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Development Of The Morea Pool Tourism Object In Larike State West Leihitu District, Central Maluku District

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Abstract

In the current era of globalization, progress in the tourism sector is very rapid. Tourism has been recognized as the largest industry of this century. Judging from various world development indicators, in the coming years the role of tourism will increase. Therefore, much needs to be done to develop tourism potential, especially in Indonesia. Central Maluku, as one of the districts in Maluku, is of course one of the areas most sought after by local and foreign tourists. Central Maluku Regency has a geographical location consisting of mountainous areas and coastal areas so it has a variety of ethnicities, cultures, and other tourist attractions, making it interesting to visit nationally and internationally, one of which is the Morea Pool. The research location is in Negeri Larike, West Leihitu District, Central Maluku Regency. Research time is January 2023 - February 2023. From the results and discussion, it can be concluded that the management of the Morea Pond tourist attraction is still not optimal, namely in terms of development and institutions. Increasing and developing tourism can be carried out by involving community participation in supporting the development of infrastructure and facilities and strategies for developing the Morea Pond tourist attraction, namely by increasing promotion of the Morea Pond tourist attraction and maintaining the things that are the selling points of Morea Pond.

Keywords: Development, Tourist Attractions, Central Maluku Regency

INTRODUCTION

In the current era of globalization, progress in the tourism sector is very rapid. Tourism has been recognized as the largest industry of this century. Judging from various world development indicators, in the coming years the role of tourism will increase. Many factors encourage someone to travel, including wanting to see places they have never

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visited and wanting to learn something, avoiding unpleasant weather or seasons, and wanting to do something that cannot be done at home, just for recreation or relaxation. and others. Central Maluku, as one of the districts in Maluku, is of course one of the areas most sought after by local and foreign tourists. Morea Pool is located in Negeri Larike, West Leihitu District, Central Maluku Regency. About 46.5 km from Ambon city. It can be reached by vehicle in 1 hour 23 minutes by car and 1 hour 17 minutes by motorbike and via roads in West Leihitu District. As one of the districts in Maluku, of course, it is one of the areas most sought after by local and foreign tourists. Morea Pool is located in Negeri Larike, West Leihitu District, Central Maluku Regency. About 46.5 km from Ambon city. It can be reached by vehicle in 1 hour 23 minutes by car and 1 hour 17 minutes by motorbike and via roads in West Leihitu District.

The Morea Pool tourist attraction is a tourist attraction that can be an alternative for residents. This place has not yet become a tourist destination that is managed optimally, either by the government or the local community. This is due to the lack of available facilities. However, many visitors have come to this tour. The management of the Morea Pond tourist attraction is classified as mediocre because it is only managed by members of the local community. However, if the accessibility conditions increase with the network system available in a tourist area, the easier the accessibility will be and vice versa, the lower the accessibility, the more difficult the area will be to reach from other areas. Considering that accessibility is very important for the smooth progress of a tourist attraction, the Morea Pool tourist attraction still needs to be developed further so that it becomes the most popular main tourist destination in West Leihitu District.

The research aims to determine the development of the Morea Pool tourist attraction in Negeri Larike, West Leihitu District.

RESEARCH METHODOLOGY

Research Location and Time

The location of this research is Negeri Larike, West Leihitu District, Central Maluku Regency. Research time January 2023 – February 2023.

Research Population and Sample

The samples used in this research were individuals, namely tourism actors at the Morea Pond Larike State tourist attraction, West Leihitu District, Central Maluku Regency.

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Research Data Collection Methods

1. The method used in this research is the interview method. This method was carried out directly with Morea Pond Tourism managers and community leaders in Larike Country.
2. Observation, this method is carried out by observing natural and cultural potential activities, facilities and infrastructure, and management of Morea Pond tourism.

Data analysis technique

The analytical method used in this research is the qualitative descriptive analysis method and the SWOT analysis method. The SWOT analysis method is an analysis intended to see the extent to which tourist attraction development strategies are implemented in increasing tourists based on strengths, weaknesses, opportunities, and threats.

RESULTS AND DISCUSSION

Overview of Morea Pond Tourism

History of Morea Pond Tourism

Morea Pond tourism began to be noticed and maintained in 2001 by several people who live around the waters of Morea Pond. Initially, it started with several young people who lived around Morea Pond who intended to look after it and hoped it could develop into a tourist destination so that tourists would come and they would benefit from the place.

Opening Hours and Entry Tickets

Several people participate in guarding or accompanying visitors to the Morea Pond tour. The Morea Pond tourist attraction is open from morning to evening and every visitor who visits the Morea Pond tourist attraction will go through a road where there is a charity box. The charity box contains the entry fee for visitors to the Morea Pool, the fee is free or voluntary.

Management of the Morea Pond Tourist Attraction

Every region or country has interesting and unique tourist attractions. With increasingly advanced and developing information on tourist attractions in this era of globalization, it can help each country or region to introduce the potential of its tourist attractions. To increase the role of tourism, goods in the form of tourist objects that can

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be sold are closely related to the supporting facilities and infrastructure related to the tourism industry. So tourism development and development must be based on local wisdom and special local sense which reflects the uniqueness of cultural heritage and the uniqueness of the environment.

In preparing the development strategy for the Morea Pond Tourist Attraction, researchers carried out a SWOT analysis by first identifying the Strengths, Weaknesses, Opportunities and Threats factors.

Description of Research Objects

Larike Village has natural tourist attractions that are well known to domestic and foreign tourists, including the Yellow Pancuran, Batu Layar, and Morea Pond tours. The attractions in Larike Village have their uniqueness and naturalness so they can attract many tourists to come and enjoy them. The uniqueness and naturalness of the attraction in Larike Country is well known as the Morea Pond tourist attraction. This object is a habitat area for morea (in the local language of the Ambon people) which is similar to eels.

This animal has a habitat in the waters of Weilela Water, which has lived for hundreds of years and is believed by local people to be the incarnation of their ancestors. The charm of the Morea Pool has become a tourist icon in Larike Country, which has attracted many tourists from various countries.

The attraction of Morea Pool is one of the famous tourist attractions in Maluku, especially the city of Ambon, and is much sought after by tourists. This object is unique because it highlights the unique shape and behavior of the Morea or eel type which can be seen directly by visitors. At first glance, Morea looks like an electric eel that lives in salt water, but this animal comes from a freshwater river formed from the Weilela spring. Its body is long and round, reaching 2-2.5 m with a diameter of 15-20 cm. The entire surface of its skin is slippery and slightly slimy, but Morea is not a vicious animal that is aggressive towards humans. The Morea in Weilela Springs is very tame and familiar with human life, so the Morea is used as a tourist attraction. Different from morea in general, the morea at the Air Morea Negeri Larike location have their characteristics and uniqueness because one of them has earrings and there is also one that has blood membranes on its neck so it looks like a morea of rag cloth. Another unique thing about the Morea species in Larike Country is that the type of food they like is fish, so when

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visitors come and want to see and take photos with the morea, the managers usually use raw fish as bait so that the morea come out to the surface of the water.

Respondent Characteristics

Respondent characteristics are used to determine the diversity of respondents based on gender, age, and occupation/type of education. It is hoped that this will provide a fairly clear picture of the condition of the respondents and its relationship to the problem and objectives of the research.

Characteristics of Respondents Based on Gender

The characteristics of respondents based on gender in research conducted at the Morea Pond Tourist Attraction are presented in Table 2.

Based on Table 2, it can be seen that most of the respondents were female with a total of 23 respondents or 76.33%, and the remaining 7 respondents were male or 23.33%.

Table 2. Respondents by Gender Type

Gender	Numbe of Respondents	Percentage (%)
Men	7	23,33
Women	23	76,33
Total	30	100

Characteristics of Respondents Based on Age/Age

The characteristics of respondents based on age in research conducted at the Morea Pond Tourist Attraction are presented in the following table:

Tabel 3. Responden Berdasarkan Usia

Age (Year)	Numbe of Respondents	Percentage (%)
18 - 25	22	73,33

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26 - 35	7	23,33
36 - 45	1	3,33
Total	30	100

Based on the table above, it can be seen that the highest age ratio of respondents is 18-25 years old with a total of 22 respondents or 73.3%. Then the ratio aged 26-35 years with a total of 7 respondents or 23.3%, and the ratio aged 36-45 years with a total of 1 respondent or 3.3%.

The results of this research are a field research process that has been carried out by researchers by fulfilling research requirements. This research uses qualitative descriptive methods and SWOT analysis on how to manage tourist attractions and develop strategies for the Morea Pond tourist attraction.

Development of the Morea Pool tourist attraction in West Leihitu District, Central Maluku Regency

In this research, researchers collected data using the direct interview method.

1. Strengths, Morea Pond Tourism
2. Unspoiled natural conditions. The natural beauty seen from the shady trees around tourist attractions is a special attraction for tourists.
3. Weaknesses, Morea Pool Tourism Currently, the pool still needs a lot of development in terms of facilities that can support tourists' comfort when visiting. Currently, the available facilities are still limited and inadequate
4. Opportunities, Morea Pool Tourism has enormous and classy potential. This tour has its beauty with a still beautiful natural atmosphere and exotic views.
5. Threats (Theats), Even though it has high tourism potential, several things pose threats to this potential, such as maintaining the area.

Morea Pond Tourism Object Development Strategy

After obtaining data regarding the development carried out by tourism managers at the Morea Pool, it can be seen that the actual development of tourism in a tourist destination, both locally and nationally in a country, is very closely related to the economic development of that region or country.

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CONCLUSION

Based On The Results Of Research Conducted At Morea Pond, Larike State, It Can Be Concluded That The Management Of The Morea Pond Tourist Attraction Is Still Not Optimal, Namely In Terms Of Development And Institutions. The Strategy For Developing The Morea Pond Tourist Attraction Is, Among Other Things, Increasing The Promotion Of The Morea Pond Tourist Attraction And Maintaining The Things That Are The Selling Points Of Morea Pond.

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