

Gazing Coastal Ecotourism in Morotai Islands, Indonesia

Hengky, S. H.

Department of Management, University of Bina Darma

Director of Kent Polytechnic, Director of SHINE Institute

Email: hengky_halim@yahoo.com.au

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Abstract

The natural beauty of Morotai Island is not only reflected under the sea, but also on the land. Wide white sand over ready to pamper the eyes of anyone who set foot on it. Moreover, Morotai has its own uniqueness, besides having beautiful nature and unique culture, its location is also strategic because it is in shipping line of Asia and Australia as well as an effort to accelerate the development of Morotai tourism, North Maluku. It's becoming a world-class tourism destination and international competitiveness. The Ministry of Tourism together with the Government of Morotai-Regency launched it on the Wonderful Morotai-Island 2016. This study aims are to respond Ministry of Tourism target and find out the performance of coastal eco-tourism in Morotai. This study found the performance gaps of coastal-ecotourism in the islands, Indonesia. The realistic and a main point indicated that the local government and the tour operator get to improve visual-aesthetics atmosphere around coastal areas. It would enhance a view of coastal-environment to a tourist's visualization on enjoying natural themes along the coastline.

Keywords: Coastal-ecotourism, Visual-aesthetics, Coastal-environment, Morotai

1. Introduction

Morotai is located on the North of Halmahera Island, North Maluku Province. This island is one of Halmahera Regency of the Northernmost islands in Indonesia. The area is only 1,800 square kilometers, but Morotai has its coastal natural beauty, underwater charm, island charm, and its strong historical charm. Morotai Island borders the Pacific Ocean to the North, with a total population of about 53,000 inhabitants. The island has several beaches with stunning views accompanied by the secrets of undersea beauty that hold mysteries. It has several dive sites attracting tourists.

The natural beauty of Morotai-Island is not only reflected under the sea, but it's also on the land. Wide white-sand over ready to pamper the eyes of anyone who set foot on it. Panorama of sunrise and sunset into one of the most anticipated moment by tourists, who apparently still rarely come there. The island has a white sand and clear water. Morotai is a simple island. The island is worth a visit. Although remote, but it will pay off with the richness of nature and the strength of its past history. Meanwhile, potential production of tuna (*Thunnus thynnus*) in the waters of the Island is estimated to reach 60 thousand tons per year.

Morotai has its own uniqueness, besides having beautiful nature and unique culture. Its location is also strategic. As an effort to accelerate the development of Morotai's tourism, North Maluku, becoming a world-class tourism destination and international competitiveness, the Ministry of Tourism together with the Government of Morotai-Regency launched the Wonderful Morotai Island 2016. This program also supports Pesona Indonesia and Wonderful Indonesia program to realize the target of 12 million visits Foreign tourists and the movement of 260 million domestic tourists in 2016. Wonderful-Morotai combines natural, marine, cultural and artificial tourism attraction in the Island through various festivals held until December 2016.

Through a Wonderful-Morotai, the Government of Morotai-Regency targets to increase in the number of tourists to the area. The Ministry of Tourism targets to increase the number of tourists visiting the island of Morotai in 2019 increased the number to 100 times compared with the number of tourists in 2016. Tourism contributes 10% to national GDP, with the highest nominally in ASEAN. The national tourism GDP grew by 4.8% with the trend rising to 6.9%, much higher than the agriculture, automotive and mining industries. Furthermore, tourism foreign exchange USD 1 Million, resulting in GDP of USD 1.7 Million or 170%, the highest compared to other industries (Alamsjah, 2016). This study aims are to respond Ministry of Tourism target and to find out the performance of coastal eco-tourism in Morotai.

2. Literature Review

Ecotourism has many benefits particularly for the economy of remote and natural areas. It helps to support livelihood, local government program, and diversification in these areas. In some country, it has a very low market entry barrier (Das and Chatterjee, 2015). Among different subcategories of ecotourism, the coastal ecotourism has a lot of potential for growth due to its unique characteristics such as cultural ecotourism (Hengky, 2017; Riasi & Pourmiri, 2016).

2.1 Corporate Social Responsibility

In fact, ecotourism is a socially responsible trip to the natural areas that implement environmental conservation programs. This is done by supporting the welfare of local communities. In the context of accommodation, a large-scale hotel will accommodate national and international tourist visits to a natural region. This is usually regarded as an appreciation for tourists who understand and respect ecotourism. Some of these hotels won national and international ecotourism prizes for their Corporate Social Responsibility (CSR) programs. Their CSR programs include conservation measures of natural and coastal

resources. They are also committed to the economic development of local communities. In addition, they often evaluate the application of environmental regulations, respect for labor laws, control of local community production supply and employment creation (Chien, 2016; Rusli et al., 2015).

2.2 Coastal-ecotourism

Coastal tourists are very fond of the scenery and coastal atmosphere, and at the same time they become a beach lovers' community. The beach becomes the main destination of them. At the moment, recreational fishery is another hobby favored by them. As time goes by, demand for coastal ecotourism continues to increase. Therefore, the conservation of the coastal environment becomes the key issues for a sustainable tourism future. Many things that make the tourists in enjoying the beach atmosphere. Factors that determine the quality of tourism include fisheries, water quality, and the protection of hurricanes and coastal wetlands, swamps, and bays. However, traditional approaches to management along shorelines and erosion control generally favor more hardened structure support. This will destroy the habitat in the future. In terms of life along the shoreline, requires the incorporation of erosion control and conservation of coastal areas naturally (Pace and Morgan, 2017; Chien, 2016; Krause and Weir, 2011).

Many efforts to integrate coastal ecotourism continue to support sustainable-tourism development policies. Picard (2007) finds that many community-based ecotourism projects are among those successfully implemented with the help of the development community. This demonstrates the range of obstacles and opportunities associated with the limited ability of tourism development experts. They address the cultural issues of local communities and the limited management capacity at the project level. In addition, there are broader structural issues including visibility of tourist destinations, limited transport capacity and marketing efforts. Therefore, a meeting is needed for all policymakers to realize their desired mission (Cobbinah, 2015; Lloret and Riera, 2008; Sakata, and Prideaux, 2013).

Furthermore, people's understanding of ecotourism will increase in a large-scale, environmental friendly coastal-tourism development program that was socially integrated. In most contexts, the development of mass tourism and ecotourism will complement each other. Both types of tourism work together on a different scale from national and international tourism policies. In addition, both travel activities can help diversify and integrate tourism activities. On the other hand, tourism products are also feasible when integrated into government programs in developing a wider and global tourism sector. Their programs can alleviate poverty and the creation of sustainable livelihoods. This can be made when both programs are integrated with the actual tourism market, natural resource conservation policies, and sustainable development programs at the national and international levels (Krause and Weir, 2011).

It often spelled out in all regional strategic action plans for the development of ecotourism areas, sustainable tourism principles that generally aim to generate alternative livelihoods for coastal and rural populations. It was made by using sustainable natural assets, and sharing revenue generated through tourism fairly. The travel program aims also to preserve heritage

resources as a common reference for local and state communities, in the form of co-management and economic partnership (Pace and Morgan, 2017).

Regional potentials can play an important role in the regional development, such as fisher folk and coral reef settlements that have an appeal in nature tourism and its culture. This attraction becomes an indicator of tourists' growth who come from year to year. However, fishermen in general are still get low income. The development of fisherman-based fishing settlement is needed several steps to be taken. Such as activities of various socioeconomic activities within the zone of fisherman's settlement in an effort to increase economic income and maintain the preservation of socio-cultural, economic and environmental development. Similarly, the development of trading activities in the form of management and sales of marine products. It shows that settlement activity zones should be linked to coastal ecotourism zones, as they support each other (Rusli et al., 2015; Krause and Weir, 2011; Kelkit et al., 2010; Porter et al., 2015).

Ecotourism has become a focal point of private and public sector development. The strategic achievements of coastal ecotourism development and management that are recommended for policy decisions. The main thing indicates the importance of fostering and ensuring the economic viability of coastal communities in the medium and long term. It's done by assessing the performance of sustainable coastal ecotourism development. Their activities remain invisible to the eyes of tourists, or they are subjected to visual aesthetic elements of the landscape. The populations of coastal fisher-folk in particular are often regarded as their living elements of the wider coastal landscape, because of the images that embody apocalypse of backwardness and eternal cultural authenticity. In other cases, the entire region is marginalized in the promotion of national tourism and development policies (Chien, 2016; Picard, 2015; Almeyda et al., 2010; Diamantis, 2000).

However, coastal-ecotourism is all about traveling and preserved heritage coastal resources, enjoying coastal environment that subjected to visual aesthetics atmosphere by tourists, fostering and ensuring the economic viability, maintaining coastal ecotourism development, alleviating poverty and the creation of sustainable livelihoods, and determining the quality of coastal ecotourism (Pace and Morgan, 2017; Chien, 2016; Picard, 2015; Rusli et al., 2015).

3. Methodology

This one year's descriptive research was conducted in Morotai islands, Maluku (Figure 1) from March 2014 - March 2015. The 270 respondents were consisted of: local-communities, travel agents, tourists and international tourists, local tourism department, related institutions. A data was collected by stratified and purposive sampling by using triangulation techniques: open and structures interview, and focus groups discussions. Based on coastal eco-tourism, the data was tabulated by using content analysis. Its transform the data from qualitative to quantitative (Cohen, 1960; Gottschalk, 2013; Henderson, 1991). Moreover, it was tabulated the attributes of coastal ecotourism: traveling - preserving heritage coastal resources, enjoying coastal environment - visual aesthetics atmosphere, fostering and ensuring the economic viability, maintaining coastal ecotourism development, alleviating poverty and creating of sustainable livelihoods, and determining the quality of coastal eco-tourism (Pace

and Morgan, 2017; Chien, 2016; Picard, 2015; Rusli et al., 2015).

Furthermore, this study analyzed each attributes of it's based on coastal ecotourism concept and by using Kappa coefficient and find out the factor that influence each attributes. Finally, this study analyzed and discusses the realistic way-out and the effort on fulfilling expected coastal eco-tourism. It would be a recommendation to the local government on aligning or transforming their regulation on supporting the Minister of Tourism's targets.

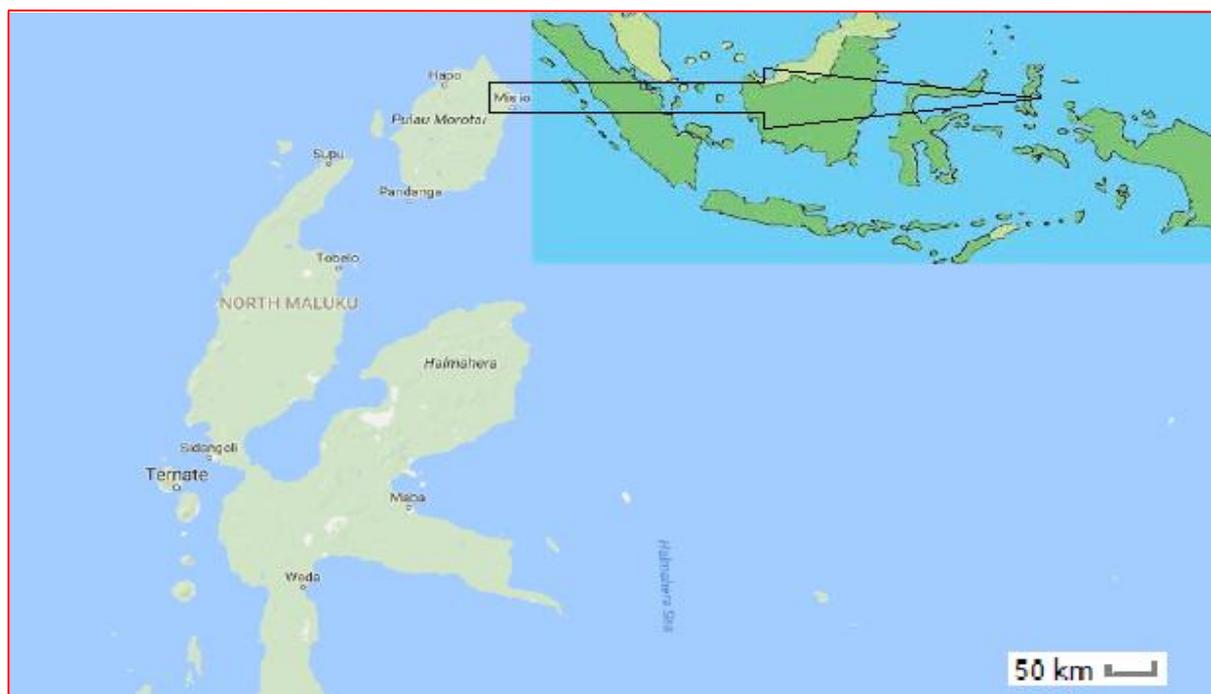


Figure 1. Morotai Islands

4. Result and Discussions

It's clear that in terms of corporate social responsibility, coastal ecotourism supports beach development, adequate infrastructure is required. Besides, utilization of natural resources in Morotai Island has more than dozens of islands with a variety of flora and fauna as well as a wealth of natural resources, especially marine resources, plantations, and mining. Therefore, it is not strange if the livelihoods of 60% of the population are fishermen and farmers. However, the agricultural sector of Morotai is quite distressing, since farmers in North Maluku have a homogeneous tendency in farming patterns and their choice of annual crop types, such as cocoa, coconut, nutmeg and cloves. Agricultural activities mainly focus on shifting cultivation. There is nothing wrong with the thinking and planting patterns that tend to be so homogeneous. The problem is, the people there tend to ignore the kind of crops needed for daily crops, such as vegetables, herbs, such as tomatoes, chili, etc. They plant a little plant just for their own consumption. While Pumpkin, Mustard, carrots, onion and garlic, almost all imported from North Sulawesi. Similarly, rice production. Although there are Javanese transmigration producing rice, but it's only a handful of locals seek rice paddy such as Daeo, South Morotai and Sangowo in East Morotai. This is likely to be related to soil conditions, climate, knowledge and skills of the community, and agricultural policies of the

government (Adityawarman, 2016).

According to locals, the name of the island is derived from the word Morotia which means residence of the moro. It is a mysterious human or a lost person (Javanese - Moksa) that was hard to see with the common eye, but it has a culture as a group of ordinary people. The people of the Island Regency have a tendency to live in groups, although each other is different from belief. They worked together, mutual respect to difference of beliefs become one of the characteristics of Morotai island's community (Berita, 2016). The results of the tabulation based on ecotourism-coastal concepts (Table 1) show existing condition of coastal tourism in Morotai (Figure 1). Its indicated that the coastal is almost coastal-ecotourism (Kappa coefficient = $K_1 = 0.5963$). The main issues of each attribute shows that traveling and preserving heritage coastal resources, becomes the strength of the coast (0.2236). Its follow by enjoying coastal environment that subjected to visual aesthetics atmosphere become the supporting traveling activities along the coastline (0.1988). Moreover, the local government get to determine regularly the quality of the coast from time to time (0.1801). It would reinforce in maintaining coastal ecotourism's development (0.1366) and alleviating poverty of local community along the coastline (0.1180).

Expected performance (Table 2) was showed that in terms of enjoying coastal environment – visual aesthetics atmosphere indicated that Morotai island would be a coastal ecotourism ($K_2 = 0.7222$). It's indicated that the strength of enhancing a travel - preserving heritage coastal resources, still would be enhanced by them (0.1888), especially a visual aesthetics atmosphere (0.1786). It would be a starting point by maintaining coastal ecotourism development (0.1684) such as an access and hotel development based on nature concept. They would have alleviated poverty and creating of sustainable livelihoods (0.1480). To achieve these targets, they need to enhance a comprehensive readiness, in terms of attractions, accessibility, and amenities. The secretary of Morotai Island District revealed that a number of preparations have been made to settle down the Morotai Island tourism program.

Moreover, in terms of traveling – heritage coastal resources (0.1888), Morotai island is also rich in cultural heritage that has their own potential of tourism. The Island has a cultural diversity, with about a dozen ethnic groups, each with its language, wisdom, and traditions. The Island do not only possess cultural heritage either, but it's also the inheritance of nature and the heirlooms of a Saujana heritage. Nature's heirloom is a special form of coastal nature. Saujana heritage is a combination of nature and cultural heritage in the unity of space and time. The heritage received from previous generations is very important as the foundation and initial capital for the future development of Morotai society. Therefore, it must be preserved to be passed on to the next generation in good condition. It's not diminished in value, even needing to be upgraded to form a future heritage (Yasintadewi, 2011).

Table 1. Existing condition of a coastal tourism in Morotai islands.

Existing performance of coastal ecotourism in Morotai	Value	% Freq
Traveling - preserving heritage coastal resources	36	0.2236

Enjoying coastal environment - visual aesthetics atmosphere	32	0.1988
Fostering and ensuring the economic viability	23	0.1429
Maintaining coastal ecotourism development	22	0.1366
Determining the quality of coastal eco-tourism	29	0.1801
Alleviating poverty and creating of sustainable livelihoods	19	0.1180
Kappa Coefficient = $K_1 = 0,5963$		

Table 2. Expecting performance of a coastal ecotourism in Morotai islands

Expecting performance of coastal ecotourism in Morotai	Value	% Freq
Traveling - preserving heritage coastal resources	37	0.1888
Enjoying coastal environment - visual aesthetics atmosphere	35	0.1786
Fostering and ensuring the economic viability	30	0.1531
Maintaining coastal ecotourism development	33	0.1684
Determining the quality of coastal eco-tourism	32	0.1633
Alleviating poverty and creating of sustainable livelihoods	29	0.1480
Kappa Coefficient = $K_2 = 0,7222$		

In terms of maintaining coastal ecotourism development (0.1684), this study found that there is a natural heritage of Morotai Island namely Batu Kopi, Tank, and bunker. Batu Kopi is a large rock destination, which located on the coast of one of the islands of Morotai. This stone is dubbed a coffee stone because of its strange shape and often smell the coffee from around the stone. While the heritage of the island culture is definitely the remains of the World War II period, which is in the form of debris of fighter planes, tank carcasses and bunkers. There are also seven airfields built in Morotai, two of which are airstrips. The runway's length is about 3,000 meters and 40 meters wide. But now, it's only two runways are functioned. With this air base, the government can use it to become an International Airport, because the location of Morotai Island is very strategic and its various potentials. They can invite many tourists to come and see. Not far from the runway, there is a glass water cave. Inside this cave there is a spring, which used to be used by General Douglas MC Arthur as a place of private baths.

There was also a cave in connection with World War II namely the Nakamura cave. There was burial of a number of Japanese soldiers after they were subdued from the Allies. One of them hiding in the cave and his name is Nakamura. He was hiding in that place for 30 years - from 1945 to 1975.

Furthermore, in terms of alleviating poverty and creating of sustainable livelihoods (0.1480), an island is detached from the big island of Halmahera. Morotai Island has no indigenous population that settled down from generation to generation. The settlement and reproductive inhabitants of Morotai Island come from the Tobelo and Galela tribes on Halmahera Island, precisely in North Halmahera District. Both tribes (sub-ethnic) dominate the majority of the population of Morotai until now. The population migrates from both tribes were caused by natural disasters that erupt the volcano on the island. In addition, there are two ethnic groups above “Tobelo” and Galela Tribe. The other ethnic groups that inhabit the island are from South Sulawesi, Southeast Sulawesi, North Sulawesi, Java, Sumatra, China Maluku. Among them, there is a marriage relationship with the local indigenous people and some who live for a while to earn a living.

Nevertheless, in terms of fostering and ensuring the economic viability (0.1531), the economic performance of Morotai Island Regency has been built since the establishment of the Island as a stand-alone Regency. Its separated from Induk Regency (North Halmahera) since 2009. This is an evident from the economic growth of 2.63% in 2010 to 2, 68% in 2011, and Gross Regional Domestic Product in recent years. The main source of livelihood of Morotai Island community in general is fishermen, farmers and gardening. In addition, to the sectors of Fisheries, Agriculture and Plantation, there are several supporting sectors such as Trade and Industry. They are still controlled by immigrants from outside the Island. In addition, on this island there is the potential of culinary ecotourism. There is some typical traditional food that attracts local and international tourists. The typical food consists of traditional ingredients. Here we provide some typical food pictures on this island. They include Rica-rica, Dabu-dabu Fishes, Fufu Fish, Bubengka Cake, Nasi Bulu, and Papeda.

At the same time, infrastructure, public facilities, and security of Morotai Island are the main issue in this study, because the accessibility of tourists to coastal areas is still inadequate. Meanwhile, the daily needs of the Island depend on external supply to meet the needs of manufactured products and rice, as well as other processed food products, such as instant noodles, bread, etc. Banking services have not reached to the small islands evenly. Generally, Bank Rakyat Indonesia is only available at District and Sub-district level. This will determine the significance of economic activity in the island. The streets look deserted, because the vehicle may be counted on the fingers. Some of the roads are in the form of land. Its only as far as 50 km of asphalt. The entire road on the island was the result of the construction of American troops during World War II. The government from Jakarta only once gave asphalt. It was only partial and now it is damaged. The thin asphalt-covered streets are hollowed out here and there to uncover the coral order underneath. If there is a car or motorcycle that drove, a white dust is steaming eyes and breathless. Vehicles also often have to avoid gaping holes. Eventually more citizens are walking miles to find wood and other food.

In the capital of Morotai sub-district, local residents mostly associate with Filipinos for communication with the southern region, is arguably cut off. There is no road. Its only by sea and the fastest is taken six hours. If the waves were violent, no one dared to navigate the lips of the Pacific Ocean. In one island, it's difficult to make contact, especially with the center of power in Jakarta. Post office and telecommunication networks have not been widely spread. Moreover, internet only exist in Daruba Capital City region only. Environmental health on the Island is still neglected. The problem of scarcity of fresh water sources. It's also has a very significant impact on public health. Although the level of literacy on the island is quite high, the education curriculum is still less relevant to the local social, economic and biological environment (Djaguna, 2015).

In the busiest city of Mentawai, Daruba, electricity is on for only 18 hours a day. Public participation to build public infrastructure is very low, as they consider this to be a government obligation. Whereas in the construction of social facilities such as places of worship and schools, public participation is needed. The uneven development and lack of government attention on the outermost small islands can be represented by a lack of infrastructure, public facilities, accessibility, and security on the island. The lack of initiative, knowledge, and education of the local community, is also a contributing a factor to the neglect of the island (Djaguna, 2015). There should be a variety of counseling conducted by the government to help increase public awareness, especially in the field of health, coastal environment utilization, education, and coastal tourism.

In terms of determining the quality of coastal eco-tourism (0.1633), Morotai Island District is not only world-class tourism, but it also has great potential in the fishery's sector. With an area of 1,970.93 km² and based on research, the marine potential of the Island, has 160 types of economically valuable fish and 31 species of commercial value fish. With a vast ocean area, the Island has a fishery potential of 148,473.8 tons per year and with a sustainable potential amount of 81,660.6 tons per year. While, in the marine aquaculture areas of coastal and marine islands has a calm water quality and very possible for the development of marine aquaculture such as, grouper, lobster, seaweed, and pearls. Unfortunately, with such a large potential. The District has not been able to improve the economy of its people.

In the classification of fish, which is meant by groupers, there are all types of fish that are in sub family Serranidae. Four general of Serranidae members *Epinephelus*, *Variola*, *Plectropomus* and *Cromileptes* commonly used for grouper name. There are 38 species of *Epinephelus* genus found in the island such as *E. Fuscoguttatus*, *E. Tauvina* and *E. Merra* (Nontji, 1987). The types of grouper known today are *Cromileptes Altivelis*, *Epinephelus Coioides*, *E. Lanceolatus*, *E. Foscoguttatus*, *Plectoponus Maculatus*, *Chephalopholis Bunack* and *Plectropomus Leordus*.

In order to encourage the fishery industry, especially in Morotai islands, the Government through the Ministry of Marine Affairs and Fisheries, will build Fish Landing Port in the Island Regency, North Maluku as a form of commitment in the provision of fishery infrastructure in the border area. The location is very strategic to make the island of North Maluku province as one of the foremost island that entered the ranks of islands developed by

the Central Government. Because of its location directly opposite to the Pacific Ocean. Morotai became privileged and entered as the main leading island offered to investors to develop. The Minister of Marine Affairs and Fisheries acknowledged that in the islands, investment will be invested massively in 2017. The goal is clear to build the area that became the border of the State on the north side of Indonesia. For the development, built Central Marine and Fishery Integrated in which includes business development from upstream to downstream.

One of the investors who will be cooperated is Japan. This country has expressed their interest in building a number of fishing facilities such as large-scale cold storage in Morotai. In addition, Japan will also build similar facilities in Muara-Baru, and Sabang. In Muara-Baru, Japan will invest in developing the region into a world-class fishery center. The tuna supply is mostly supplied from the Banda waters of Maluku. Its location is very close to Morotai. So, they open Morotai to be developed. Potential production of tuna in the waters of the Island is estimated to reach 60 thousand tons per year, but it's still used for fishermen outside the islands, such as from North Sulawesi.

Morotai would be the right choice to keep the tuna distribution, because the fish men caught a fresh fish. That is because the location is very strategic location. The islands overlooking the Pacific Ocean and the distance is quite close to Japan, because the country is the largest tuna importer in the world. Unmitigated, the minister mentions that the Land of the Rising Sun is a country receiving tuna exports from around the world up to 90 percent. In addition to tuna, Japan also receives other types of fish in large quantities. So, the islands should be opened. If it's not opened, then the fishery products in North Maluku, and Maluku must be taken to Bitung in North Sulawesi, then to Makassar - South Sulawesi, and then flown to Japan.

Utilization of marine of the island has been done by hereditary Morotai's society to meet their subsistence needs. Community development and economic needs have made them more oriented towards meeting the needs of families and markets, albeit on a modest scale. Its simplicity can still be seen from the way they use the equipment resources used to fish in the oceans of the islands. In addition, community dependence on marine resources is one factor that reflects that they are fishing communities. Marine resources as a resource that can be accessed by everyone, because it does not have the boundaries of certification of ownership or often called open access resources, as well as in the marine of the islands that could be utilized by people outside the tribe Morotai.

It's clear that coastal ecotourism activity need a utilization of the potential of sea products cannot be enjoyed by fishermen who only have "Katinting" and canoe. It lacks of access to technology and capital, as well as lack of knowledge have caused the level of productivity and income of the local people to remain low. They are struck on processing technology, such as fish cooling, proper and healthy fish preservation, and a system for the distribution of catches and preparations. Hundreds and even thousands of tons of fish from Morotai's fishermen are usually sent to Java Island first, in the absence of large ships and access from the islands directly to foreign countries. Greed fish traders from outside and environmental awareness are still low. It has also encouraged the destruction of land resources and the

environment of Marine Biota.

However, the North Maluku Crisis Center for the District of Morotai Island as a new division that has suggested a variety of natural resources potentials developed into special economic zones. This makes more and more foreign investors who ask to invest in the marine sector. This is in accordance with its goals in increasing investment, employment, and foreign exchange earnings. In addition, these activities will encourage the improvement of human resource quality through transfer technology. But in fact, it has not changed yet the quality improvement and human resources in the islands (Yasintadewi, 2011).

5. Conclusion

Responding to the Ministry of Tourism's target and find out the performance of coastal eco-tourism in Morotai. This study found the performance gaps of expecting and existing performance of the coastal ecotourism in the islands, Indonesia. The main issues and the first priority indicated that alleviating poverty and creating of sustainable livelihoods would be enhance by improving conservation program along the coastline. Maintaining coastal ecotourism development would be a starting point as well.

The realistic program that the local government and tour operator get to do is to improve visual aesthetics atmosphere around coastal areas to enhance a view of coastal environment to enhance tourist's visualization on enjoying natural themes along the coastline. It would increase the performance of coastal ecotourism in Morotai islands as well. Nevertheless, it would be done by determining the quality of coastal eco-tourism, as it would be done by developing Saujana heritage ecotourism of the islands. It would foster and ensuring the economic viability to local community along the coastline. However, coastal ecotourism activity would generate income that so useful for maintaining fund of coastal ecotourism environment and its development. It would be done by reinforcing natural aesthetics program along the potential beach too. Besides, it would alleviate poverty and creating of sustainable livelihoods for a local people by developing culinary ecotourism.

6. Implication

As long coastal ecotourism activity would be improving, it would support international competitiveness of the coastal-ecotourism performance. At the same time, it would enhance local community's economic development, knowledge and their mindset of conserving coastal environment too, because it would improve a performance of natural coastal visualization. Besides, it would be a main reason of tourists' decision-making on visiting Morotai island. They can enjoy a natural coast's scenic, heritage, and traditional foods or culinary ecotourism.

As above mention, since fishing activities just reach 15% of the capacity, fishing communities would enhance fishing strategy program and they would develop new income by creating new type of tourism namely fishing ecotourism. It would attract a tourist on getting their new experience on fishing around the coast.

7. Limitation

This study need to be completed, because of funding and time limitation. It's need more research about demographic – tourist and the community behavior that influence the performance of the coastal-ecotourism in the islands.

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