way tourism is developed because the UPTD

for Conservation and Supervision of Marine and Fisheries Resources is located in the turtle beach area managed by BUMDES Kampung Apar.

So, from the two conclusions above, a strategy needs to be implemented to overcome this. problems that are occurring. One of them is by analyzing internal factors and factor external For to all beach so that know step What Which will done to the future,

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