

CHAPTER II

GENERAL DESCRIPTION OF THE STORYTELLING PROJECT

2.1 Featured Attractions

2.1.1 Ecotourism as The Development of Tourist Destinations

Ecotourism is an effort to increase the attractiveness of tourist destinations. Seeing the abundant wealth that is owned by Indonesia, invites the country's cooperation with UNWTO which is currently promoting ecotourism as a tourist attraction as well as a program to preserve nature (*Kementrian Luar Negeri Republik Indonesia, 2012*). According to UNESCO Office in Jakarta (2009), Ecotourism has many definitions which are all based on tourism whose activities refer to five important elements, namely:

1. Provide experience and education to tourists who can increase their understanding and appreciation of the tourist destinations they visit. Education is provided through an understanding of the importance of environmental preservation, while experience is provided through creative tourism activities accompanied by excellent service.
2. Minimizing the negative impact that could damage the environmental and cultural characteristics of the area visited.
3. Involve the community in its management and implementation.
4. Providing economic benefits, especially to local communities, for this reason, ecotourism activities must be a pro (profitable).
5. Have the potential to survive and be sustainable.

2.1.2 Aspects of Ecotourism

The idea of ecotourism places a strong emphasis on the fact that ecotourism practices should be able to maximize conservation values while minimizing adverse effects on the local environment and culture (*Direktorat Produk Pariwisata, Direktorat Jenderal Pengembangan Destinasi Pariwisata, Departemen Kebudayaan dan Pariwisata dan WWF-Indonesia, 2009*). The following are the principles underlying ecotourism according to Minister of Home Affairs Regulation No. 33 of 2009, namely:

1. Conservation principle.
2. Economic principle.
3. Community participation principle.

2.1.3 Marine Ecotourism

The rich diversity of biological natural resources owned by Indonesia is the best tourist destination with great potential for the development of marine ecotourism. Marine ecotourism is a major growth area in ecotourism which is rapidly growing in sustainable tourism. This activity is increasingly attracting attention, both from popular media as well as from professionals and academics who have an interest in exploring tourism's potential to contribute to sustainable development (Rahmania, et al., 2018).

With this good opportunity, Indonesia can create a strong foundation to carry out its marine ecotourism strategy. Quoted from the marine ecotourism guidebook written by (Rahmania, et al., 2018), the strategy includes:

- a. Development of marine ecotourism destinations.
- b. Marine ecotourism marketing must be precise and efficient.
- c. Development of the marine tourism industry.
- d. Development and governance of marine tourism.

Natural beauty and diverse cultural diversity are the core points for Indonesia in developing tourist destinations. Bali and Raja Ampat are the tourist destinations that are best known for their beauty and cultural courage. This supports our goal to help develop tourist destinations on Pahawang Island, Bandar Lampung.

2.1.4 Pahawang Island

According from the *Kementrian Pariwisata dan Ekonomi Kreatif* (n.d.) website, Pahawang Island is an inhabited island that has long been settled. Briefly, Pahawang Island was originally an island where a Chinese descendant named Hawang and his daughter Pok Hawang lived. This has influenced the naming of the island to become Pahawang Island.

Pahawang Island has several potentials that can be developed such as Agriculture, Fishery: and Tourism (*Kementrian Pariwisata dan Ekonomi Kreatif*, n.d.). The underwater natural beauty of Pahawang Island has the potential to develop these three potentials. This potential can also be supported by ecotourism development activities as a tourist attraction for Pahawang Island.

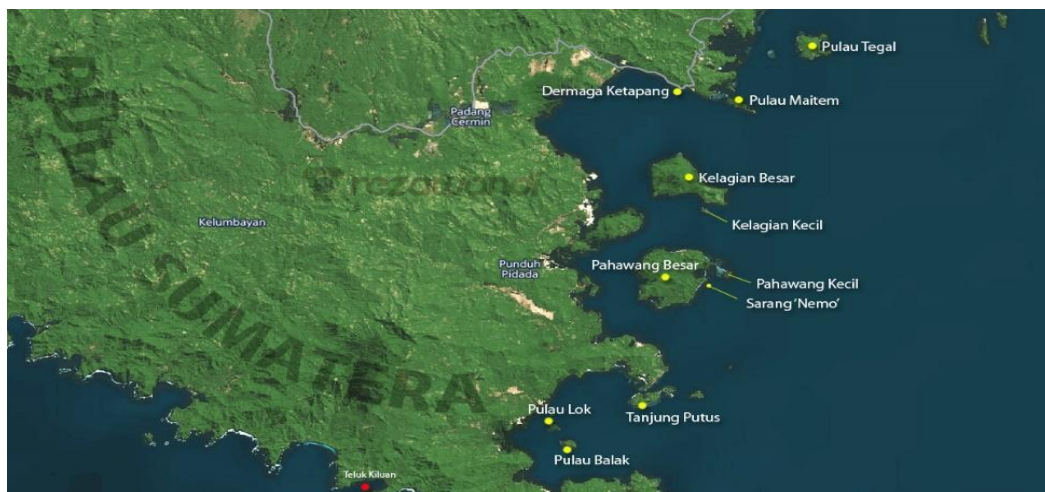


Source: Sunday Trip Lampung, 2020

Figure 2.1.4 Tourist Destinations of Pulau Pahawang

2.2 Location

Pahawang Island is located in the Punduh Pidada sub-district area, Pesawaran Regency, Lampung. Pahawang Island is located ten meter above sea level and has an area of one thousand eighty-four hectares including the large and small islands. This island has a total of six villages, namely Pahawang, Suakfruit, Penggetahan, Jeralangan, Kalangan, and Cukunyahi.



Source: Badpackers, n.d.
Figure 2.2.1 Pahawang Island Map

Pahawang Island can only be reached by motorboat which takes approximately forty-five minutes from the Ketapang pier. Alternative to Pahawang Island can be accessed from several piers, namely Ketapang, Klara Beach, Mutun Beach, Ringgung, or Lempasing. But for the scale of trips from out of town, the authors advises tourists who come from out of town to use the Ketapang pier because this pier is the closest pier to Pahawang Island. Dermaga Ketapang has a large supply of motorboats that can be rented directly from sailors in the area for Rp. 500,000/day to Rp. 550,000/day off with a maximum weight of fifteen people per motorboat.

Ketapang Pier can be reached using four or two wheeled vehicle. The trip will take approximately one hour from domestic and international airports, namely Lampung Radin Inten II Airport, passing through the West Betung Bay area, Pasir Putih Beach, Sari Ringgung Beach, and others to arrive at the final destination, namely Ketapang Pier.

This motorboat rental is not included in the price of the tour activities. Tourists carry out activities such as snorkeling for IDR 20,000 plus the rental of snorkeling equipment and life jackets at a price for IDR 25,000. As for island hopping activities to Kelagian Kecil and Besar Islands, the price is IDR 20,000/island. Other activities such as banana boats can be rented for IDR 30,000.

In addition, tourists can also rent accommodation and one of which is Andreas. This accommodation can be booked for around IDR 3,000,000 per night. For tourists with a lower budget, tourists can rent cheaper villas or local houses for IDR 500,000 to IDR 1,000,000 per night.

2.3 Object Advantages

Pahawang Island has lots of tourist activities that can be done, including:

1. Snorkeling: This activity aims to see the underwater beauty from above the surface of the water using a float and goggles. Tourists can only reach fish and marine life that are in low waters. Examples are Nemo fish or what is commonly referred to as clown fish, coral reefs, and the house of the Nemo fish itself.



Source: The authors
Figure 2.3.1 Visuals of Nemo

2. Diving: Snorkeling activities are similar to diving. With both, tourists can explore the underwater beauty. The difference is in the depth when tourists dive into seawater. Diving activities also require more equipment such as fins and ballast. By diving, many fish and coral reefs will be easier to see and reach compared to snorkeling. The budget that must be prepared for snorkeling and diving is the same at IDR 20,000/area and for equipment rental is IDR 25,000/tool. When you want to do diving, participants must have a license first.



Source: The authors
Figure 2.3.2 Visuals of Diving

3. Island hopping: This activity is an activity of moving from island to island. Pahawang Island has several islands, such as Kelagian Besar Island, Kelagian Kecil Island and Pahawang Island. These islands are the perfect place to enjoy the beautiful scenery of the island, the beauty of the clear seawater, and the fine white sand. The budget needed to go to each island is IDR 20,000.00/island.



Source: The authors
Figure 2.3.3 Visuals of Island Hopping on Kelagian Kecil Island

4. Dolphins: If tourists are someone who likes dolphins, tourists can go along the sea from the Pahawang area to Kiluan Island by boat only at dawn.



Source: *Sahabat Bahari*, 2020

Figure 2.3.4 Dolphins

5. Homestay and Cottage or Villa: Pahawang Island offers cottages or villas with beautiful views from the room and the experience of staying over seawater called Andreas. The budget needed to stay in the Andreas area is IDR 1,500,000.00 – IDR 3,500,000.00 per night. In addition, if tourists prefer to look for something cheaper, accommodation is available in residential areas that can be rented for IDR 500,000.



Source: The authors

Figure 2.3.5 Homestay



Source: Pinhome, n.d.
Figure 2.3.6 Andreas Cottage

