

# Final Report



## Analisis Sosial Ekonomi Masyarakat Sekitar Kawasan Taman Nasional Komodo

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## FOREWORD

We give praise and thanks to God Almighty for His mercy and grace in enabling us to complete this Final Report as a form of accountability for the overall research activities of "Socio-Economic Analysis of Communities around Komodo National Park," which is a collaboration between INFLORES and CV. Sinaro. This final report contains an analysis and discussion of the activities, as well as a review of the survey results obtained in the field.

The structure of this Final Report consists of five chapters: 1) Introduction; 2) Study Approach and Research Methods; 3) Overview of Field Findings; 4) Analysis; and 5) Conclusions and Recommendations. We would also like to express our gratitude for the trust placed in us by the Ministry of Forestry through the Komodo National Park Office for the implementation of the project "*Investing in the Komodo Dragon and Other Globally Threatened Species*," also known as IN-FLORES.

We are aware that this report still has shortcomings. Therefore, constructive criticism and suggestions are highly appreciated for the improvement of this report. We hope this report will be beneficial and serve as a useful reference for all readers.

Bandung, June 2025

Researcher

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## CHAPTER I INTRODUCTION

### A. Background

Komodo National Park is one of the conservation areas with high ecological value designated as a National Park based on the Minister of Agriculture's Announcement No. 811/Kpts/Um/II/1980 dated March 6, 1980. This designation aims to protect the ecosystem that serves as the habitat for the Komodo dragon (*Varanus komodoensis*) and various other endemic flora and fauna. With the growing awareness of the importance of conservation and its appeal as a natural tourist destination, the number of visitors to this area has continued to increase.

According to data from the Komodo National Park Office, the number of visitors in 2024 reached 334,206 people, comprising 107,258 domestic tourists (Wisnus) and 226,948 international tourists (Wisman). The high interest in this area underscores the importance of sustainable management to ensure the ecosystem remains intact. As the main gateway to Komodo National Park, Labuan Bajo plays a strategic role in supporting tourist accessibility. This role has been further strengthened after Labuan Bajo was designated as one of five Super Priority Tourism Destinations (DPSP) in 2019 in accordance with President Joko Widodo's directive, based on Government Regulation No. 50 of 2011 on the National Medium-Term Tourism Development Plan (RIPPNAS) 2010–2025, which promotes infrastructure development to support investment in the tourism sector. Previously, destination development was focused on 10 priority tourism destinations and was further implemented through the Cabinet Secretariat Letter No. B-652/Seskab/Maritim/11/2015

on November 6, 2015, the focus of development was narrowed down to five locations, which are now known as the 5 DPSP.

With the influx of investment and the high number of tourist visits, questions arise regarding the extent to which the economic benefits generated can be felt by the local community. A pre-research interview with the Komodo National Park Office (February 12, 2025) revealed that since the 2019 DPSP program, infrastructure and investment have increased, driving economic growth in Labuan Bajo. Although this area has been recognized as the Komodo Biosphere Reserve, one of *the New Seven Wonders*, and a *World Heritage Site*, the management of biosphere reserves and national parks should not solely focus on conservation aspects but also on achieving ecological, social, and economic sustainability (SK Head of BRIN No. 23/HK/2022; Law No. 5 of 1990). One of the main challenges in achieving this balance is ensuring equitable distribution of economic benefits. While tourism is booming, concerns persist that benefits are disproportionately enjoyed by external investors rather than local communities. This is evident in the management of several tourist facilities controlled by external parties, such as PT Segara Komodo Lestari from Jakarta, which operates tourism activities at Loh Buaya, Rinca Island (Decision of the Ministry of Forestry No. 5.557/Menhut/II/2013). Additionally, PT Nusa Digital Creative and PT Pantar Liae Bersaudara from Kupang obtained permits in April 2024 for tourism guiding services.

Further studies are needed to map out community-based businesses that truly benefit economically from tourism. In recent years, numerous research publications in reputable international journals have examined the impact of tourism on the economy, highlighting the importance of such studies. Among other things, these studies emphasize the interrelated factors influencing tourism-driven economic growth, job creation, infrastructure development, and investment in tourist destinations.

urban tourism to sustainable *heritage* tourism destinations (Bassil et al., 2023; Nag, 2024; Nyasha et al., 2021; Quang et al., 2022; Wang et al., 2020). However, very little has been discussed regarding the economic impacts of tourism activities in conservation areas (Fezeka & Stella, 2020).

Several direct studies have also been conducted to understand the economic impacts generated by tourism activities in Komodo National Park. Hironimus et al. (2019) in their study entitled Factors Affecting the Role of Tourism Activities in Komodo National Park on Economic Growth in West Manggarai Regency used an exploratory research model to examine the factors influencing the role of tourism on economic growth in West Manggarai Regency. The results of the study indicate that infrastructure investment and conservation area management policies have a significant impact on the growth of the local economy, particularly in the hospitality, transportation, and tourism services sectors.

Furthermore, Shinta (2017) in her study entitled "Policy Study on the Management of Komodo National Park Using a Multicriteria Analysis Approach and Economic Value" used the *willingness to pay* (WTP) approach to assess the economic valuation of tourism activities in Komodo National Park. Based on her findings, the economic valuation of domestic and international tourists in this area is estimated at Rp 1,078,233,553,276. This study highlights the extent to which tourists are willing to pay for tourism experiences in Komodo National Park and how this economic contribution impacts the income of the conservation area.

The economic impact calculation model, which only considers tourists' willingness to pay during their vacation, is a research gap that needs to be addressed. This study aims to measure

the economic impact of tourism activities in Komodo National Park using a more comprehensive model such as *the Money Generation Model (MGM)*. This model was developed with the aim of estimating the economic impact of business operators' income and tourist spending on the local economy quickly and efficiently (*National Park Service, 1990*) through the *Economic Impact of Tourism Spending* and *Keynesian Multiplier* approaches.

On the other hand, there has been no update on research related to the economic impact in Komodo National Park since the Covid-19 pandemic, so periodic studies are needed to ensure its relevance and effectiveness. This is supported by Buckley (2011), who emphasizes that tourism can support conservation through political, social, and economic mechanisms, which vary based on environmental factors, welfare, social structure, and government policies. Therefore, this study aims to analyze the current economic impact of nature tourism in Komodo National Park on local communities, using the MGM model, by measuring and analyzing the distribution of economic benefits from the multiplier effect on the local economy (*Keynesian Multiplier*), optimizing local government revenue from increased income (*Income Generation*) and tourist spending (*Tourist Spending*), as well as the contribution of the tourism sector in job creation (*Employment Generation*).

## **B.**

1. What is the direct contribution of nature-based tourism activities in Komodo National Park to the local economy in the Komodo National Park area and its surroundings?
2. What is the role of the nature tourism sector in creating job opportunities for the local community in the Komodo National Park area and its surroundings?

3. What is the economic impact (*multiplier effect*) of nature-based tourism activities in Komodo National Park?
4. What is the level of optimization of local government revenue from the tourism sector (*tourist spending*) in the Komodo National Park area and its surroundings?

### **C. al Research Objectives**

1. To calculate the direct contribution of nature-based tourism activities in Komodo National Park to the local economy in the Komodo National Park area and its surroundings;
2. To identify the role of the tourism sector in creating job opportunities for the local community in the Komodo National Park area and its surroundings;
3. To analyze the economic impact (*multiplier effect*) of nature-based tourism activities in Komodo National Park; and
4. To analyze the optimalization level of local government revenue from *tourist spending* in the tourism sectors within the Komodo National Park area and its surroundings.

### **D. al Study Scope**

#### 1. Geographical Scope

The scope of this study covers Komodo Subdistrict, West Manggarai Regency, East Nusa Tenggara. The selected area of Komodo Subdistrict includes two urban villages, namely Labuan Bajo and Wae Kelambu, as well as three villages, namely Golo Mori, Warloka Pesisir, and Goron Talo. This study also includes three islands within Komodo National Park: Komodo Island, which includes Komodo Village and Loh Liang Resort; Rinca Island, which includes

Rinca Village and Loh Buaya Resort, and Padar Island, which includes Padar Selatan Resort.

## 2. Scope of Substance

The scope of this study focuses on the socio-economic analysis of communities around Komodo National Park to obtain the latest information on the economic value of nature-based tourism activities in Komodo National Park for economic growth in Komodo Subdistrict. The substance of this research includes the income of business actors (community) & *Tourist Spending* (tourists) to calculate the direct contribution of nature tourism activities in Komodo National Park to the local economy in Komodo District. Additionally, this study analyzes the optimization of local government revenue from tourist expenditures in the tourism sectors within this area. Optimization of local government revenue in this study refers to the extent to which the local government can manage and utilize income from the tourism sector to support community welfare.

In addition, identifying the role of the nature tourism sector in creating jobs for local communities means that the tourism sector plays an important role in creating jobs for local communities around Komodo National Park. As the number of tourists visiting this area increases, the need for workers in various tourism sectors also increases. This includes jobs in accommodation, transportation, tour guiding, restaurants, and creative economic sectors such as souvenir crafts and other local products. This study will analyze how many workers are absorbed in the tourism sector, both in formal and informal jobs. Another focus of

this study is to identify whether the jobs created are primarily for local residents or dominated by workers from outside the region. In some cases, local communities may have limitations in terms of skills or access to job opportunities in the tourism sector, resulting in more job opportunities being filled by workers from outside the region.

Next is to analyze the economic impact of nature tourism activities in Komodo National Park. The economic impact analyzed includes the multiplier effect of the tourism sector on other economic sectors. Using the *Keynesian Multiplier* approach, this study will calculate the extent to which every rupiah spent by tourists can increase local community income and accelerate economic turnover in this region. Additionally, this study will also examine whether the economic impacts generated are distributed evenly across all districts in Komodo or remain concentrated in Labuan Bajo as the main tourism hub.

### 3. Scope of Work

The scope of work to be carried out is as follows:

- a. Preparation of a preliminary report, which includes a work plan document;
- b. Literature review, through the collection of library data;
- c. Development of data collection techniques and tools to be used in the field;
- d. Field data collection, which involves direct observation in the area to collect data related to and needed for data analysis using standardized procedures;

- e. Interviews, conducting interviews with parties related to the research topic to obtain accurate data so that the data found in the field can be validated;
- f. Analysis, analyzing all data quantitatively;
- g. Preparation of the final report on "Socio-Economic Analysis of the Community Around Komodo National Park"
- h. Conducting a seminar on the findings of the *Final Report*.

#### **E. al Limitations of the Study**

This study has a number of limitations that need to be disclosed as part of efforts to maintain transparency and academic integrity. The main limitation lies in the criteria for selecting respondents, which focused on local communities directly involved in tourism activities inside and outside the Komodo National Park area. This limitation was imposed to maintain the relevance of the data to the main objective of the study, which is to measure the economic impact felt by local communities as a result of tourism activities.

The next limitation concerns the analysis of *indirect impacts* of the tourism sector on the local economy. This study was unable to calculate indirect impacts in detail and quantitatively. However, *the Final Report* will still provide a general description of indirect impacts.

Overall, these limitations do not diminish the validity of the primary data collected, but it is important to note them so that readers understand the scope and coverage of the analysis used in this study.

## **F. Structure of the *Final Report***

*The Final Report* consists of 5 chapters and is divided into several sub-chapters with the aim of producing a systematic research paper. The following is the structure of *the Final Report*.

### CHAPTER I INTRODUCTION

This chapter contains the background, problem statement, research objectives, scope of the study, limitations of the research, and the structure of *the Final Report*. The scope of the study is divided into three parts: geographical scope, substantive scope, and scope of work.

### CHAPTER II STUDY APPROACH AND RESEARCH METHODOLOGY

This chapter includes a review of the theories selected and used by the researcher, the research framework, and the research methods. Research methods are divided into six categories: research approach, population and sampling, data collection techniques and tools, operational definitions of variables, consistency tests, and data analysis techniques.

### CHAPTER III DESCRIPTION OF THE OBJECT AND RESEARCH FINDINGS

This chapter contains a description of the field findings, namely the data obtained from data collection through surveys (questionnaire distribution).

### CHAPTER IV ANALYSIS

This chapter contains an analysis of the field findings, tailored to the objectives of the research.

### CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

Contains the conclusions of the research findings and recommendations that can be implemented by stakeholders.

## CHAPTER STUDY APPROACH AND RESEARCH METHODOLOGY

### A. Review of the Theory of

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According to *the National Park Commission of the IUCN*, a national park is a natural area or an area close to nature that is designated to protect large-scale ecological processes, including various species of plants and animals along with their ecosystems; and to support scientific, spiritual, educational, recreational, and tourism interests. According to MacKinnon (1993 in Wandani et al., 2022), a National Park is an area designated for the protection of natural areas and scenic beauty, and has scientific value. According to the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia (2016) on the Utilization of Geothermal Environmental Services in National Parks, Forest Parks, and Nature Tourism Parks, Article 1, Paragraph 1 states: A national park is a natural conservation area with original ecosystems, managed through a zoning system and utilized for research, science, education, supporting cultivation, tourism, and recreation. National parks in Indonesia are managed by Technical Implementation Units of National Park Offices/Large National Park Offices, which are structurally under the authority of the Directorate General of Forest Protection and Nature Conservation of the Ministry of Forestry.

The characteristics of a national park according to Government Regulation of the Republic of Indonesia No. 68 of 1998 are as follows:

- a. The designated area has sufficient size to ensure the natural continuation of ecological processes;
- b. Possessing unique and distinctive natural resources, including plant and animal species and their ecosystems, as well as natural phenomena that remain intact and unspoiled;
- c. Possessing one or more intact ecosystems;
- d. Possessing natural conditions that are pristine and natural for development as nature tourism;
- e. Being an area that can be divided into core zones, utilization zones, forest zones, and other zones that, due to considerations of the importance of area rehabilitation, the dependence of the surrounding population on the area, and in order to support efforts to conserve biological resources and their ecosystems, can be designated as separate zones.

In addition that there primary of National National according to MacKinnon (1933 in Wandani et al., 2022). As follows:

- a. Maintaining the of and protect life support systems;
- b. Protecting species diversity and promoting its benefits as a source of genetic resources;
- c. Providing facilities research and development for science, education, and training;
- d. To meet the needs for natural tourism facilities and preserve local culture;
- e. As part of local area development.

## 2. Nature Tourism Activities

Tourism activities are all activities that take place in a destination and what tourists can do during their visit. Stankovic and Dukic (2009 in Sitorus & Sari, 2021). According to Inskip (1991 in Ingkadijaya et al., 2016), tourism activities are classified based on tourist attractions into three groups, namely nature tourism activities, cultural tourism activities, and special interest tourism activities.

Nature tourism activities are activities carried out by tourists in natural tourist areas. According to Inskip (1991 in Ingkadijaya et al., 2016), nature tourism activities include:

- a. Enjoying natural scenery,
- b. Playing in open natural areas,
- c. Mountain climbing,
- d. Camping,
- e. Whitewater rafting,
- f. Beach tourism,
- g. *Snorkeling*,
- h. Scuba *diving*,
- i. Fishing,
- j. Hot spring bathing,
- k. Cave exploration,
- l. Visiting a zoo or safari park,
- m. Visiting a botanical garden, and
- n. Visiting agricultural areas.

When engaging in nature-based tourism activities, tourists have various motivations. According to Mehmetoglu (2007), the motivational factors for nature tourists include:

- a. *Nature*, tourists who want to be closer to nature;
- b. *Physical activities*, tourists who want to engage in leisurely/adrenaline-pumping activities;
- c. *Novelty/learning*, tourists who want visit places, experiences, and new knowledge;
- d. *Everyday mundane*, tourists who want to escape the daily grind;
- e. *Social contact*, travelers who want to spend time and interact; and
- f. *Ego/status*, tourists who want to have experiences they can share.

### 3. Economic Impact of Tourism

Tourism activities also involve economic costs, including direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community. Community decisions regarding tourism often involve debates between industry supporters who highlight the economic impacts of tourism (benefits) and opponents who emphasize the costs incurred by tourism. Appropriate decisions must be based on a balanced and objective assessment of the benefits and costs, as well as an understanding of who benefits from tourism and who bears the costs.

In addition, tourism has various economic impacts. Tourists contribute to sales, profits, employment, tax revenue, and income in a region. Direct impacts occur in the tourism sector, namely accommodation, transportation, restaurants, entertainment, and MSMEs. Indirect impacts occur in the tourism sector, namely tourism affects most economic sectors. Economic impact analysis of tourism activities typically focuses on changes in sales, income, and employment in a region caused by tourism activities, which aligns with the objective of this study to examine the economic impacts of tourism activities in Komodo National Park, Komodo District (Stynes et al., 1990).

According to Mathieson and Wall the economic can be classified into seven groups, namely (Icoz & Icoz, 2023):

- a. Income generation,
- b. Job creation,
- c. Tax revenue generation,

- d. Balance of payments impact,
- e. Improvement of a country's economic structure,
- f. Promoting entrepreneurial activities,
- g. Economic losses.

There are also six factors that determine the magnitude of the economic impact, namely:

- a. The nature of the main facilities and their effectiveness,
- b. Volume and intensity of expenditure,
- c. The level of economic development in the destination,
- d. The size of the economic base in the destination,
- e. The extent to which visitor spending circulates within the destination,
- f. The extent to which the destination has adapted to seasonal visitor demand.

The study titled "Analysis of the Contribution of the Tourism Sector to the Economy of West Java Province (*Location Quotient* and *Shift Share Analysis*)" aims to analyze the contribution of the tourism sector to the economy of West Java Province using two main analytical methods: *Location Quotient* (LQ) and *Shift Share Analysis* (SA). The data used spans the years 2004-2015, focusing on Regional Domestic Product (RDP) and three main subsectors: hotels, restaurants, and entertainment and recreation. The study employs a quantitative method with a descriptive approach.

Several theories and analytical techniques were employed, including (Wulandari, 2018):

- a. The Basic Economy Theory, used to classify economic sectors into basic (leading) and non-basic sectors.

- b. *Location Quotient* (LQ) used to determine whether the tourism sector in West Java has a comparative advantage over other sectors.
- c. *Shift Share Analysis* (SSA) used to analyze changes in the contribution of the tourism sector to the regional economy, considering factors such as national economic impact, changes in economic structure, and sector competitiveness.

The study "Mathematical Analysis of the Input-Output Impact of the Tourism Sector on the Economy in the Special Region of Yogyakarta" aims to analyze the role of the tourism sector in the Special Region of Yogyakarta (DIY) in driving regional economic growth. The study uses *Input-Output* Analysis (I-O) to measure the interrelationship between the tourism sector and other sectors as well as the resulting economic impact. The study is based on data from the 2016 DIY *Input-Output* Table published by the Central Statistics Agency (BPS). The main techniques used in the study, as outlined by Buana et al. (2025), are:

- a. *Input-Output Coefficients*, which aim to show the relationships between sectors in the economy,
- b. *Backward* and *Forward Linkage* Analysis, which aims to measure the extent to which a sector depends on inputs from other sectors and to measure the contribution of a sector's output to other sectors,
- c. *Multiplier* Analysis, which aims to analyze how much an increase in output in one sector will impact other sectors and measure the impact of output changes on job creation.

In the study "*Input-Output* Analysis of the Impact of Tourism on the Local Economy of Bandung City," the following analysis was used:

*Money Generation Model (MGM)* to calculate the economic impact of tourist spending is "*tourism economic impacts = number of visitors × average spending per visitor × economic multipliers*" (Stynes et al., 1990). The inputs of this model include the number of visitors, average tourist spending (per visitor or group), and *multipliers* (Waluyo, 2015).

*The Money Generation Model (MGM)* from *the National Park Service* (1990) is the method used by researchers to calculate the economic impact of tourism activities. This model uses data such as the number of tourist visits, average spending per tourist, and sales multipliers to estimate the direct and total sales effects of tourist spending. After that, the sales results of tourism businesses are converted into income and employment using the *Income Multiplier* and *Job Multiplier* methods applied to sales. Although the MGM model is relatively simple, it remains effective in providing direct economic impact estimates that align with real-world conditions.

*The Money Generation Model* can be applied by utilizing data on the income and expenditure of tourism businesses (*Income Generation*), data on the number of workers and new jobs (*Employment Generation*), and data on the average tourist expenditure, such as accommodation, transportation, food and beverages, tourist activities, and souvenirs (*Tourist Spending*). The dimensions of *the Money Generation Model* can be defined as follows:

- a. *Tourist* spending is the amount of expenditure or costs incurred during a trip (Ambarwati & Rahayuningsih, 2021). Visitor spending can also be defined as the total expenditure

consumption made by visitors or on behalf of visitors for and during their trip and stay at the destination according to Evita et al. (2016 in Marigallang et al., 2024).

- b. *Income Generation*, an increase in production volume and sales through tourism can boost individual income and contribute to government revenue according to Frechtling (1999 in Gasparino et al., 2011). Since tourism generates significant economic impacts on the economy, this industry has become increasingly important for all stakeholders according to Mazumder, Al-Mamun, Al-Amin, and Mohiuddin (2012 in Icoz & Icoz, 2023).
- c. *Employment Generation*, job creation is the cornerstone of every economic recovery program. There are activities that fall under the category of job creation, including short-term opportunities with quick impacts, or the development of more sustainable livelihoods in the public or private sectors (as cited from the USIP website). Tourism can also create jobs directly through hotels, restaurants, transportation, and so on, and indirectly through the supply of goods and services needed by some businesses related to tourism that are not directly linked to this sector, such as construction, banking, and local transportation (Icoz & Icoz, 2023).
- d. *Keynesian Multiplier, the Keynesian Multiplier* is a multiplier ratio that indicates how much visitor spending impacts the increase in local income and job creation (Stynes et al., 1990).

*The Money Generation Model* has a method for calculating economic impact results, as follows:

- a. *Economic Impact of Tourism Spending.* *Economic Impact of Tourism Spending* is used to calculate the total economic impact generated from tourism activities in accordance with the research objective, which is to analyze the optimization of revenue from *tourist spending*.
- b. *Keynesian Multiplier.* *The Keynesian Multiplier* is used to measure the impact of increased local income and job creation influenced by tourist spending and to conclude the economic impact of tourism activities in accordance with the *Keynesian Multiplier* criteria. *The Keynesian Multiplier* consists of:
  1. *Income Multiplier.* *The Income Multiplier* indicates the amount of income generated by direct tourist spending in each tourism business sector;
  2. *Job Multiplier.* *The Job Multiplier* describes the number of jobs created as a result of economic activities in the tourism business sector.

This study provides an overview of the economic contribution of tourism activities in Komodo National Park. The MGM model can assist in estimating the direct contribution value of tourism activities, analyzing the optimalization level of regional revenue from *tourist spending*, identifying the role of tourism businesses in creating jobs, and analyzing the economic impact of tourism activities (*National Park Service*, 1990).

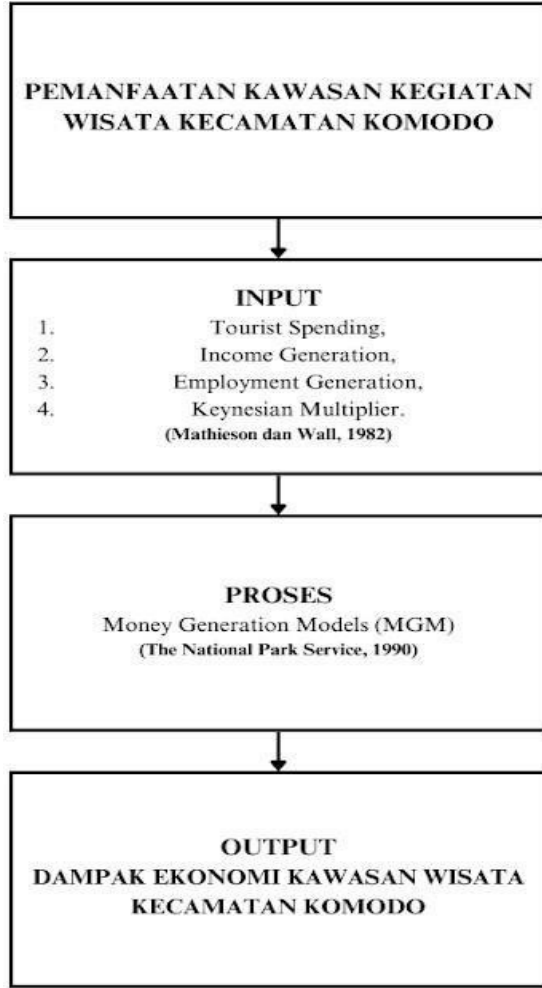
## **B. al Framework**

Based on the explanation provided by the researcher in the previous chapter, this study focuses on the utilization of the area for tourism activities in Komodo District. Through an analysis of four

main aspects, namely *Tourist Spending*, *Income Generation*, *Employment Generation*, and the *Keynesian Multiplier Effect*, processed using *the Money Generation Model* (*National Park Service*, 1990), can help researchers determine the economic impact of tourism on the community of Komodo District.

*The Money Generation Model* will produce outputs that address the research objectives, namely determining the direct contribution of tourism activities, local government revenue through *Tourist Spending*, job creation, and the overall economic impact.

Thus, the conceptual framework can be depicted as follows:



Source: Adapted from Mathieson and Wall (1982)

*Figure 2.1 Thought Process Flow*

## C. al Research Methodology

### 1. Research Approach

This study uses a quantitative approach with a descriptive research design that focuses on analyzing numerical data using calculations that are appropriate for the research objectives. The quantitative approach was also chosen by the researcher to examine the actual economic impact of Komodo National Park tourism on the local community, especially tourism businesses. The researcher also chose a descriptive research design because it allows the researcher to provide a comprehensive understanding of the results of the data collected. According to Ghanad (2023), descriptive research design is also the best technique for interpreting the characteristics, frequency, trends, and categories of research problems. According to Punch (1988 in Ali et al., 2022), quantitative research is empirical research where data is collected and analyzed in numerical form. Quantitative research is an approach that uses numerical data to explain and describe phenomena that are the subject of a study (Taherdoost, 2022). With this method, researchers are relatively better able to provide descriptive statements that are consistent with facts rather than what should happen, so that they can be evaluated empirically using mathematical methods (Taherdoost, 2022). Thus, it can be said that research using a quantitative approach is usually confirmatory between theory and reality but is still based on scientific data in the form of numbers (Bani, 2023). For example, research questions such as how many and what percentage of a variable being studied (Taherdoost, 2022).

Through the use of a quantitative research approach in this study, it is hoped that it will help the research run

systematic and planned manner, thereby producing objective results in line with the facts on the ground by processing and interpreting the data collected through questionnaires, interviews, and literature studies. Research using a quantitative approach is highly focused on objectivity, control, and accurate measurement because it relies on deductive design (Leavy, 2017). In a quantitative approach, researchers often face limitations in providing in-depth and detailed explanations of the samples studied, as well as limitations related to the time required to collect sample data (Taherdoost, 2022). However, the quantitative approach allows researchers to generalize the results of the study and streamline the analysis time because sampling techniques can be used to represent a large population (Taherdoost, 2022). This study also prioritizes *ethical concerns* by ensuring that children under 18 years of age do not fill out the questionnaire.

## 2. Population and Sampling

### a. Population

The population in this study consists of tourists who have visited Komodo National Park and tourism business operators in Komodo National Park and its buffer zone. All respondents were over 18 years of age to meet *ethical concerns*. The business operators referred to are local communities who run businesses in the tourism sector that support tourist activities. Meanwhile, the tourists referred to in this study are domestic and international tourists who visit Komodo National Park. The following is an overview of the tourist population based on visitor numbers from the Komodo National Park Office.

*Table 2.1 Visitor Data for Komodo National Park 2018–2023*

Year	Number of Visits
	176,834
20	221,703
20	51,618
2021	66,638
2022	182,676
2023	300,488

Source: Komodo National Park Office (2025)

A population is simply a group or set of subjects that researchers wish to study in order to generalize their findings. In some cases, a sample can be taken from the entire population, which is commonly referred to as a census. However, due to the large size of the population and the researchers' limitations in reaching the entire population, a sample must be determined (Simarmata, 2024). According to Salkind (2009 in Ezkanandyta et al., 2019), a population helps researchers determine the contextual and spatial boundaries of a study, ensuring that the groups within the study are connected and aligned. The boundaries set can vary, such as geographical location, gender, number of people employed, relationships with others, and others (Sudman, 1976). Population boundaries must be determined by looking at their easily recognizable characteristics so that a sample that truly represents the influential and important population can be selected (Hossan et al., 2023).

#### b. Sample

Due to the relatively broad scope of this study, the researcher must determine the sample

from the population, namely: 1) Tourists, including domestic and international tourists who have visited either individually or in groups, using tour packages or not, and whose visits occurred between 2019 and the first quarter of 2025 to observe the situation after Labuan Bajo became a Special Tourism Area (DSP), which may impact Komodo National Park; and 2) Tourism business operators who are local residents within the Komodo National Park area (Komodo Village, Rinca Village, Komodo Resort, South Padar Resort, and Rinca Resort) and in the buffer zone (Labuan Bajo Subdistrict, Wae Kelambu Subdistrict, Golo Mori Village, Warloka Village, and Goron Talo Village) operating in the sub-sectors of diving, food and beverage, accommodation, and *travel/tourism*, as well as other tourism services supporting tourist activities, as these are the dominant tourism sub-sectors based on information from interviews with the Komodo National Park Office on March 7, 2025. A sample is considered a population estimator or a miniature of the population, meaning that the sample size must be sufficient to represent the population being studied in a research (Roflin et al., 2021). Since there is no *sampling* frame/database of tourist profiles and tourism business operators in question, the population is infinite/unavailable. In calculating the number of respondents, the minimum number required to distribute a survey across a large population is 100 respondents (Putra & Sujawoto, 2023).

Based on the *sample-to-item* ratio according to Costello & Osborne, it is recommended to use a ratio of 20:1, with 20 respondents for each indicator (question) in the measurement tool (Memon et al., 2020). In this study, there are 11 questions in the questionnaire for tourism business operators and 10 questions on questionnaire for tourists.

Therefore, a minimum of 220 (20x11) business operators are needed to become respondents and 200 (20x10) tourists to become respondents. The total sample obtained from this study was 518 tourist respondents and 227 local community respondents who are tourism business operators.

To determine the appropriate sample selection, a sampling method suitable for the research must be selected. In this study, the *purposive sampling* technique was used. According to Lenaini (2021), the sampling method was conducted using *non-probability sampling* with a *purposive* approach, where the researcher ensures the selection of individuals as samples through the determination of characteristics or special identities that align with the researcher's objectives, thereby enabling them to address the research issues.

### 3. Data Collection Techniques and Tools

#### a. Primary Data

##### 1) Survey

The survey method is used in quantitative research because through this technique, researchers collect data through samples from a population to generalize the research topic. The survey method is used to collect data on attitudes, opinions, and others by using a sampling method from an appropriate population. The data collected from the sample is then generalized to the target population of the research. Therefore, it is important for researchers to accurately carry out the sampling process, design the questionnaire, and analyze the data (Taherdoost, 2022). Researchers will use a questionnaire as a data collection tool to conduct surveys of tourists and business actors in Komodo District. Questionnaire

It will include questions related to demographic profiles, tourist spending during visits, business income, and business spending. A questionnaire is a survey data collection tool in the form of a list of questions compiled by researchers and filled out by respondents to provide their opinions. Questionnaires enable the data collected to be standardized so that it is more consistent and aligned for analysis (Taherdoost, 2022). Questionnaires are created by researchers as a data collection tool for survey methods. Researchers will distribute questionnaires directly to tourists and business operators in Komodo District or through organizations or communities related to the research sample. This research questionnaire will include questions related to demographic profiles, expenditures during visits, business operators' income, and business operators' expenditures. The questionnaire developed for this study is an open-ended questionnaire, allowing respondents to express their opinions on the questions posed by the researcher.

## 2) Interview

In this study, interviews were also used to supplement the primary data required. The first interviews conducted by the researcher were pre-research interviews with the Komodo National Park Office to obtain information related to the current conditions on the ground. Subsequently, the researcher conducted interviews with relevant agencies and associations to obtain data supporting this study. The interviews were conducted to gain deeper insights into the research issues.

According to Fadhallah (2021), an interview is a data collection method conducted by two or more parties, with one party acting as the interviewer who has the purpose to explore information through

questions and other parties become *interviewees* who answer or fulfill the interviewer's objectives. In the *focused* interview/semi-structured interview method, *the interviewer*, in this case the researcher, has the freedom to determine the manner and sequence of questions to be asked and the freedom to delve deeper into questions to obtain more detailed answers. However, *the interviewer* must also limit the discussion to the topics that need to be explored (Mazhar et al., 2022).

## b. Secondary Data

### 1) Literature Study

In this study, the researcher used the literature review method by collecting journal references, books, and data related to tourists and business operators in Komodo District. The literature review was conducted to obtain data both through the internet and institutions that have the data needed by the researcher.

Literature study method was also used in this study to carry out the data collection process. In this method, researchers use data that has been collected by other parties for different purposes but can be used by researchers as secondary data (Taherdoost, 2021). According to Agustin (2020), literature study is a method of collecting data and information by exploring knowledge or science from sources such as books, written works, and several other sources related to the research object. According to Zed (2008), literature study is any activity involving the collection of library data, reading and recording, and managing research materials (Siahaan et al., 2022).

The following is a table of the researcher's data requirements in the form of documents:

Table 2.2 Data Requirements

Target Institution	Data Requirements
Komodo Subdistrict / Manggarai Barat Regency Government	Administrative Map of Komodo Subdistrict
Manggarai Barat Tourism, Creative Economy, and Culture Office	Information and Contact (Database) of Tourism Business Organizations/Communities
	Information and Contact (Database) of Tourism Business Operators in Komodo Subdistrict
	Number and Database of Tourists in Komodo National Park
	Average Visitor Expenditure
	Average Length of Stay of Tourists
	Average Income of Tourism Business Operators
	Tourism Revenue of West Manggarai Regency
	Local Revenue from Tourism Businesses (Hotel Services, Restaurants, Tour Operators/Travel Agencies)
Central Statistics Agency of Komodo Subdistrict / Manggarai Barat Regency	Average Length of Stay of Tourists
Labuan Bajo Flores Authority Implementation Agency (BPOLBF)	Tourism Revenue of Manggarai Barat Regency
Indonesian Tour Guide Association (HPI)	Local Revenue from Tourism Businesses (Hotel Services, Restaurants, Tour Operators/Travel Agencies)
West Manggarai Tourist Boat Association (ASKAWI)	
Indonesian Hotel and Restaurant Association (PHRI)	
Indonesian Tour and Travel Agents Association (ASITA)	
People's Work Network (JANGKAR)	

Source: Researcher's Analysis (2025)

#### 4. Operational Definition of Variables

An operational definition is a form of instruction that helps researchers measure the variables being studied. Researchers will use

Operationalization of variables (OVAR) to determine appropriate measurements, complete with dimensions and indicators based on relevant models or theories. Operational definitions help researchers define the variables being studied in operational terms for the purposes of measuring those variables (Nikmatur, 2017). Research variables are attributes, values, or characteristics of research objects (individuals or activities) that exhibit certain variations between one object and another (Janna, 2020). Variables in research are typically determined by the researcher, making it the researcher's responsibility to study and determine which indicators form the variables being studied.

Table 2.3 Operationalization of Variables

	Variable	Dimension	Indicator
<b>ECONOMIC IMPACT OF NATURE TOURISM ACTIVITIES</b>	Money Generations Model (Wall & Mathieson, 2006)	<i>Tourist Spending</i>	Expenditure on Accommodation
			Expenditure on Food and Beverages
			Travel Expenses
			Expenditure on Other Tourist Activities
			Spending on Souvenirs (Other)
		<i>Income Generations</i>	Business Income
		<i>Employment Generation</i>	Number of Workers
			New Jobs Created
		<i>Keynesian Multiplier</i>	<i>Total Income</i>
			<i>Direct Sales</i>

Source: Researcher's Analysis (2025)

## 5. Consistency Test (Inter-rater Reliability Test)

The consistency test (*Inter-rater Reliability*) in this study aims to ensure the validity of the data obtained using Cohen's Kappa ( $\kappa$ ) test. This test is a measure of the consistency of measurements made by two raters or the consistency between two measurement methods or can also measure the consistency between two measurement tools. Therefore, in this study, we asked academics in the field of economics to provide *expert judgments* on the questions in the questionnaire that had been compiled so that they could be linked to the *Money Generation Model* (MGM) based on the answers provided by the respondents.

Meanwhile, Cohen's Kappa ( $\kappa$ ) test itself is explained in more detail by McHugh (2012). Cohen's Kappa ( $\kappa$ ) is a statistic used to measure consistency between raters (interrater) or within raters (intrarater). The Kappa value ranges from -1 to +1, where 0 indicates agreement expected by chance, and 1 indicates perfect agreement. The interpretation of Kappa can be stated as follows: a value  $\leq 0$  indicates no agreement, 0.01–0.20 as slight, 0.21–0.40 as moderate, 0.41–0.60 as substantial, 0.61–0.80 as substantial, and 0.81–1.00 as nearly perfect. A kappa value below 0.60 indicates inadequate agreement, suggesting that the research results may not be reliable.

McHugh (2012) also notes that if a negative kappa occurs, it indicates significant disagreement, meaning that the collected data may not be meaningful and more akin to random data than

valid data. To ensure the accuracy and quality of the data, it is recommended that the agreement between assessors be at least 80%, as results with a lower kappa indicate that much of the data may be invalid. In research, if the kappa is less than 0.60, the results may not be reliable, as there is a high likelihood of incorrect or inconsistent data. To interpret the results as previously explained, the following formula must be used:

$$\kappa = \frac{Pr(a) - Pr(e)}{1 - Pr(e)}$$

Where:

(*a*) = Percentage of consistent measurements between raters (*e*) =

Percentage of measurement changes between raters

Consistency testing of the research instruments was conducted to ensure that the measuring instruments used were consistent and accurate in measuring the variables under study. The method used in this test was Cohen's Kappa, which serves to measure the level of agreement between two assessors (*expert judgment*) on the items in the research questionnaire.

Based on the analysis of two types of questionnaires, namely the tourist questionnaire and the business operator questionnaire, Cohen's Kappa values of 0.621 for the business operator questionnaire and 0.609 for the tourist questionnaire were obtained. This value falls into the *substantial agreement* category, according to Landis & Koch (1977), who state that a Kappa value between 0.61 and 0.80 indicates a high level of agreement between assessors.

Table 2.4 Cross-Tabulation Analysis of Business Operator Questionnaires

		Rater2		Total
		Tidak Layak	Layak	
Rater1	Tidak Layak	1	0	1
	Layak	1	9	10
Total		2	9	11

Source: Researcher's Data Analysis (2025)

Table 2.5 Kappa Coefficient Measurement for Business Operator Questionnaire

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Measure of Agreement	Kappa	.621	.335	2.225	.026
N of Valid Cases		11			

Source: Researcher's Data Analysis (2025)

The Business Operator Questionnaire, consisting of 11 items, also showed the same Kappa value of 0.621. This indicates that the instrument for measuring business operators' perceptions also has good reliability and validity and can be effectively used in research.

Table 2.6 Cross-Tabulation Analysis of the Tourist Questionnaire

		Rater2		Total
		Tidak Layak	Layak	
Rater1	Tidak Layak	1	1	2
	Layak	0	7	7
Total		1	8	9

Source: Researcher's Data Analysis (2025)

Table 2.7 Kappa Coefficient Measurement of the Tourist Questionnaire

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Measure of Agreement	Kappa	.609	.340	1.984	.047
N of Valid Cases		9			

Source: Researcher's Data Analysis (2025)

The Tourist Questionnaire consists of 9 items that were tested. The test results yielded a Kappa value of 0.609, indicating that the instrument is reliable and valid, and has a strong level of agreement between evaluators. This shows that the questionnaire is suitable for use in the data collection process because it is able to provide consistent and reliable results.

Overall, the test results show that the two evaluators have high consistency in assessing the questionnaire items tested. Although the Kappa value has not reached the level of perfection (*perfect agreement*), the discrepancies or inconsistencies between evaluators are small and still within the methodologically acceptable range.

Thus, it can be concluded that the data collection instruments in this study have good reliability and validity, and therefore can be used to measure the economic impact of tourism from the perspective of business actors and tourists accurately and credibly.

## 6. Data Analysis

### a. Descriptive Statistical Analysis

The data analysis technique used in this study is descriptive statistical analysis with frequency distribution. Descriptive statistics focuses on collecting, presenting, and simplifying data to make it easier to understand. This method aims to provide an overview of a particular phenomenon or condition based on the data obtained (Nasution, 2017). The presentation of descriptive analysis results depends on the type and scale of the variables being analyzed (Malik & Chusni, 2018). In this study, descriptive statistical analysis with distribution frequency was applied to

describe the questionnaire data on the economic impact in Komodo District. The collected data will be presented in tables and narratives for easier understanding, so that the distribution patterns and economic impacts on the community can be interpreted more clearly.

Data analysis is the process of examining and explaining research data into a narrative through a specific process. In quantitative research, data analysis methods use computational and statistical approaches to analyze data numerically. This analysis process begins with descriptive statistics, which is then followed by more in-depth analysis to gain broader insights. This approach allows researchers to collect and analyze large amounts of data in a measurable way (Sofwatillah et al., 2024).

Frequency distribution is a technique in descriptive statistics that presents data distribution in the form of tables, diagrams, or narratives. According to Sudijono (2005) in the book *Statistika Pendidikan (Educational Statistics)*, frequency distribution can be interpreted as the spread, division, or distribution of a frequency (Malik & Chusni, 2018). In the context of statistics, frequency distribution describes how a variable is spread and divided into specific categories.

b. *Money Generation Model (MGM)*

Data analysis plays a crucial role in research as it enables researchers to understand the meaning of collected data. Through systematic data analysis, research findings can be interpreted more clearly, thereby allowing for a more accurate assessment of economic impacts.

This study uses *the Money Generation Model (MGM)* as an analytical method to measure the economic impact of tourism activities in Komodo District. This model was developed by *the National Park Service (1990)* with the aim of estimating the economic impact of tourist spending on the local economy.

In its application, the MGM model utilizes data on the income and expenditure of tourism businesses, the number of tourist visits, and the average expenditure per tourist. These data are then processed in a spreadsheet using *Microsoft Excel*, which allows for the estimation of the economic impact from the processed data. After obtaining the projected sales impact, the value is converted into the economic impact of business income, job creation, and tourist expenditure.

The formulas used in the MGM model (*National Park Service, 1990*) are as follows:

1) *Economic Impact of Tourism Spending*

$$\text{*Keynesian Multiplier} = \text{NumberOfTourists} * \text{AverageSpending}$$

The *Economic Impact of Tourism Spending* formula is used to calculate the total economic impact generated from tourism activities in Komodo District. This calculation is based on the number of tourists visiting, their average spending, and the multiplier factor (*Keynesian Multiplier*) that describes *the multiplier effect* of tourist spending on the local economy (Stynes et al., 1990).

The use of this formula is in line with the research objective, which is to analyze the level of optimization of regional revenue. By measuring the total expenditure of tourists entering Komodo District, it can be determined how much economic benefit the tourism sector provides to the local community.

2) *Keynesian Multiplier*

*The Keynesian Multiplier* is a ratio that illustrates the extent of the influence of tourist spending on income growth and job creation in the area surrounding Komodo National Park.

The formula is as follows:

$$\begin{aligned}
 \text{a. } \textit{Income Multiplier} &= \frac{\textit{Total Income}}{\textit{Direct Sale}} \\
 \text{b. } \textit{Job Multiplier} &= \frac{\textit{Total Job}}{\textit{Direct Sale}}
 \end{aligned}$$

The *Keynesian Multiplier* has specific criteria for measuring the economic impact of tourism activities (Karyatun et al., 2021) as follows:

- a. If these values are less than or equal to zero ( $\leq 0$ ), then tourism activities have not yet been able to generate economic impacts for the local community.
- b. If these values are between zero and one ( $0 < x < 1$ ), then tourism activities still have a low economic impact.
- c. If the values are greater than or equal to one (1), then tourism activities have an economic impact on the local community.

*The Keynesian Multiplier* is used to measure the impact of increased local community income and job creation influenced by tourist spending. *The Income Multiplier* describes how much community income is generated from direct tourist spending, while *the Job Multiplier* describes the number of jobs created as a result of economic activities in the tourism sector.

This formula aligns with the research objectives of calculating the direct contribution of natural tourism activities in Komodo National Park to the local economy, identifying the role of tourism businesses in creating jobs for the local community, and analyzing the economic impact of natural tourism activities in Komodo National Park.

### CHAPTER III FIELD RESEARCH FINDINGS

Komodo Island, Rinca Island, and Padar Island are the main islands in the Komodo National Park area. In 1965, the Indonesian government, through the Minister of Agriculture, established the Komodo Island Wildlife Sanctuary (SM) on Komodo Island, Rinca Island, and Padar Island based on Ministerial Decree No. 66/Dep.Keh/1965 dated October 21, 1965, covering a total area of 40,728 hectares. In 1977, UNESCO approved the Indonesian government's request and designated the Padar, Rinca, and Komodo Wildlife Reserves as the Core Zone of the Komodo Biosphere Reserve (KBR) within the UNESCO Man and Biosphere Reserves (MAB) Program (Komodo National Park Office, 2025). The Komodo National Park Office has both terrestrial and marine natural tourist attractions, each with diverse characteristics. The terrestrial natural tourist attractions include Padar Selatan Resort (landscape views), Loh Liang Resort (*trekking* and wildlife observation), Loh Buaya Resort (*trekking*, information center, and wildlife observation), while the marine attractions include Long Beach on Padar Island (*snorkeling*), Pink Beach on Komodo Island (*snorkeling*), and others. The Komodo National Park Office has also conducted various community outreach activities within the park area, including capacity building and empowerment programs in the sectors of sustainable economy and tourism.

Loh Liang Resort on Komodo Island is equipped with tourist facilities such as a pier, *trekking* trails, and security posts to facilitate tourists who want to see komodo dragons in their natural habitat. Meanwhile, Komodo Village is a settlement that has existed for decades before the area was designated as a national park, with its residents living in harmony with the komodo dragons and possessing local wisdom in preserving these ancient reptiles. Through this local wisdom

this local wisdom, the people of Komodo Village have also gained a new source of income besides fishing, namely becoming tourism entrepreneurs, which has proven to have an economic impact in the form of entrance tickets, local guide services, and the sale of unique souvenirs.

Rinca Island features a hilly topography and savanna landscapes. The Loh Buaya Resort on Rinca Island has undergone significant tourism infrastructure development, including modern facilities such as a floating pier, well-maintained *trekking* trails, and the Niang Komodo Museum, a collaborative project between the Ministry of Forestry, the Ministry of Public Works and Housing, and the Ministry of Tourism through the Labuan Bajo-Flores Authority Implementation Agency. Rinca Village is inhabited by local communities whose primary livelihood is traditional fishing, which has expanded to include providing local tour guide services, selling souvenirs, and catering for visiting tourists. Padar Island is an uninhabited island that has become one of the iconic tourist attractions of Komodo National Park, renowned for its savanna-covered hills and panoramic views of three bays with distinct sand colors (black, white, and pink), making it the most popular photography spot in the area. Padar Selatan Resort has been developed as a tourist access point, featuring a pier, hiking trails with permanent stairs, and a hilltop offering spectacular views of the entire island and surrounding waters. Despite having no permanent residents, Padar Island has a significant economic impact due to the high volume of tourist visits, reflected in the demand for trips to the island and various tour packages offering hiking and *snorkeling* experiences in the surrounding waters.

As the main gateway to Komodo National Park, Labuan Bajo has undergone significant transformation since it was designated a Super Priority Tourism Destination (DPSP) in 2019. Labuan Bajo has become a center for rapidly developing tourism infrastructure

over the past five years. The local community relies heavily on the tourism sector, with the majority of residents now working in various tourism-related industries. Despite its rapid growth, Labuan Bajo faces challenges such as urbanization and environmental pressure due to the massive development of tourism facilities. To support the development of Labuan Bajo as a Super Priority Tourism Destination (DSP), the village of Wae Kelambu has a *Multipurpose Terminal* designed to handle logistics and cargo, preventing mixing with other goods as in the old port. In addition to Labuan Bajo, the surrounding area includes Golo Mori Village, located south of Labuan Bajo, which has potential for eco-tourism and cultural tourism, often referred to as Golo Mori Bay as an exclusive tourist destination. Furthermore, according to *the National Geographic website*, Warloka Village holds significant historical value due to its archaeological remains, such as megalithic stones and ancient artifacts, making it a potential site for archaeological and marine tourism development. Goron Talo Village also has coastal tourist attractions that could serve as a potential location for alternative tourism development, though access is currently limited to 4WD vehicles during the dry season.

According to data from the Central Statistics Agency (BPS) in 2024, Komodo Village has 10 Neighborhood Units (RT) with a total population of 1,868 people, consisting of 935 males and 933 females, as well as 497 households. The majority of the population is Muslim, totaling 1,857 people, while the remaining 11 people are Catholic. In terms of education, the majority of Komodo Village residents have completed elementary school (606 people), with 321 people not completing elementary school, and 500 others who have never received formal education. The majority of Komodo Village residents are of the Komodo ethnic group, also known as Ata Modo. Socially, the community exhibits religious homogeneity and demographic balance. According to the Village Head of Komodo, Mr. H. Aksan, before the development of tourism, most of the community worked as fishermen. However, tourism has now driven an economic shift

through small-scale businesses such as tour guides, souvenir vendors, and food stalls. The Chairman of the Komodo Tourism Association (Pokdarwis), Mr. Indra, stated that the community is now beginning to increase their income from the tourism sector, as evidenced by the reactivation of Pokdarwis with approximately 30 active members since 2022.

According to data from the Central Statistics Agency (BPS) in 2024, Pasir Panjang Village in Komodo Sub-district, Manggarai Barat Regency, consists of 6 Neighborhood Units (RT) with a total population of 1,737 people, comprising 899 males and 838 females, distributed across 485 households. The religious composition shows a dominant Muslim population of 1,729 people, while the remaining 8 are Catholic. In terms of education, the majority of Pasir Panjang Village residents have completed primary school (659 people), followed by those who did not complete primary school (266 people), and there are still 494 people who have never attended school. Socially, the community exhibits a stable structure and strong family ties. According to Mr. Umar, a village official in Pasir Panjang, the majority of the community, particularly in Rinca Village, have traditionally worked as fishermen, although new livelihoods such as tour guides, handicraft makers, and homestay operators have begun to emerge alongside the growing tourism sector. Although most residents still rely on marine resources, these changes are accepted positively while maintaining local cultural values. Since 2018, the Rinca Village community has formed a Tourism Awareness Group (Pokdarwis) led by Mr. Ahmad, actively participating in local guide training, handicraft production, and the preservation of art and culture, with support from the government and various stakeholders to strengthen the community's capacity in managing tourism potential.

According to the publication "Komodo District in Figures 2024" by the Central Statistics Agency (BPS) of Manggarai Barat Regency, the population of Labuan Bajo Village in 2023 was recorded at 7,044 people, consisting of 3,614 males and 3,430 females, with a relatively balanced gender ratio. The majority of the population practices the Catholic religion (80.73%), followed by Islam (16.68%),

Protestant (2.21%), and a small percentage of Hindu (0.35%) and Buddhist (0.03%) followers. Based on educational attainment, the majority of residents in Labuan Bajo Village have completed senior high school (1,930 people), followed by elementary school graduates (1,218 people), and there are 1,607 individuals who have never attended school. As the administrative and economic center of Komodo District, Labuan Bajo also plays a crucial role in the tourism sector, particularly as the main gateway to Komodo National Park. Since being designated as a Super Priority Tourism Destination (DPSP), the area has experienced rapid growth. The development of tourism has driven a shift in the population's livelihood from the fishing and agricultural sectors to the service sector, such as accommodation, transportation, and souvenir trade.

According to 2024 data from the Central Statistics Agency (BPS), Wae Kelambu Village has 24 RTs with a population of 8,117 people (4,007 males and 4,040 females). 2,015 households. The majority of the population is Catholic (6,363 people), followed by Islam (1,495), Protestant Christianity (221), and Hinduism (37). In terms of education, most residents have completed high school (2,127 people), followed by university graduates (1,341 people), but there are still a significant number of residents who have never attended school, totaling 1,615 people. The community consists of the Manggarai, Flores, Bajo, and Saluan ethnic groups, as well as migrants from Java, Bugis, and Bima. The main sources of livelihood include agriculture, fishing, trade, and civil service, as well as new opportunities in the tourism sector due to its location as an access point to Komodo National Park via Wae Kelambu Port. The social life of the community demonstrates inclusivity and religious tolerance through traditional and religious activities.

Golo Mori Village in Komodo Subdistrict, West Manggarai Regency, has 9 RTs with a population of 2,143 people (1,080 males and 1,063 females) and 493 households (BPS, 2024). Dominated by Bugis and Bajo communities, who are predominantly Muslim (2,025 people), followed by Catholics (117 people) and Protestant Christians (1 person), the village has a

socially homogeneous with strong community bonds. In terms of education, the majority of the population of Golo Mori Village has completed primary school (752 people), followed by secondary school (365 people), and there are still 458 people who have never attended school. This potential supports the development of community-based tourism through homestays, cuisine, culture, and tour guides, especially given its strategic location in the southern part of Labuan Bajo as the gateway to sustainable land-based tourism.

Warloka Village has 10 neighborhood units (RT) with a population of 1,938 people (977 males and 961 females) and 547 households (BPS, 2024). The majority of the population is Muslim (1,526 people), followed by Catholic (373 people), Protestant Christian (2 people), and Buddhist (1 person), with the community predominantly consisting of Bugis and Bajo ethnic groups, and a small minority of Manggarai ethnic group. In terms of education, the highest number is among those who completed elementary school (672 people), followed by those who did not complete elementary school (297 people), and there are 418 people who have never received formal education. Unlike Golo Mori, Warloka is more heterogeneous in terms of religion and ethnicity. The primary livelihood is still heavily reliant on fishing. Its proximity to Rinca Island makes it strategically located as a supporting tourist destination. In addition to its maritime cultural potential and coastal landscapes, Warloka also has archaeological sites such as ancient caves that could be developed into educational and historical tourism attractions.

Goron Talo Village is the largest village in Komodo District, with a population of 7,483 (3,736 males and 3,747 females), comprising 2,053 households and 20 RTs (BPS, 2024). The population is diverse in terms of religion, with 3,671 Muslims, 3,364 Catholics, 377 Protestant Christians, 65 Hindus, and 6 Buddhists. In terms of education, the majority of the population in Goron Talo Village has completed senior high school (SLTA) 2,075 people, followed by 1,105 people who have completed elementary school, and there are still 1,607 people who have never attended school. Its proximity to Labuan Bajo Subdistrict, the center of activities and the capital of West Manggarai

makes Goron Talo a heterogeneous village with high socio-economic potential. Its strategic location along the route to Warloka Village and Komodo National Park opens opportunities for the development of tourism services such as accommodation, cuisine, handicrafts, and cultural attractions, while also strengthening its role in the development of sustainable and inclusive tourism.

The community in Komodo District has diverse livelihoods that have changed over time. In the past, the majority of the population worked as shifting field farmers and hunters, then switched to traditional fishing in the 1970s. With the growth of tourism, especially after the area was designated as part of Komodo National Park and the Komodo National Park Management Area (DSP), many people now depend on the tourism sector for their livelihoods, such as working as tour guides, souvenir craftsmen (Komodo dragon statues, T-shirts, bracelets), homestay operators, and providers of tourist boat services. This shift reflects a transition in the local economy from the primary sector to the tourism services sector.

*Stakeholder mapping* was also conducted to identify and understand the parties involved in the management and development of tourism activities within and outside the Komodo National Park area. The secondary data obtained will be used to strengthen field findings and identify opportunities and challenges to formulate appropriate recommendations.

The researcher categorized stakeholders based on their sector and role as follows

*Table 3.1 Stakeholder Mapping*

DESCRIPTION	INSTITUTION	DATA RESULTS
<b>Within the Area</b>	Komodo National Park Office	<ol style="list-style-type: none"> <li>1. Tourist Visit Data</li> <li>2. Tourist Attraction Data</li> <li>3. PNBPN Data</li> <li>4. Profile of the Komodo National Park Office</li> <li>5. 25th Anniversary of the National Park</li> <li>6. Zoning Map</li> <li>7. Thesis on WTP Shinta 2017</li> <li>8. Thesis: Factors Influencing Heronimus Tourism Activities in 2019</li> </ol>
	Head of Komodo Village	<ol style="list-style-type: none"> <li>1. Demographic Profile of Komodo Village Residents (particularly and Income)</li> <li>2. Thesis: The Impact of Tourism on the Community of Komodo by Astuti 2021</li> </ol>
	Village Head of Pasir Panjang	Demographics of Pasir Panjang Village
	Tourism Awareness Group of Rinca Village (POKDARWIS)	<ol style="list-style-type: none"> <li>1. Structure of the Rinca Village Tourism Awareness Group</li> <li>2. Data on Tourism Business Operators (Souvenirs)</li> </ol>
	Tourism Awareness Group of Komodo Village (POKDARWIS)	Structure of the Komodo Village Tourism Awareness Group (POKDARWIS)
<b>Outside the Area</b>	West Manggarai Regency Government	Manggarai Barat Regency Medium-Term Development Plan (RPJMD) 2025-2029
	Department of Tourism, Creative Economy, and Culture of Manggarai Barat	<ol style="list-style-type: none"> <li>1. Tourist Visit Data 2018-2024</li> <li>2. Visitor Exit Survey 2024</li> </ol>
	Labuan Bajo, Flores Tourism Authority (BPOLBF)	<ol style="list-style-type: none"> <li>1. Hotel, Restaurant, and Cafe Profile Database</li> <li>2. Market Survey Findings for Labuan Bajo, Flores</li> <li>3. Occupancy Rate Findings January-February 2025</li> <li>4. Hotel and Resort Report</li> </ol>
	West Manggarai Regional Revenue Agency	Tourism Sector Fees

DESCRIPTION	INSTITUTION	DATA RESULTS
<b>Accommodation &amp; Food &amp; Beverage</b>	Indonesian Hotel and Restaurant Association (PHRI) Manggarai Barat Branch	Interview on Tourism Conditions
<b>TRANSPORT (Transportation and Tour Guides)</b>	Indonesian Tour Guide Association (HPI) Manggarai Barat Branch	Tourism Condition Interview
	Indonesian Marine Tourism Entrepreneurs Association (GAHAWISRI) Branch Office Manggarai Barat	1. Profile and Programs of GAHAWISRI 2. Interview on Tourism Conditions
<b>Others</b>	Komodo <i>Diving</i> Operators Collaboration (DOCK)	Tourism Condition Interview

Source: Researcher's Analysis (2025)

Based on the results of field data collection through the distribution of questionnaires to two groups of respondents, namely tourists and local business operators, a number of insights were obtained that represent the economic dynamics occurring in the Komodo National Park area. The questionnaire questions were designed based on the researcher's line of thinking, using *the Money Generation Model* as proposed by *the National Park Service* and adapted to the tourism economic impact theory of Wall and Mathieson (2006), which includes four main dimensions: *Tourist Spending*, *Income Generation*, *Employment Generation*, and *Keynesian Multiplier*.

Questions for tourists focused on spending during their trip, such as accommodation, food and beverages, transportation, tourist activities, and souvenirs, to measure *tourist spending*. Meanwhile, business operators answered questions related to income, expenditure, and the number of employees to measure *income generation* and *employment generation*. This approach was used because every tourist expenditure is a potential source of income for the local community. This data became the basis

for calculating the economic impact and multiplier effect (*Keynesian Multiplier*) on the local economy of Komodo Sub-district.

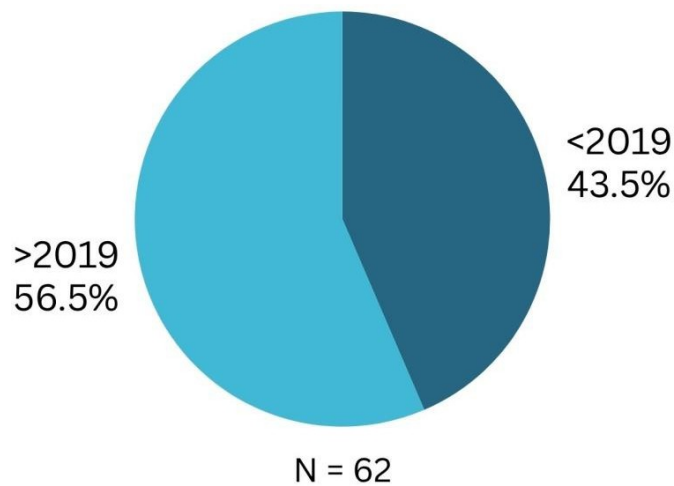
Furthermore, in presenting the results related to business operators, the researcher will classify them into areas within Komodo National Park and outside Komodo National Park (buffer zone of Komodo National Park). Meanwhile, for presenting the results related to tourists, they will be classified into international tourists and domestic tourists.

### A. e Profile of Respondents

#### 1. Business Operator Profile

##### a. Business Operator Profile Within the Area

##### 1) Years in Business



Source: Researcher's Analysis (2025)

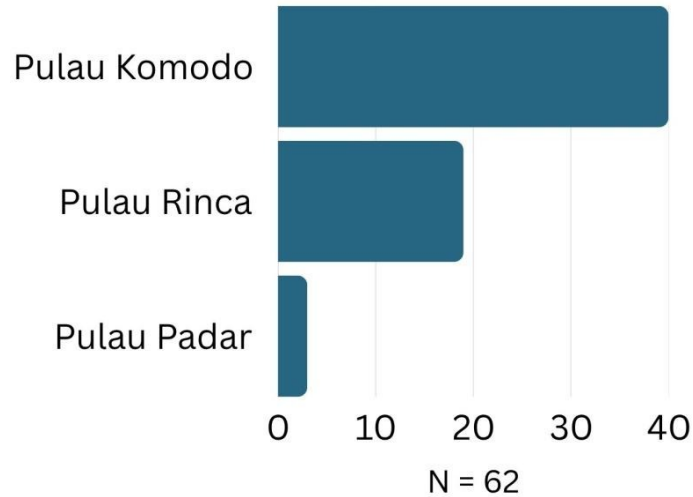
*Figure 3.1 Years in Business Within the Area*

Based on the data on the years of operation of business operators within the area, there are 62 active business operators. Of these, 27 businesses (43.6%) have been operating since before 2019, while 35 businesses (56.5%) started their operations after 2019. This indicates that business operators who emerged after 2019

dominating, which also reflects significant growth in the local business sector after that year. Before the development of tourism, the majority of people in both villages depended on the sea for their livelihood. However, since the increase in tourist visits after 2019, there has been an economic shift. People have started new businesses such as *homestays*, food stalls, souvenir kiosks, and even becoming tour guides. In Rinca Village, according to Mr. Umar (Village Official of Pasir Panjang) and Ahmad (Chairman of the Tourism Village Committee), young people and housewives are now increasingly involved in the service and handicraft sectors. A similar trend is observed in Komodo Village. According to H. Aksan (Head of Komodo Village) and Indra (Head of the Komodo Tourism Village Association), the tourism sector has become increasingly relied upon due to its more promising income, despite challenges such as unstable tourist visits and limited human resource capacity.

The role of Pokdarwis in both villages is crucial in promoting training and community involvement, particularly in tourism guiding and basic services. Thus, the growth of entrepreneurs post-2019 not only indicates economic activity but also reflects the social and cultural adaptation process of the community in the area, where tourism has the potential to become a flagship sector if managed inclusively and sustainably.

## 2) Business Location



Source: Researcher's Analysis (2025)

*Figure 3.2 Business Locations Within the Area*

Data shows that out of the total 62 businesses operating within the Komodo National Park area, the majority are located on Komodo Island, accounting for 40 businesses (64.5%) of the total. This is followed by Rinca Island with 19 businesses (30.7%), and finally Padar Island with only 3 businesses (4.8%). When ranked by the largest number, the order is Komodo Island, Rinca Island, and finally Padar Island.

This distribution indicates that Komodo Island is the main economic hub within the Komodo National Park, both due to the larger number of visitors and the accessibility of the Komodo Village community, which is close to the Loh Liang Resort. This aligns with the statement by Mr. H. Aksan, the Village Head of Komodo, stated that the community of Komodo Village is gradually shifting from fishing to the tourism sector, such as tour guides, souvenir sellers, and owners of culinary businesses or *homestays*. Although

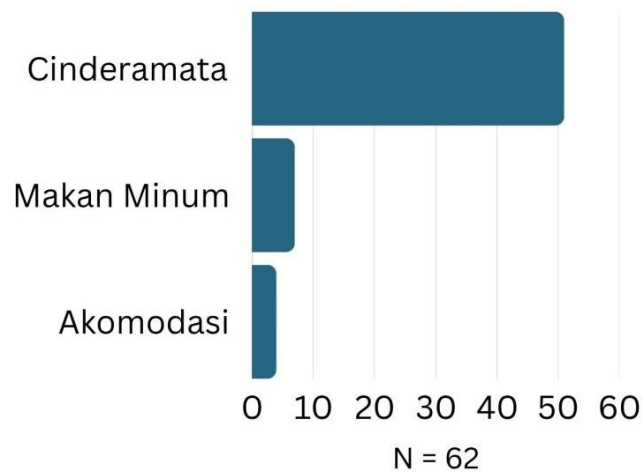
*homestays* are not yet fully operational, community business activities have increased significantly thanks to the arrival of tourists (Interview, 2025).

Meanwhile, Rinca Island also shows fairly active economic dynamics. According to an interview with Mr. Umar, a village official from Pasir Panjang Village (Rinca Village), since 2021 economic opportunities have begun to open up through tourist *trekking* activities to Rinca Village. Young people who previously dropped out of school are now working as tour guides, and tourism awareness groups (Pokdarwis) are beginning to develop. Craft businesses such as carving statues and selling souvenirs, which were previously only found on Komodo Island, have also emerged (Interview, 2025). In the context of strengthening local capacity, Mr. Ahmad, Chairman of the Rinca Village Tourism Awareness Group, also explained that the community has begun to shift toward tourism-related businesses while prioritizing conservation principles due to the area's location within the TNK (Interview, 2025). This reflects the active involvement of the community in the tourism economy, although most still rely on fishing as their primary income due to the seasonal nature of tourism.

Padar Island, which is an iconic natural tourist attraction in TNK, does not show significant growth as a location for community businesses. This is undoubtedly due to limited space and strict conservation regulations on the island, which prevent the emergence of permanent businesses by the community or investors in this area. This information is further supported by statements from the Labuan Bajo Flores Authority (BPOLBF), through Mr. Konstan, Director of Destinations, who noted that environmental pressures such as overcrowding and waste management are major concerns in the TNK area. BPOLBF is currently developing a visitor restriction system based on

carrying capacity and directing tourism development toward land-based destinations (*overland*) around the Labuan Bajo area (Interview, 2025).

### 3) Type of Business



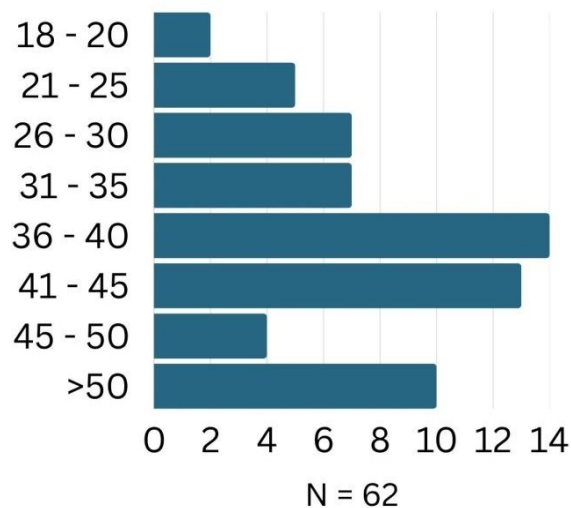
Source: Researcher's Analysis (2025)

*Figure 3.3 Types of Businesses Within the Area*

The diagram above shows the proportion of three types of tourism businesses found within the Komodo National Park area. Based on the data presented, souvenir businesses are the most dominant type of business, accounting for 51 businesses (82.3%). This is due to relatively low capital requirements, easy access to the tourist market, and support from the Pokdarwis (Community-Based Tourism Group) to improve product quality (Mr. Ahmad, Chairman of the Rinca Pokdarwis; Mr. H. Aksan, Village Head of Komodo). This craft also serves as one of the ways for the community to optimize local cultural potential while meeting the souvenir needs of visitors. This indicates that the majority of businesses in this area operate in the souvenir sales sector.

Next, food and beverage businesses rank second with 7 businesses (11.3%), indicating the need for tourist consumption during their visits. Meanwhile, accommodation businesses in the Komodo National Park area remain limited, covering only around 4 businesses or 6.5% of the total number of businesses. This indicates that accommodation facilities such as *homestays* are still in the early stages of development and have not yet spread widely. According to Mr. Umar (Village Official of Rinca), although several *homestays* have begun construction since 2022, their operations remain limited, with only one *homestay* consistently receiving guests, thanks to collaboration with a travel agency. This situation reflects that the accommodation sector still requires further support to grow and become a significant source of income for the local community.

#### 4) Age of Business Operators



Source: Researcher's findings (2025)

Figure 3.4 Age of Business Operators in the Area

Of the total 62 business operators within the Komodo National Park area, the largest age group is 36–40 years old with 14 people (22.6%), followed by 41–45 years old with 13 people (21%), and those over 50 years old with 10 people (16.1%). Other active age groups include 26–30 years and 31–35 years, each with 7 individuals (11.3%). Meanwhile, the youngest business operators are aged 18–20 years, totaling only 2 individuals (3.2%).

From this data, it can be seen that the majority of business operators in the area come from the productive adult age group, particularly between the ages of 36 and 45. This indicates that business opportunities within the Komodo National Park area are generally utilized by individuals who have experience and stability in business, although there is also involvement from younger and older age groups on a smaller scale.

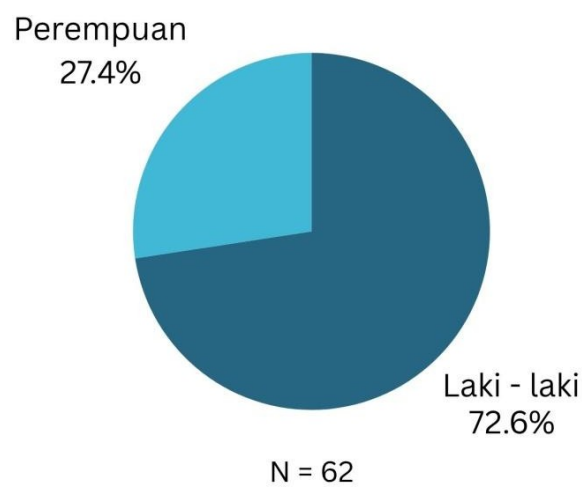
In line with the statement by Mr. Konstan, Director of Destination at BPOLBF, who noted that the growth of the tourism sector in the Labuan Bajo area and its surroundings has created numerous job opportunities for the local community, including young people and those in the productive age group, through SMEs, business training, and the provision of tourism services such as guiding and accommodation (Interview, 2025).

On the other hand, at the village level, the dominance of the productive age group is also reflected in the economic dynamics of Rinca Village and Komodo Village. As explained by Mr. Umar from Pasir Panjang Village (Rinca Village), many young people who previously did not have steady jobs have now transitioned into becoming tour guides and souvenir craftsmen. These activities began to develop

since 2021 alongside the increase in tourist visits to their villages (Interview, 2025).

In line with this, Mr. Indra, Head of the Komodo Village Tourism Association, stated that the tourism sector has encouraged the community to switch from traditional fishing to tourism, as it is considered more economically promising (Interview, 2025).

### 5) Gender of Business Operators



Source: Researcher's Analysis (2025)

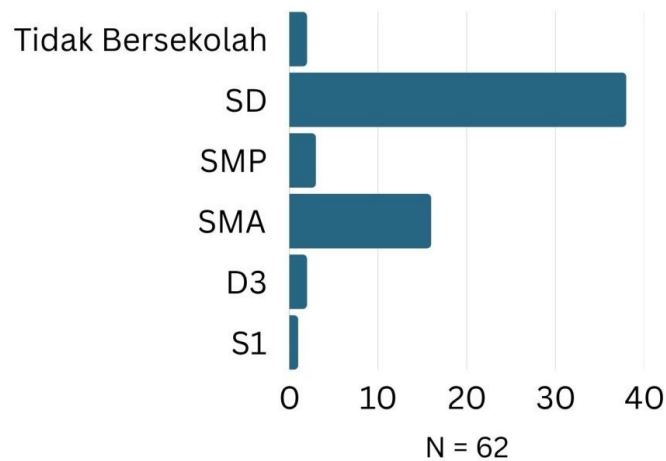
*Figure 3.5 Gender of Business Operators in the Area*

Based on data on business actors within the Komodo National Park area, it is known that the majority of business actors are male, totaling 45 people (72.6%) out of a total of 62 business actors. Meanwhile, female business actors only number 17 people (27.4%).

This indicates that male involvement in business activities in this area is still significantly more dominant than female involvement. However, the presence of women as business operators

business operators remains important and indicates that the economic sector within the Komodo National Park area is beginning to open up to more diverse gender participation.

6) Highest Level of Education Among Business Operators



Source: Researcher's Analysis (2025)

*Figure 3.6 Educational Background of Business Operators in the Area*

Based on data on the highest level of education of business actors within the Komodo National Park area, it can be seen that most business actors have a basic education background. A total of 38 people (61.3%) are elementary school graduates, while 16 people (25.8%) are high school graduates. The number of business operators who are junior high school graduates is only 3 people (4.8%), while those who never attended school and those with a D3 degree each number 2 people (3.2%).

This data shows that the level of education among business operators in the area tends to be low, but they are still able to run their businesses independently. This finding is in line with the statement made by Mr. Ahmad, Head of the Rinca Village Tourism Awareness Group, who revealed that the majority of

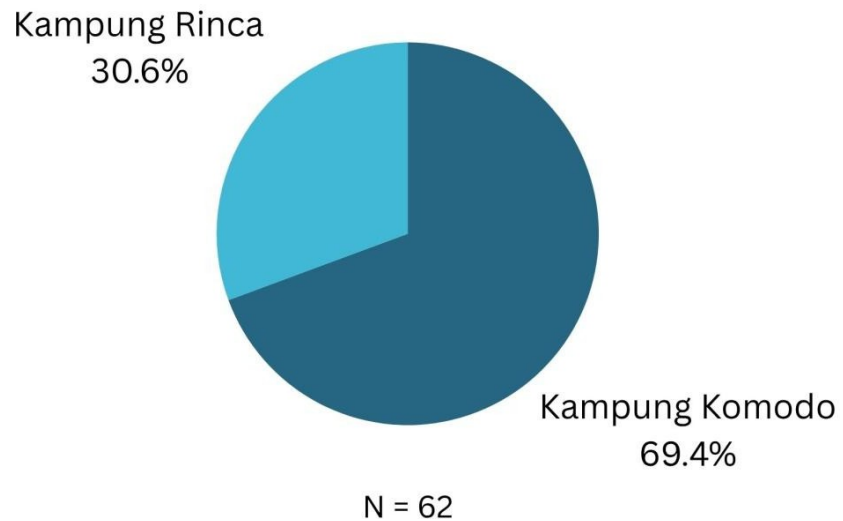
members of the Tourism Awareness Group initially had no background in tourism or higher education. Despite this, through training and community-based approaches, they have been able to develop skills as local guides, artisans, and micro-entrepreneurs in the tourism sector.

In line with this, Mr. Indra, Chairman of the Komodo Village Tourism Awareness Group, stated that the local community, which is predominantly made up of fishermen, is now beginning to shift to the tourism sector without the need for formal higher education. The community is provided with basic training, such as tourism guiding and basic English, which enables them to remain active in the tourism economy. This demonstrates that the spirit of empowerment and community involvement is not hindered by formal education levels.

Furthermore, BPOLBF also emphasized the importance of capacity building through programs like *Floratama Academy*, which is designed to assist both existing businesses and those still in the idea stage. This program is relevant given the limited educational background of business operators and serves as structural support for the sustainability of community-based businesses in the Komodo National Park area.

Thus, the low level of formal education among business operators does not necessarily hinder their involvement in the tourism sector. Instead, the availability of appropriate training and mentoring is key to building the capacity and empowerment of local communities so they can compete and thrive amid the dynamic growth of tourism.

7) Origin of Business Operators



Source: Researcher's Analysis (2025)

*Figure 3.7 Origin of Business Operators Within the Area*

Based on data from business operators located within the Komodo National Park area, the majority of business operators come from Komodo Village, totaling 43 people (69.4%) out of a total of 62 business operators. Meanwhile, 19 people (30.7%) come from Rinca Village. The high number of business operators from Komodo Village reflects that the community in that village has a dominant involvement in economic activities in the area, particularly in the small and medium-sized business sector. This is not unrelated to the fact that the average business operator on Komodo Island is indeed from Komodo Village. The village's proximity to Komodo Island also facilitates access for local residents in running their businesses, including in terms of mobility, distribution of goods, and tourist services. Although there are fewer business operators from Rinca Village, they still make an important contribution. This pattern shows that geographical proximity and

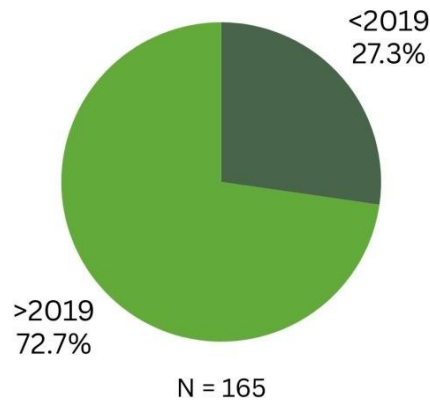
local community ties to their business areas are key factors in the distribution of business operators within the region.

This finding aligns with the statement by Mr. H. Aksan, the Village Head of Komodo, who noted that the presence of tourism in Komodo Village has spurred the emergence of various community-based businesses, such as souvenir sales, culinary services, and *homestays*, although *homestays* have not yet operated at full capacity due to waiting for tourist demand. He also emphasized that income from the tourism sector is considered larger than income from fishing, leading many residents to switch professions to the tourism sector. This explains the high involvement of business actors from Komodo Village in the area.

A similar situation, albeit on a smaller scale, is also observed in Rinca Village. According to an interview with Mr. Umar, the village official of Pasir Panjang, residents of Rinca Village began showing involvement in the tourism sector around 2021. Activities such as becoming tour guides, opening small shops, selling souvenirs, and establishing *homestays* have started to develop. However, these activities remain limited due to the seasonal nature of tourist visits. This explains why the number of business operators from Rinca Village is smaller compared to Komodo Village.

b. Profile of Business Operators Outside the Area

1) Years in Business



Source: Researcher's findings (2025)

Figure 3. 8 Years of Business Outside the Area

Based on data on the year businesses started operating outside the Komodo National Park area, it can be seen that most businesses began operations after 2019, with 120 people (72.7%) out of a total of 165 businesses. Meanwhile, only 45 people (27.3%) had been operating their businesses since before 2019.

This indicates that since Labuan Bajo was designated as a Super Priority Tourism Destination (DPSP), more small businesses have begun to grow and develop outside the main area. This designation has opened new economic opportunities, particularly in the tourism sector, encouraging the community to engage in business activities to capitalize on the increasing number of tourists, as indicated by data from the Komodo National Park Office showing that visitor numbers have continued to rise from 2018 to 2024.

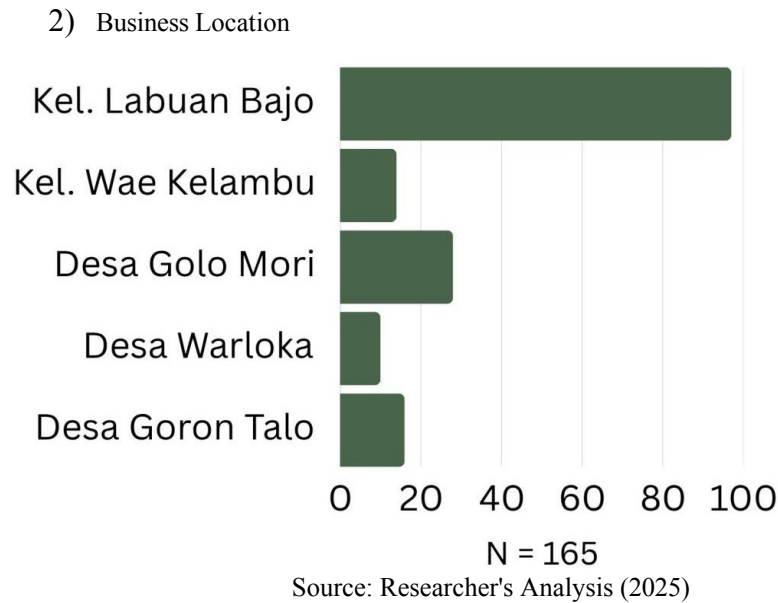


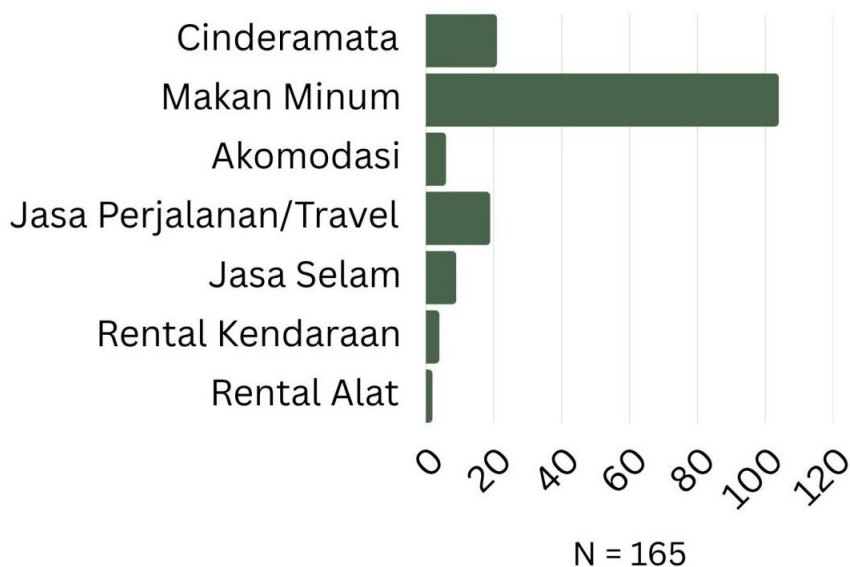
Figure 3. 9 Business Locations Outside the Park Area

Of the total 165 business operators outside the Komodo National Park area, the majority operate their businesses in Labuan Bajo Village, totaling 97 people (58.5%). The second-highest concentration of businesses is in Golo Mori Village with 28 businesses (17%), followed by Goron Talo Village with 16 businesses (9.7%), Wae Kelambu Village with 14 businesses (8.5%), and the lowest concentration is in Warloka Village with 10 businesses (6.1%).

This data indicates that Labuan Bajo Village is the main center of business activity outside the area. This is in line with what Mr. Silvester, chairman of the Indonesian Hotel and Restaurant Association (PHRI) Manggarai Barat Branch, said during an interview on April 15, 2025, that Labuan Bajo, with its status as a tourist city and the main entry point for tourists to the Komodo National Park area. Meanwhile, business growth in villages such as Golo Mori, Goron Talo, and Wae Kelambu also indicates the spread of economic activities

to surrounding areas, although on a smaller scale than in Labuan Bajo. This expansion could present opportunities to promote more equitable and sustainable local economic development.

### 3) Type of Business



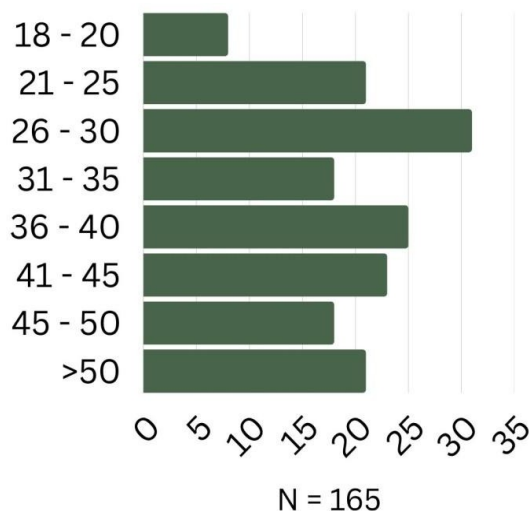
Source: Researcher's Analysis (2025)

Figure 3. 10 Types of Businesses Outside the Conservation Area

Of the total 165 tourism businesses located outside the conservation area, the majority are dominated by the food and beverage sector. A total of 104 (63%) of businesses operating in the food and beverage sector indicate high demand for culinary services as part of the tourist experience in Labuan Bajo and its surroundings. Souvenir businesses follow in second place with 21 businesses (12.7%), followed by *travel agencies* with 19 businesses (11.5%). Meanwhile, other sectors such as diving services, vehicle rentals, and equipment rentals have relatively small numbers, each accounting for less than 6% of the total number of businesses. This indicates

that the tourism sector has created tangible economic opportunities for the local community, particularly in business types with low capital requirements and easily accessible skills.

#### 4) Age of Business Operators



Source: Researcher's findings (2025)

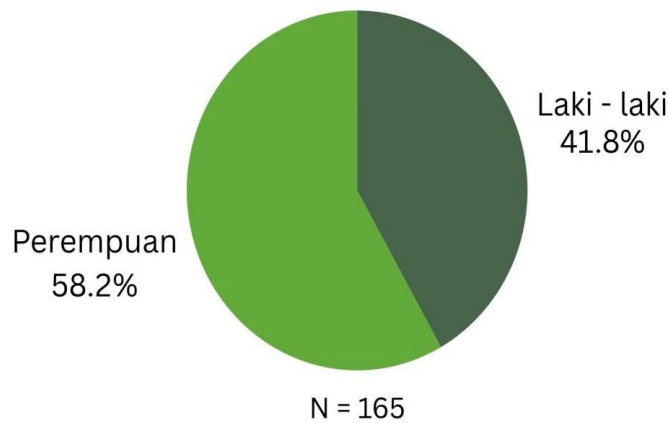
*Figure 3. 11 Age of Business Operators Outside the Area*

Based on the data obtained, business operators outside the Komodo National Park area are dominated by the productive age group. The 26-30 age group is the largest, with 31 individuals (18.8%) out of the total 165 business operators. This is followed by the 36-40 age group with 25 individuals (15.2%) and the 41-45 age group with 23 individuals (14%).

Next are the 21-25 age group and those over 50, each with 21 people (12.7%). The age groups 31-35 years and 45-50 years each had 18 people (11%). Meanwhile, the youngest age group, 18-20 years, only had 8 people (4.9%).

This data indicates that the majority of business operators outside the area are in the productive age group, which is generally considered the active phase in building and developing a business. The dominance of the productive age group also indicates significant potential for driving local economic growth through active participation in various types of businesses. This age diversity also suggests that the business sector around Komodo National Park is fairly open and attractive to various age groups, although the 26–40 age group remains the most active in entrepreneurship.

5) Gender of Business Operators



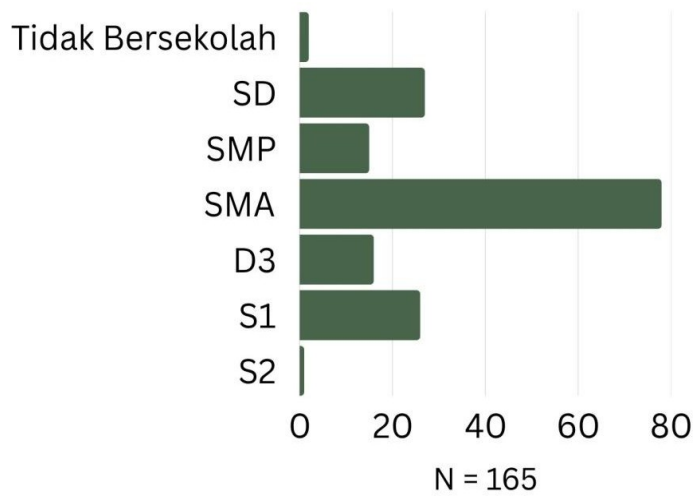
Source: Researcher's Analysis (2025)

*Figure 3.12 Gender of Business Operators Outside the Area*

Based on data regarding the gender of business operators outside the park, it is known that the majority of business operators are women, with a total of 96 people (58.2%) out of a total of 165 business operators. Meanwhile, male business operators number 69 people (41.8%).

This percentage indicates that women play a more dominant role than men in conducting business activities outside the Komodo National Park area. Therefore, it can be concluded that women's contribution to the business sector outside the area is significant and they are the main actors in the economic development of this region.

6) Highest Level of Education Among Business Operators



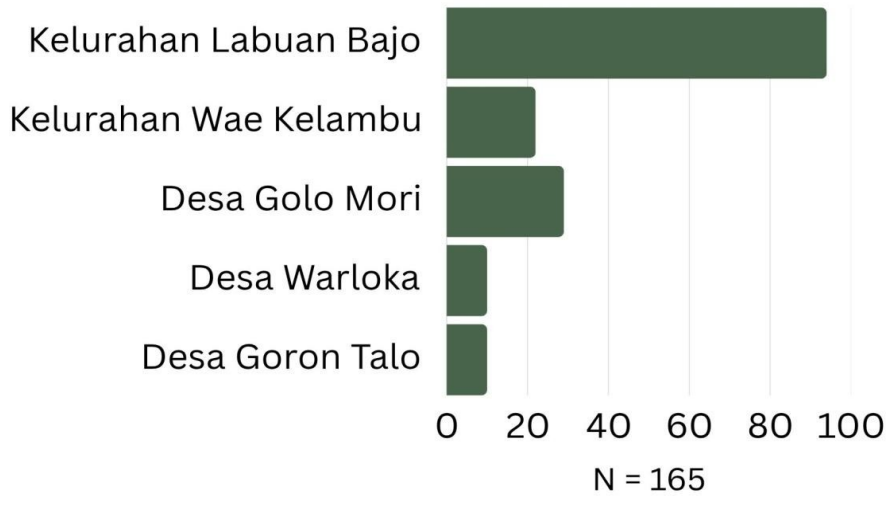
Source: Researcher's Analysis (2025)

Figure 3.13 Educational Attainment of Business Operators Outside the Area

Based on data regarding the highest level of education of business operators outside the area, the majority of business operators are high school graduates, totaling 78 people (47.3%) of the total 165 business operators. Additionally, 27 people (16.4%) are elementary school graduates, and 26 people (15.8%) are university graduates. There are 16 people (9.7%) with an associate degree, followed by 15 people (9.1%) with a junior high school diploma. Meanwhile, there are 2 people (1.2%) who did not attend school and only 1 person (0.6%) with a master's degree.

From this data, it can be concluded that entrepreneurs outside the area are predominantly those with upper secondary education (high school), while the number of entrepreneurs with higher education (D3, bachelor's degree, master's degree) remains relatively low. This indicates that the non-local business sector is predominantly engaged in by individuals with a secondary education background, and there is still potential to enhance human resource capacity through higher-level entrepreneurship training. However, the number of local business operators with higher education remains low, attributed to various factors.

7) Origin of Business Operators



Source: Researcher's Analysis (2025)

Figure 3.14 Origin of Business Operators Outside the Area

Based on data on the origin of business actors outside the area, it is known that the majority of business actors come from Labuan Bajo Village, totaling 94 people (57%) out of 165 people. The number of this indicates the dominance which is significant

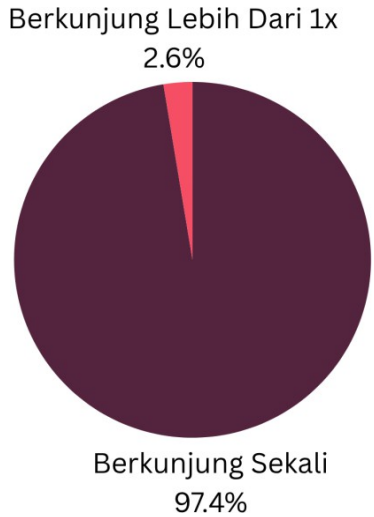
compared to other regions. Next, business operators from Golo Mori Village ranked second with 29 people (17.6%), followed by Wae Kelambu Village with 22 people (13.3%). Meanwhile, Warloka Village and Goron Talo Village each contributed 10 people (6.1%).

From the data, it can be concluded that Labuan Bajo Village is the area with the highest number of business operators outside the region, which is likely due to its strategic location as a center of tourism activities. The presence of business operators from other villages such as Golo Mori, Wae Kelambu, Warloka, and Goron Talo also reflects the involvement of the surrounding community in economic activities in this area, although in smaller numbers because the people around the Labuan Bajo area still prefer to work as fishermen.

2. Tourist Profile

a. International Tourist Profile

1) Visit Frequency

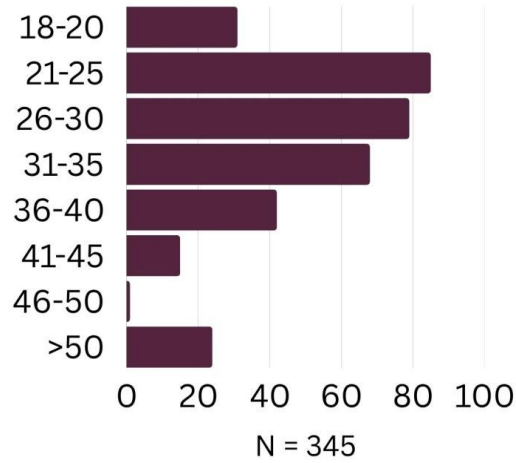


Source: Researcher's Analysis (2025)

*Figure 3.15 Frequency of Foreign Tourist Visits*

Most tourists are first-time visitors or have visited only once (97.39%), with only a small percentage having visited more than once (2.61%), indicating that Komodo National Park remains a new destination for most international tourists.

## 2) Age of Tourists

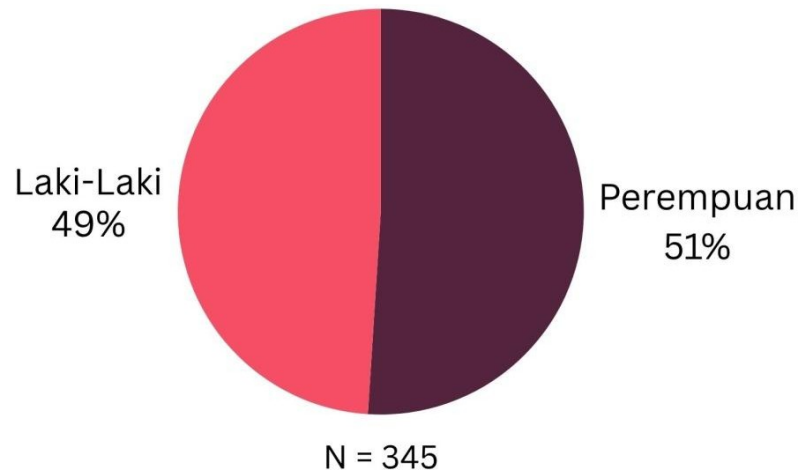


Source: Researcher's Analysis (2025)

*Figure 3.16 Age of International Tourists*

Based on the data, foreign tourists are predominantly young people. The 21–25 age group is the largest (24.64%), followed by the 26–30 age group (22.90%), and the 31–35 age group (19.71%). Next, the 36–40 age group accounts for 12.17%, followed by the 18–20 age group at 8.99%. The older age groups, such as those over 50 years old (6.96%), 41–45 years old (4.35%), and 46–50 years old (0.29%), show significantly lower numbers. This indicates that the majority of international tourists visiting this area are from the younger generation.

### 3) Gender of Tourists

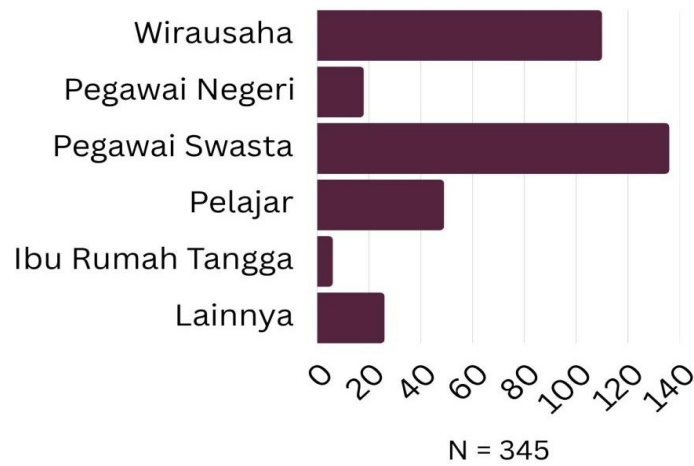


Source: Researcher's Analysis (2025)

*Figure 3.17 Gender of International Tourists*

By gender, females are slightly more dominant, with 176 respondents (51.01%) compared to males, who account for 169 respondents (48.99%), indicating relatively balanced interest between genders in this destination.

#### 4) Occupation of Tourists

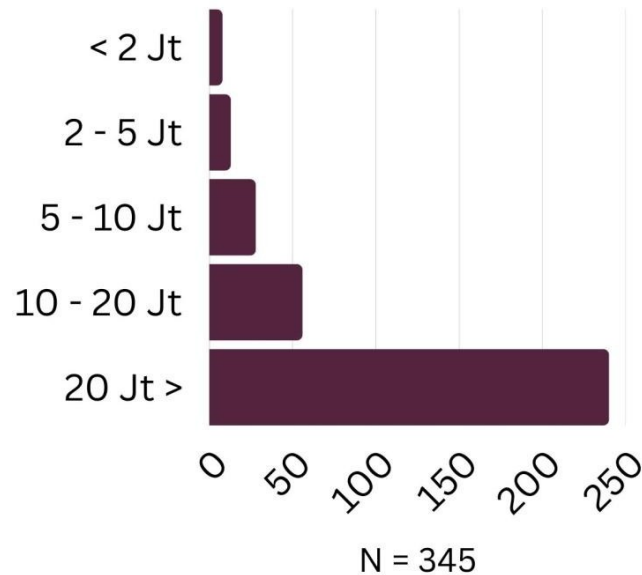


Source: Researcher's Analysis (2025)

*Figure 3.18 Occupations of International Tourists*

Based on the data, the majority of international tourists visiting this area are private sector employees (39.42%) and entrepreneurs (31.88%). Additionally, there are students (14.20%), other categories (7.54%), government employees (5.22%), and housewives (1.74%). This composition indicates that most tourists are economically active individuals with the financial means to travel.

### 5) Average Tourist Income

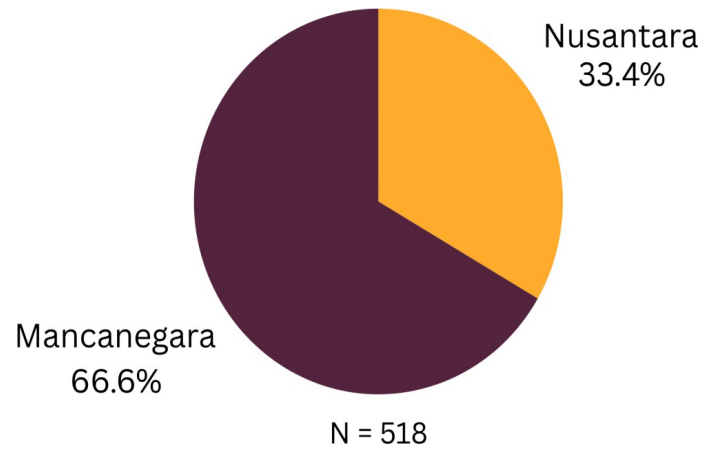


Source: Researcher's findings (2025)

*Figure 3. 19 Average Income of Foreign Tourists*

The majority of international tourists visiting the Komodo National Park area have an income of over 20 million rupiah per month (69.57%), followed by the group with an income of 10–20 million (16.23%), 5–10 million (8.12%), 2–5 million (3.77%), and less than 2 million rupiah (2.32%). This data indicates that most tourists come from the upper-middle class with high purchasing power, who have the potential to make a significant contribution to the local economy through tourism spending. Therefore, this situation can be leveraged to promote the development of premium tourism products and services that can drive broader economic growth.

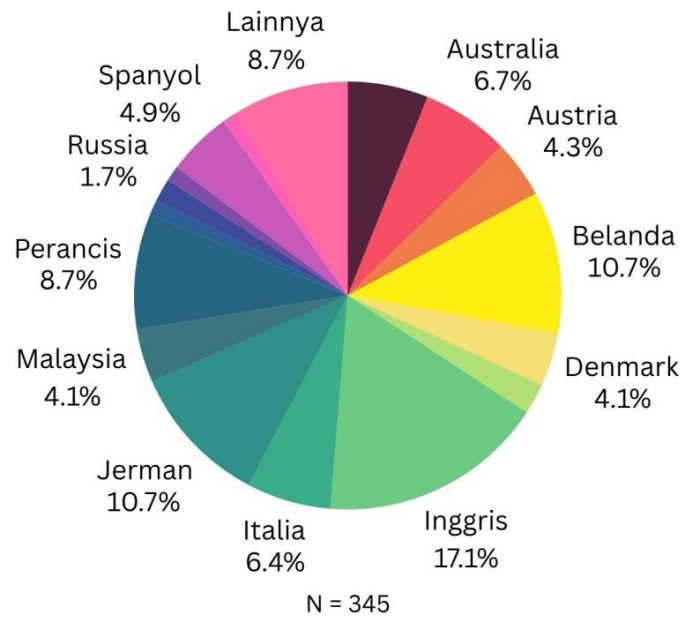
6) Country of Origin of Tourists



Source: Researcher's Analysis (2025)

Figure 3. 20 Country of Origin of Tourists

Of the total 518 tourists who visited, 345 were international tourists and 173 were domestic tourists. This indicates that Komodo National Park attracts more interest from international tourists than domestic tourists. The dominance of international tourists reflects the global appeal of this destination, particularly from European countries such as the United Kingdom, the Netherlands, and Germany, whose numbers are significantly higher than those of local tourists.



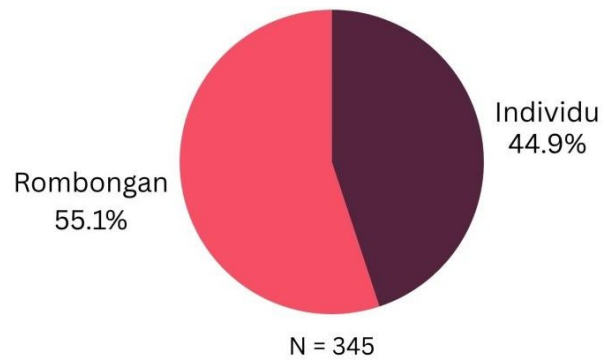
Source: Researcher's findings (2025)

Figure 3.21 Country of Origin of International Tourists

The majority of international tourists come from the United Kingdom, with 59 respondents (17.1%), followed by Germany and the Netherlands, each with 37 respondents (10.7%), and France with 30 respondents (8.7%). The "Other" category comprises 30 respondents (8.7%), including various countries such as South Africa, Argentina, Brazil, Bulgaria, the Philippines, Finland, Hong Kong, Japan, Canada, Luxembourg, Mexico, Myanmar, Norway, Pakistan, Poland, Serbia, and Ukraine. Other countries with smaller percentages include Italy (6.4%) and Australia (6.7%). Countries such as Portugal, Russia, Singapore, and Switzerland each contributed less than 2%. The main source of international tourists to Komodo National Park comes from Western European countries, particularly the United Kingdom, Germany, the Netherlands, and France. This indicates that tourism promotion or the appeal of Komodo National Park as a destination is more effective in reaching tourists from Europe compared to other regions such as Asia-Pacific or the Americas. Additionally, the presence

tourists from various countries also reflects that Komodo National Park has global appeal, although with a certain concentration on the European market.

7) Type of Tourist Travel

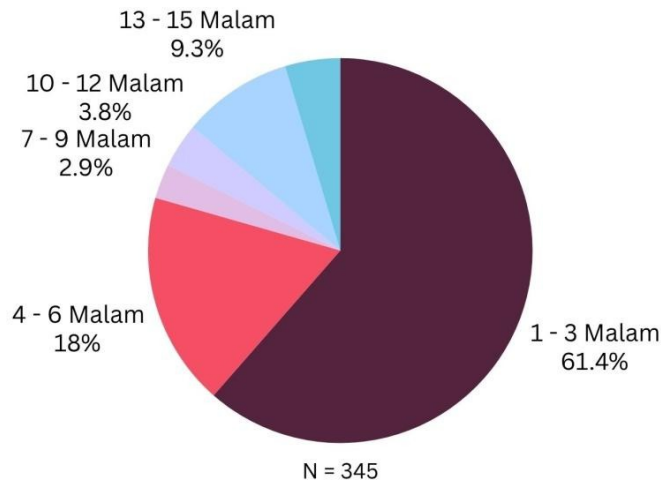


Source: Researcher's Analysis (2025)

*Figure 3.22 Types of International Tourism Trips*

Regarding travel types, more than half of international tourists arrive in groups, totaling 190 respondents (55.1%), compared to individual travelers, which numbered 155 respondents (44.9%). This indicates a trend toward organized visits facilitated by travel agencies or tour package providers. This aligns with the high usage rate of tour packages, indicating that tourism to Komodo National Park tends to be organized and collective, whether for cost efficiency, comfort, or ease of access to destinations spread across the island region.

8) Length of Stay of Tourists



Source: Researcher's findings (2025)

*Figure 3.23 Length of Stay of Foreign Tourists*

In terms of length of stay, the 1–3 night duration dominates with 212 respondents (61.45%), indicating that most international tourist visits are short and intensive. This is followed by a duration of 4–6 nights with 62 respondents (17.97%), a duration of 13–15 nights with 32 respondents (9.28%), and visits lasting more than 15 nights only reached 16 respondents (4.64%).

This pattern indicates that tourist visits to the area are mostly conducted over a relatively short period, likely influenced by efficiently designed tour packages, as well as the limited time available to tourists for each destination. This finding is also consistent with on-the-ground observations, where many international tourists undertake lengthy cross-border trips spanning several months, with visits to this area being just one of the destinations they choose.

### 9) Visit Motivation



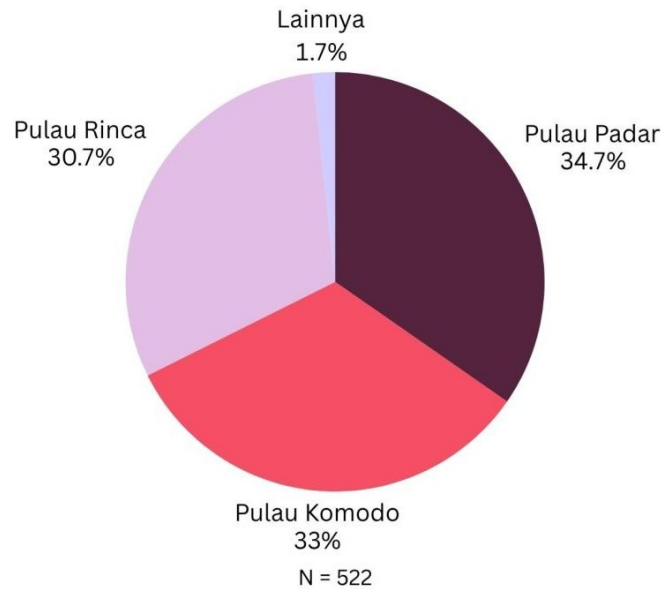
Source: Researcher's Analysis (2025)

*Figure 3. 24 Visit Motivations of International Tourists*

In terms of travel motivations, the majority of international tourists, namely 226 responses (27.16%), were motivated to visit new places, experiences, and knowledge. This was followed by motivations to get closer to nature with 162 responses (19.47%), and leisure or adrenaline-pumping tourism with 128 responses (15.38%). Other motivations include experiences worth sharing (13.46%), escaping routine (12.74%), and wanting to spend time and interact (11.78%).

From the data, it is evident that foreign tourists visiting Komodo National Park are more motivated by a desire for exploration and new experiences than by relaxation or a leisurely vacation. In other words, the main characteristics of these tourists are adventurous, curious, and active, with an interest in the uniqueness of the destination and direct interaction with nature and local culture. This indicates that Labuan Bajo is strongly positioned as an experience-based and nature-based destination, rather than just a place for rest or luxury tourism.

### 10) Visit Locations

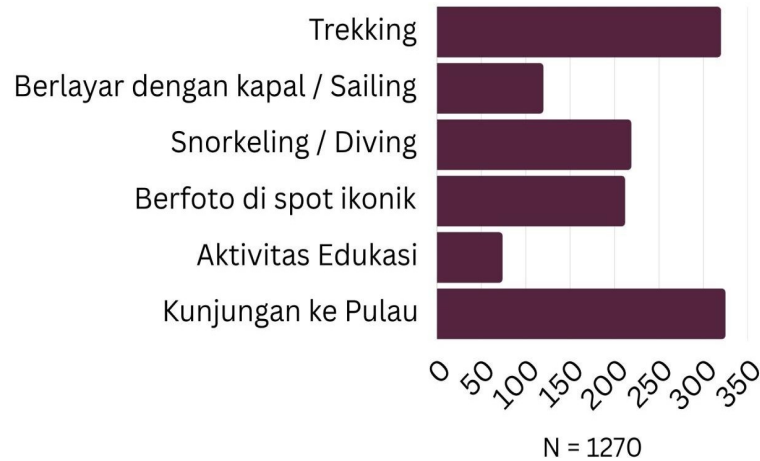


Source: Researcher's Analysis (2025)

Figure 3. 25 Tourist Visit Locations

For the most visited locations, Padar Island is the top destination with 181 respondents (34.67%), followed by Komodo Island with 172 respondents (32.95%) and Rinca Island with 160 respondents (30.65%). Other locations recorded 9 respondents (1.72%). This indicates that the main attraction of Komodo National Park for international tourists lies in its natural beauty, regardless of the key wildlife species found in the area, followed by the visual experience, particularly those that can be enjoyed directly through physical activities such as *trekking*, *snorkeling*, *diving*, *island hopping*, and taking photos at iconic landscapes like Padar Island.

### 11) Tourist Activities



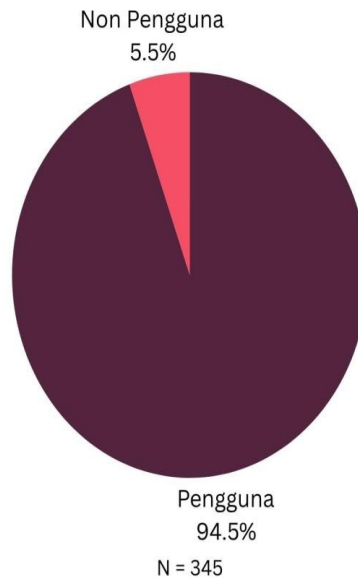
Source: Researcher's Analysis (2025)

Figure 3.26 Activities of International Tourists

The most popular tourist activities among international tourists are island visits (25.59%) and *trekking* (25.20%), ranking at the top of the list of activities undertaken. These are followed by *snorkeling/diving* at 17.24%, and taking photos at iconic spots at 16.69%. Sailing/boating activities account for 9.45%, while educational activities rank lowest at 5.83%.

This data indicates that tourists are more interested in direct physical and visual experiences such as exploring the island, trying out *trekking* trails, and underwater activities. Meanwhile, educational aspects, although available, are still not a major focus for the majority of tourists. This shows that tourism in this region is still dominated by recreation and nature adventure rather than learning or conservation activities.

## 12) Use of Tour Packages



Source: Researcher's Analysis (2025)

*Figure 3.27 Use of Tour Packages by International Tourists*

The majority of international tourists visiting the Labuan Bajo area use tour packages, with 326 respondents (94.49%) out of the total respondents. This high percentage indicates that tourists' travel patterns are highly dependent on organized services provided by tourism service providers.

The use of tour packages reflects the need for comfort, time efficiency, and practical access to the top destinations in the Komodo National Park area. This aligns with the exploratory and visual nature of tourism—such as *trekking*, *island hopping*, and landscape photography—which are generally easier to access through tour packages.

b. Profile of Domestic Tourists

1) Visit Frequency

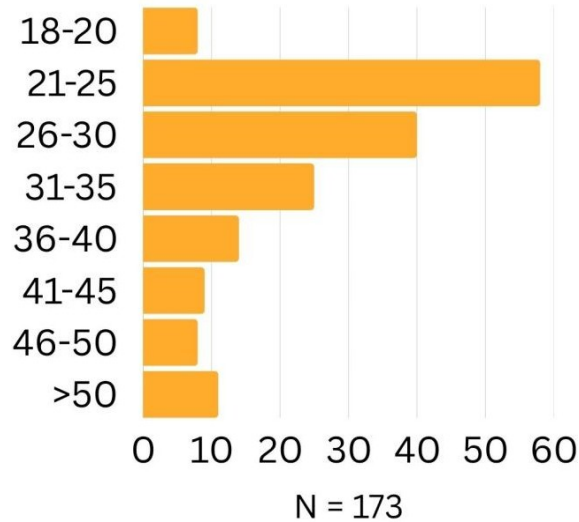


Source: Researcher's Analysis (2025)

Figure 3. 28 Frequency of Domestic Visits

Based on the data obtained from a total of 173 domestic tourists, the "visited once" category recorded the highest number, with 139 respondents (80.35%). Then, 34 respondents (19.65%) visited more than once. The majority of tourists were first-time visitors to Komodo National Park, indicating that this area continues to attract new tourists.

## 2) Age of Tourists

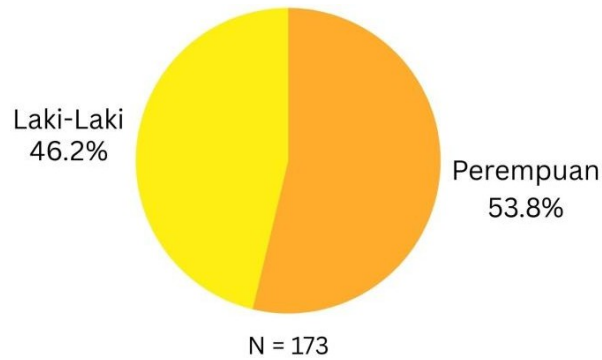


Source: Researcher's Analysis (2025)

*Figure 3.29 Age of Domestic Tourists*

Based on the data obtained from a total of 173 domestic tourists, the age group 21-25 years dominated with 58 respondents (33.53%), followed by the age group 26-30 years with 40 respondents (23.12%), and the age group 31-35 years with 25 respondents (14.45%). This was followed by the 36-40 age group with 14 respondents (8.09%), >50 years old with 11 respondents (6.36%), and 41-45 years old with 9 respondents (5.20%). Next, the age groups 46-50 and 18-20 each had 8 respondents (4.62%). Tourists were predominantly from the young productive age group, particularly young adults (21-35 years old). This clearly indicates that Komodo National Park is attractive to young people who enjoy adventure, as well as older adults seeking natural experiences and tranquility.

### 3) Gender of Tourists

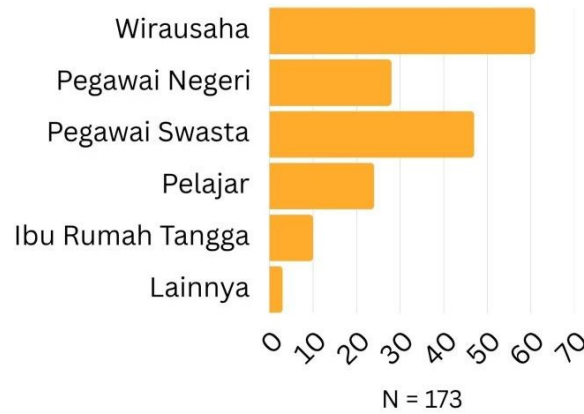


Source: Researcher's Analysis (2025)

*Figure 3.30 Gender of Domestic Tourists*

Based on the data obtained from a total of 173 domestic tourists, the composition of domestic tourists was dominated by females with 93 respondents (53.76%), while males totaled 80 respondents (46.24%). This composition also reflects that women play an active role in nature tourism activities, both individually and in groups (e.g., *traveling* communities, families, or educational tourism).

#### 4) Occupation of Tourists

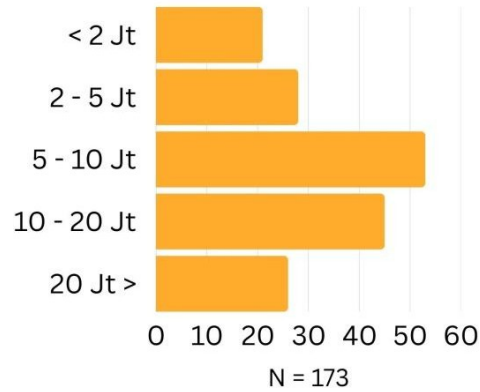


Source: Researcher's Analysis (2025)

Figure 3.31 Occupations of Domestic Tourists

Based on the data obtained from a total of 173 respondents, entrepreneurship is the most common occupation, with 61 respondents (35.26%). This is followed by private sector employees with 47 respondents (27.17%), civil servants with 28 respondents (16.18%), students with 24 respondents (13.87%), housewives with 10 respondents (5.78%), and other occupations, such as musicians, *freelancers*, and retirees, totaling 3 respondents (4.9%). Tourists are predominantly flexible entrepreneurs in terms of time and finances, dominating visits, indicating that this tourism is more affordable and appealing to those with control over their schedules and income.

### 5) Average Tourist Income

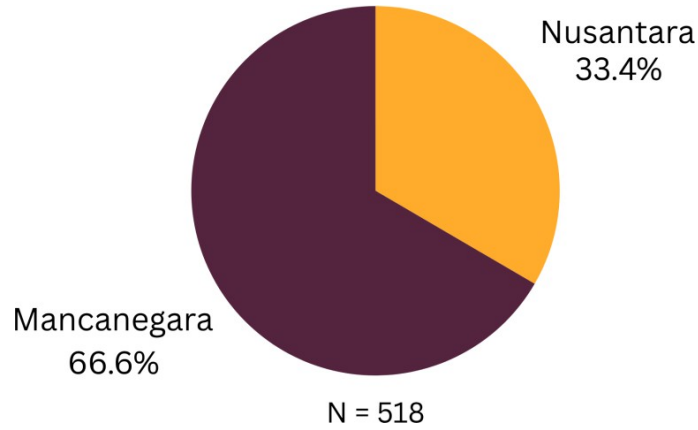


Source: Researcher's Analysis (2025)

*Figure 3.32 Average Income of Domestic Tourists*

Based on the data obtained from a total of 173 respondents, the income group earning between 5–10 million rupiah per month was the largest, with 53 respondents (30.64%). This was followed by 10–20 million rupiah, with 45 respondents (26.01%), 2–5 million rupiah, with 28 respondents (16.18%), above 20 million rupiah with 26 respondents (15.03%), and less than 2 million rupiah for 21 respondents (12.14%). This data indicates that the majority of tourists have a middle-to-high income level, suggesting high spending potential during their travels, as well as significant economic opportunities for local businesses.

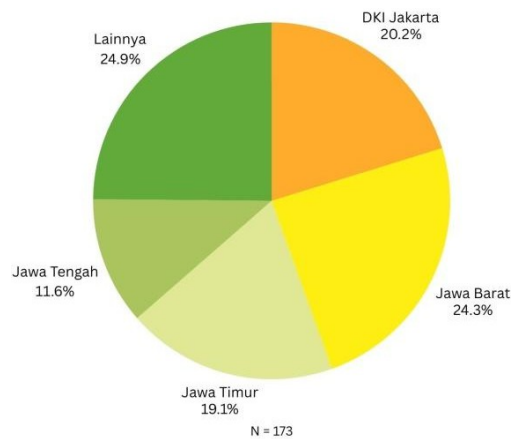
6) Province of Origin of Tourists



Source: Researcher's Analysis (2025)

Figure 3.33 Tourist Origin by Province

Based on tourist origin data, the majority of visitors to the tourist destination are from abroad, totaling 345 people (66.60%), while domestic tourists account for 173 people (33.40%), indicating that Komodo National Park is more frequently visited by international tourists.

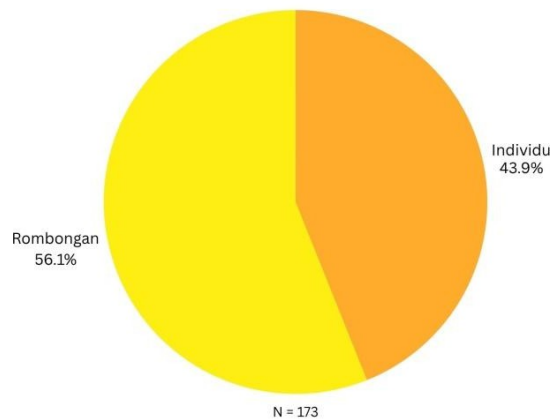


Source: Researcher's Analysis (2025)

Figure 3.34 Domestic Tourist Origin by Province

The majority of domestic tourists come from West Java, with 42 respondents (24.28%), DKI Jakarta with 35 respondents (20.23%), East Java with 33 respondents (19.08%), and Central Java with 20 respondents (11.56%). Other provinces include Bali, Banten, Yogyakarta, South Kalimantan, East Kalimantan, Riau Islands, West Manggarai, South Sumatra, and North Sumatra, with a total of 43 respondents (24.86%). This indicates that domestic tourists visiting Komodo National Park generally come from urban and metropolitan areas with easier access to transportation and higher incomes, reinforcing the role of major cities as the primary tourism market.

### 7) Type of Tourist Travel



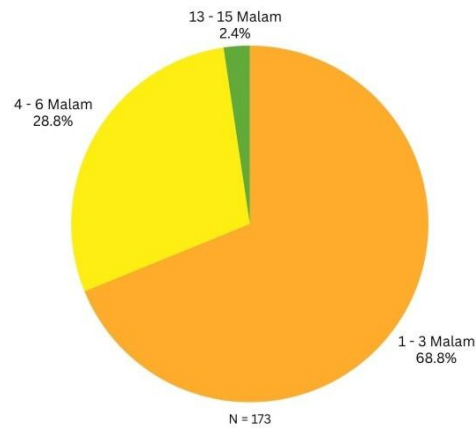
Source: Researcher's Analysis (2025)

*Figure 3.35 Types of Domestic Tourism Trips*

Based on the data obtained from a total of 173 respondents, the majority of domestic tourists traveled in groups, totaling 97 respondents (56.7%). Meanwhile, domestic tourists who traveled individually only accounted for 76 respondents (43.93%). This indicates that Komodo National Park

is a popular destination for collective tourism, whether in the form of communities, large families, or travel agencies, indicating the destination's character as a social or collective tourism destination.

### 8) Length of Stay of Tourists



Source: Researcher's Analysis (2025)

*Figure 3.36 Length of Stay of Domestic Tourists*

The majority of tourists stayed for 1–3 nights, totaling 117 respondents (68.82%), while those staying longer were very few. These visits tend to be short, likely due to a focus on visiting the main destination only. This is also likely influenced by the high tourism costs in the Komodo National Park area, which are perceived as expensive by domestic tourists, despite the majority having upper-middle incomes.

### 9) Motivation for Visits

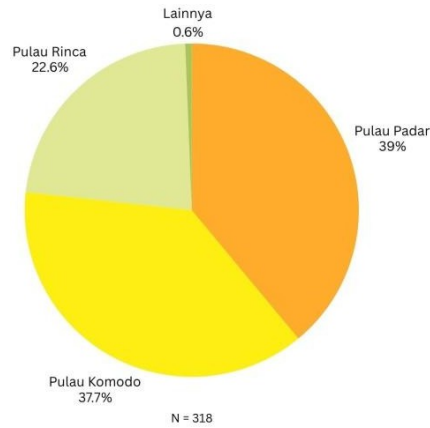


Source: Researcher's Analysis (2025)

Figure 3. 37 Motivation for Domestic Tourist Visits

Based on the data obtained, the primary motivation for domestic tourist visits is the desire to visit new places, gain new experiences, and acquire new knowledge, as indicated by 95 respondents (29.87%). This is followed by the desire to be close to nature, with 59 respondents (18.55%), and the desire to participate in leisurely or adrenaline-pumping activities, with 56 respondents (17.61%). This is followed by other motivations, such as wanting to escape from daily routines, with 42 respondents (13.21%); wanting to escape from routines and spend time together, each with 37 respondents (11.64%); and wanting to have experiences worth sharing, with 29 respondents (9.12%). The data indicates that the majority of domestic tourists visit with the motivation to explore new places and gain different experiences, highlighting that Komodo National Park holds significant appeal in terms of knowledge and natural experiences. This reinforces the area's branding as a destination for adventure and nature-based learning.

## 10) Visit Locations



Source: Researcher's Analysis (2025)

*Figure 3. 38 Domestic Tourist Visit Locations*

Based on the data obtained, the most visited location by domestic tourists is Padar Island with 124 respondents (38.99%) and Komodo Island with 120 respondents (37.74%). This is followed by Rinca Island with 72 respondents (22.64%) and other locations, such as Pink Beach with 2 respondents (0.63%). This data indicates an imbalance in visitor distribution, highlighting the need for management strategies to reduce the burden on popular locations and distribute tourists to alternative sites.

## 11) Tourist Activities

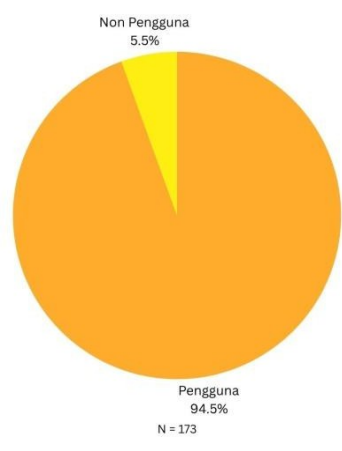


Source: Researcher's Analysis (2025)

Figure 3. 39 Activities of Domestic Tourists

*Trekking* is the most popular activity among tourists, with 136 respondents (25.76%), followed by island visits with 135 respondents (25.57%), taking photos at iconic spots with 94 respondents (17.80%), *snorkeling/diving* with 65 respondents (12.31%), sailing with a boat/sailing by 54 respondents (10.23%), and educational activities by 44 respondents (8.33%). Tourists' focus is more on exploratory and visual activities such as nature exploration and photo hunting, rather than learning or education, so the potential for environmental interpretation and education has not been optimally utilized.

## 12) Use of Tour Packages



Source: Researcher's Analysis (2025)

*Figure 3.40 Use of Domestic Tour Packages*

Most domestic tourists use tour packages, with 145 out of 173 respondents (83.82%) opting for packages, while 28 out of 173 respondents (16.18%) do not use tour packages. Dependence on tour packages indicates that tourists tend to seek convenience and efficiency in travel planning, and highlights the important role of travel agents or tour operators in shaping tourists' travel itineraries.

## B. Income- -Generation

### 1. Total Income and Direct Sales of Business Operators in the Area

#### a. Souvenir Business

Table 3.2 Souvenir Businesses in the Area

Description	Number	Percentage
Total Monthly Income	Rp398,350,000	70.00
Monthly Expenses	Rp170,710,000	30.00
<b>MONTHLY DIRECT SALES</b>	<b>Rp569,060,000</b>	<b>10</b>

Source: Researcher's Analysis (2025)

This table illustrates the financial condition of souvenir businesses operating within the Komodo National Park area. The total monthly revenue generated amounts to Rp 398,350,000 (70%) of the total economic activity, while the total monthly expenses are only Rp 170,710,000 (30%). This indicates that souvenir businesses have relatively high profits, signifying efficient and profitable economic activities. This data also reflects the high economic potential of the souvenir sector in supporting the well-being of the local community

#### b. Food and Beverage Businesses<sup>3</sup>

Table 3.3 Food and Beverage Businesses in the Area

Description	Number	Percentage
Total Monthly Revenue	Rp123,080,000	66.53
Monthly Expenses	Rp61,930,000	33.47
<b>Monthly Direct Sales</b>	<b>\$185,010</b>	<b>100</b>

Source: Researcher's Analysis (2025)

The data in the table shows that food and beverage businesses within the Komodo National Park area have a total monthly income of Rp123,008,000 (66.5%) of the total financial activity in this sector. Meanwhile, monthly expenses are recorded at Rp61,930,000 (33.5%), resulting in total direct sales of Rp185,010,000 per month. These figures indicate that the culinary sector makes a significant economic contribution with good operational efficiency. In addition to being a source of income for the local community, this sector also supports the tourist experience by providing consumption needs during their stay in the area.

### C. Accommodation Businesses

*Table 3.4 Accommodation Businesses in the Area*

Description	Number	Percentage
Total Monthly Revenue	Rp46,000,000	88.22
Monthly Expenses	Rp6,142,500	11.78
<b>MONTHLY DIRECT SALES</b>	<b>Rp52,142,500</b>	<b>1</b>

Source: Researcher's Analysis (2025)

The accommodation business within the Komodo National Park generates a total monthly income of Rp46,000,000, accounting for 88.2% of the total cash flow in this sector. Meanwhile, monthly expenses amount to Rp6,142,500 (11.8%) of the total. With a total economic transaction value of Rp52,142,500 per month, the accommodation sector demonstrates high operational cost efficiency. This reflects significant profit potential and the importance of the accommodation sector in supporting tourism activities in the area, both in terms of accommodation services and contributions to the local economy.

#### 4. *Total Income and Direct Sales of Businesses Outside the Area*

##### a. Souvenir Businesses

*Table 3.5 Souvenir Businesses Outside the Area*

Description	Number	Percentage
Total Monthly Income	Rp849,000,000	79.28
Monthly Expenses	Rp221,906,667	20.72
<b>MONTHLY DIRECT SALES</b>	<b>Rp1,070,906,667</b>	<b>10</b>

Source: Researcher's Findings (2025)

In the souvenir business, monthly direct sales amounted to Rp1.07 billion, with total revenue reaching Rp849,000,000 (79.3%) and expenses totaling Rp221.9 million (20.7%). This sector demonstrates a relatively high profit margin, indicating efficient operational costs and a relatively simple business structure.

##### b. Food and Beverage Business

*Table 3.6 Food and Beverage Business Outside the Area*

Description	Number	Percentage
Total Monthly Revenue	Rp1,884,200,000	64.73
Monthly Expenses	Rp1,026,469,167	35.27
<b>MONTHLY DIRECT SALES</b>	<b>Rp2,910,669,167</b>	<b>1</b>

Source: Researcher's Analysis (2025)

The food and beverage industry has a relatively higher expense ratio. Out of the monthly direct sales of Rp2.9 billion, expenses amount to Rp1.03 billion (35.3%), while total revenue stands at Rp1.88 billion (64.7%). This is understandable

given that the food and beverage sector requires regular purchases of raw materials, more labor, and other daily operational expenses.

### C. Accommodation Business

*Table 3.7 Accommodation Businesses Outside the Area*

Description	Number	Percentage
Total Monthly Revenue	Rp130,300,000	80.54
Monthly Expenses	Rp31,491,667	19
<b>MONTHLY DIRECT SALES</b>	<b>Rp161,791,667</b>	<b>1</b>

Source: Researcher's Analysis (2025)

Accommodation businesses outside the area recorded monthly direct sales of Rp161,791,667, with total revenue reaching Rp130,300,000 (80.5%) and operational expenses of Rp31.49 million (19.5%). This ratio indicates that despite the relatively smaller scale of the business compared to the travel and food services sector, operational cost efficiency is good, with healthy profit margins.

The significantly smaller revenue is due to the fact that most tourists typically stay directly on the boats, spending most of their time there and thus not opting for land-based accommodations. The small revenue figures are also because the data is based on responses from local residents who are business operators / owners of *homestays*, guesthouses, and others. However, when viewed from a regional economic scale, the contribution of the accommodation sector—particularly from large hotels outside the Komodo National Park area—plays a significant role in the economic structure of West Manggarai. This

This can be seen through the significant differences between the micro data from local business operators and the macro data shown through LQ analysis and shift-share, which can be explained by the differences in scale and characteristics of the businesses involved.

The micro data in this study represents small-scale local businesses such as *homestay* and guesthouse owners, who generally have limitations in production capacity, business capital, and marketing networks. Meanwhile, the macro data reflects the overall performance of the accommodation sector in West Manggarai, including contributions from large hotels, international chains, and starred accommodations that significantly dominate the regional economy. These large hotels play a crucial role in contributing to Local Government Revenue (PAD), creating formal jobs, and driving growth in supporting sectors such as transportation, trade, and food services. Their presence also generates broader and systemic multiplier effects on the local economy, unlike micro businesses whose impacts are more limited and localized.

Table 3.8 Results of Location Quotient (LQ) Analysis Calculations for Manggarai Barat Regency and East Nusa Tenggara Province Gross Regional Domestic Product (GRDP) from 2013 to 2024 Based on 2010 Constant Prices (in billion rupiah)

Sector	2013	2014	2015	20	2017	2018	2019	2022	2023	2024	AVERAG E
Construction	1.5344	1.0504	1.0818	1.1022	1.1048	1.1181	1.1618	1.4159	1.4373	146.40 84	15.7415
Agriculture, Forestry, and Fishing Agriculture, Forestry, and Fishing	1.2360	1.5370	1.5393	1.5497	1.5371	1.5486	1.5361	1.4557	1.4263	1.4162	1.4782
Real Estate Activities	0.3602	1.2042	1.2153	1.2254	1.2319	1.2293	1.2366	1.2357	1.2502	1.2889	1.1478
Business Services	0.5723	1.8445	1.8161	1.8488	1.9145	1.9836	2.0015	1.8069	1.8300	1.8477	1.7466
Transportation and Warehousing	0.0163	0.8411	0.8353	0.8396	0.8416	0.8403	0.8538	0.7886	0.8629	0.9655	0.7685
Mining and Quarrying	1.0500	1.2353	1.2606	1.2669	1.3051	1.3086	1.3462	1.6505	1.6574	1.6336	1.3714
Information and Communication	0.8277	0.9201	0.9075	0.8963	0.8967	0.8983	0.9014	0.8855	0.8785	0.8690	0.8881
Accommodation and Food Service Activities	0.8451	1.0125	1.0175	0.997	0.986	0.9889	1.0349	1.1219	1.3369	1.3971	1.0739

Sector	2013	2014	2015	2016	2017	2018	2019	2022	2023	2024	RERAT A
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	0.9905	0.838	0.8383	0.834	0.8443	0.8381	0.8397	0.8392	1.0693	0.8404	<b>0.8773</b>
Public Administration, Defense, and Compulsory Social Security; Public Administration and Defense; Compulsory Social Security	0.9303	0.9618	0.9603	0.9673	0.9927	0.9751	0.9755	0.9079	0.9035	0.8964	<b>0.9471</b>
Manufacturing	0.1683	0.3641	0.3606	0.3577	0.357	0.3526	0.3465	0.3581	0.3709	0.3803	<b>0.3417</b>
Electricity and Gas Procurement	1.1745	572.53	0.559	0	0	0.5984	0.6274	0.6713	0.6568	0.7781	<b>57.7599</b>
Health Services and Social Work Activities Human Health and Social Work Activities	1.8071	0.424	0.422	0.417	0.41	0.4041	0.4048	0.4105	0.4187	0.4229	<b>0.5543</b>
Education	1.3584	0.3121	0.3121	0.3118	0.308	0.3140	0.3130	0.3031	0.3057	0.3057	<b>0.4144</b>
Financial and Insurance Services Financial and Insurance Activities	0.3115	0.1664	0.1636	0.157	0.1562	0.1594	0.1567	0.1414	0.1386	0.1352	<b>0.1686</b>

Sector	2013	2014	2015	2016	2017	2018	2019	2022	2023	2024	RERAT A
Other Services Activities	0.43	0.053	0.0526	0.054	0.0541	0.0544	0.0552	0.0559	0.0562	0.0559	0.0923
Water Supply; Waste Management, and Remediation Activities	0.0543	15.3902	0.0155	0.00	0	0.0144	0.0136	0.0167	0.0161	0.0154	1.5536
Gross Regional Domestic Product Gross Regional Domestic Product			13.3581	12.8261	12,942	13.6262	13.8047	14.0649	14.6152	159.6566	

Source: Researcher's Analysis (2025)

Based on the LQ analysis between West Manggarai Regency and East Nusa Tenggara Province (NTT) using Regional Domestic Product (RDP) data at constant 2010 prices for the period 2013–2024, it is found that the accommodation and food services sector has an LQ value of 1.07. This value indicates that the sector is the primary base sector in Manggarai Barat Regency. In other words, the accommodation and food services sector has a significantly larger proportional contribution compared to the average of similar sectors at the provincial level. This dominance clearly reflects the importance of the tourism sector, particularly in Labuan Bajo, as the main hub of activities and the primary gateway to Komodo National Park.

Table 3.9 Results of the Shift Share (SA) Analysis of Manggarai Barat District and East Nusa Tenggara Province's Regional Domestic Product (PDRB) from 2013 to 2024 Based on 2010 Constant Prices (in billion rupiah)

SECTOR	REGENCY		PROVINCE						Nij	Mij	Cij	Dij
	2013	20	2013	2024	rij	rin	rn					
<b>A. Agriculture, Forestry, and Fishing</b>	758.2	1011.81	15,069.63	21,207.7 3	0.33	0.41	1.5 2	1148.9 9	468.0 0	-55.32	1561.6 7	
<b>B. Mining and Quarrying</b>	30.0	50.69	740.6	921.09	0	0.24	1.5 2	45.49	11.08	13.36	69.93	
<b>C. Manufacturing</b>	7.71	12.84	652.63	1,002.29	0.67	0.54	1.5 2	11.68	6.26	1.00	18.94	
<b>D. Electricity and Gas</b>	0.56	2.07	29.84	78.97	2.7	1.65	1.5 2	0.85	1.40	0.59	2.83	
<b>E. Water Supply; Waste Management, Waste, and Recycling/ Water Supply; Sewerage. Waste Management and Remediation Activities</b>	0.	0.03	37.35	57.97	0.5	0.55	1.5 2	0.03	0.02	0	0.05	
<b>F. Construction</b>	187.6	393.3 9	5,450.01	7,975.90	1.10	0.46	1.5 2	284.36	131.7 9	118.76	534.90	
<b>G. Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles/Wholesale and Retail Trade;</b>	158.13	278.8 1	5,825.76	9,847.60	0.76	0.69	1.5 2	239.61	165.4 2	11.51	416.54	

	REGENCY		PROVINCE									
SECTOR	2013	2024	2013	2024	rij	rin	rn		Nij	Mij	Cij	Dij
Repair of Motor Vehicles and Motorcycles												
H. Transportation and Warehousing	70.29	122.2 1	2,536.17	3,757.4	0.74	0.48	1.5 2		106.51	51.29	18.07	175.87
I. Accommodation and Food Service Activities	9.73	27.6	299.56	586.85	1.8	0.96	1.5 2		14.74	14.14	8.56	37.44
J. Information and Communication	130.23	228.9 1	4,268.91	7,819.39	0.76	0.83	1.5 2		197.33	164.1 2	-9.63	351.83
K. Financial and Insurance Services Financial and Insurance Activities	10.67	14.56	1,933.75	3,197.00	0.36	0.65	1.5 2		16.17	10.56	-3.08	23.65
L. Real Estate Activities	53.27	78.49	1,383.08	1,807.72	0.47	0.31	1.5 2		80.72	24.78	8.86	114.37
M.N. Business Services	8.91	6.62	150.35	106.35	-	- 0.29	1.5 2		13.50	-3.95	0.32	9.87
O. Public Administration, Defense, and Compulsory Social Security Social Security	200.03	306.3 9	4,490.4	10,145.8 6	0.53	1.26	1.5 2		303.10	381.7 4	- 145.56	539.27
P. Education Services	45.87	64.45	4,490.44	6,259.21	0.41	0.39	1.5 2		69.51	27.38	0.51	97.40

SECTOR	REGENCY		PROVINCE		rij	rin	rn	Nij	Mij	Cij	Dij
	2013	2024	2013	2024							
Q. Health Services and Social Activities Human Health and Social Work Activities	15.6	27.	1,108.2	1,951.25	0.78	0.76	1.5 2	23.73	18.05	0.23	42.01
<b>R.S.T.U. Other Services Activities</b>	2.00	2.	1,123.03	1,321.98	0	0.18	1.5 2	3.03	0.54	0.14	<b>3.7</b>
Gross Regional Domestic Product Gross Regional Domestic Product	1,689.0 4	2629 8	51,505.1 9	78,044.57							

Source: Researcher's Analysis (2025)

Furthermore, based on the results of *the Shift-Share* analysis, the accommodation and food services sector in West Manggarai also showed positive differential growth, meaning that this sector grew faster than the growth of the same sector in the province as a whole. This factor indicates that this sector is not only structurally (basically) a leading sector, but also dynamic in terms of growth. This reinforces the conclusion that large hotels in Labuan Bajo located outside conservation areas play a strategic role in driving the local economy, contributing to Local Government Revenue (LGR), creating formal jobs, and serving as a catalyst for supporting sectors such as transportation, food services, and trade.

d. *Travel Services/Tourism*

*Table 3. 10 Travel Services Businesses Outside the Conservation Area*

Description	Number	Percentage
Total Monthly Revenue	Rp7,105,100,000	88.94
Monthly Expenses	Rp883,418,333	11.06
<b>MONTHLY DIRECT SALES</b>	<b>Rp7,988,518,333</b>	<b>10</b>

Source: Researcher's Findings (2025)

*The travel* services sector is recorded as the largest contributor to revenue, with monthly direct sales reaching Rp7.98 billion per month. Of this amount, total revenue reached Rp7.1 billion (88.9%), while expenses were only around Rp883.4 million (11.1%). This makes the *travel* sector the sector with the highest profit ratio compared to other types of businesses.

e. Diving Services Business

*Table 3.11 Diving Services Outside the Area*

Description	Number	Percentage
Total Monthly Revenue	Rp5,751,700,000	79.33
Monthly Expenses	Rp1,498,950,000	20.67
<b>MONTHLY DIRECT SALES</b>	<b>Rp7,250,650,000</b>	<b>10</b>

Source: Researcher's Analysis (2025)

The diving services sector also demonstrates high revenue performance, with monthly direct sales reaching Rp7.25 billion, of which Rp5.75 billion (79.3%) constitutes total revenue and Rp1.49 billion (20.7%) represents operational costs. This indicates that despite being a high-risk and capital-intensive industry, profit margins remain stable.

f. Vehicle Rental Business

*Table 3.12 Vehicle Rental Businesses Outside the Area*

Description	Number	Percentage
Total Monthly Revenue	Rp55,500,000	62.20
Monthly Expenses	Rp33,733,333	37.80
<b>MONTHLY DIRECT SALES</b>	<b>Rp89,233,333</b>	<b>10</b>

Source: Researcher's findings (2025)

Meanwhile, the vehicle rental business shows low direct sales compared to other sectors, at only Rp89,233,333 per month, with total revenue of Rp55,500,000 (62.2%) and expenses of Rp33.7 million (37.8%). This low turnover is due to the fact that most tourists usually travel directly on board or stay on the ship, so tourists

spend more time at sea than on land. This is why the demand for vehicle rental services is lower than other services.

g. Equipment Rental Business

*Table 3.13 Equipment Rental Business Outside the Area*

Description	Number	Percentage
Total Monthly Revenue	Rp80,000,000	51.86
Monthly Expenses	Rp74,266,667	48.14
<b>MONTHLY DIRECT SALES</b>	<b>Rp154,266,667</b>	<b>10</b>

Source: Researcher's Analysis (2025)

The equipment rental sector has monthly direct sales of Rp154,266,667, with total revenue of Rp80,000,000 (51.9%) and expenses of Rp74.3 million (48.1%). This ratio indicates relatively high operational costs, primarily due to maintenance and replacement costs for equipment used by tourists on a regular basis.

### C. *al* Employment Generation

#### 1. Total Number of Business Operators in the Area

Table 3. 14 Employment Fields by Type of Business in the Area

Description	Number	Percentage
Souvenirs	5	69.51
Food and Drink	1	15.85
Accommodation	12	14.63
<b>TOTAL</b>	<b>82</b>	<b>100</b>

Source: Researcher's Analysis (2025)

##### a. Souvenir Business

The type of business that employs the most workers in the Komodo National Park area is the souvenir business. There are 57 business operators (69.5%) in this sector out of the total available jobs in the area. This indicates that souvenir products are the most dominant sector in creating job opportunities for the local community.

##### b. Food and Beverage Business

The food and beverage business ranks second with 13 businesses (15.9%) of the total jobs. Although the number is significantly smaller than the souvenir business, this sector still makes a significant contribution to meeting tourists' needs while opening economic opportunities for local culinary businesses.

##### c. Accommodation Businesses

In third place is the accommodation business, which employs 12 businesses (14.6%) of the total workforce. Although it is an important sector in supporting tourism activities, the number of accommodation businesses is still below

the two previous sectors, as these businesses are more concentrated outside the Komodo National Park area and due to the park's status as a conservation area.

## 2. Total *Jobs* in the Area

*Table 3.15 Employment by Type of Business Within the Area*

Description	Number	Percentage
Souvenirs	42	7.22
Food and Drink	21	36.08
Accommodation	20	3.44
<i>Travel Services</i>	127	21.82
Diving Services	160	27.49
Vehicle Rental	16	2.75
Equipment Rental	7	1.20
<b>TOTAL</b>	<b>582</b>	<b>100</b>

Source: Researcher's Data (2025)

### a. Souvenir Business

The souvenir business contributes 42 jobs (7.2%) of the total jobs created outside the Komodo National Park area. This type of business includes the sale of handicrafts, souvenirs typical of the region, namely woven fabrics and songke fabrics. The existence of this sector demonstrates that tourism not only contributes to the service sector but also provides opportunities for the development of a creative economy based on local culture. In addition to being a source of income for local artisans, this sector also plays a role in preserving and promoting the cultural identity of the local community.

### b. Food and Beverage Sector

The food and beverage sector is the largest employer, providing 210 jobs (36.1%) of the total workforce. This sector includes traditional food stalls

traditional food stalls, cafes, and restaurants. The high number indicates that tourists' consumption needs during their stay are very high, presenting significant economic opportunities for the local community. In addition to providing food and beverages, this sector also opens opportunities for SMEs to grow through the presentation of local culinary specialties, which serve as a unique attraction for both domestic and international tourists.

#### c. Accommodation Sector

A total of 20 workers (3.4%) are involved in the accommodation sector, which includes *homestays* and guesthouses. Although the number of workers in this sector is relatively smaller compared to other sectors, the accommodation sector remains an important element in the tourism service chain.

#### d. Travel Services

*The travel* service sector employs 127 workers (21.8%). This business includes tour operators, travel agents, tour guides, and tour package providers. The significant contribution of this sector shows that tourists are very dependent on services to organize and facilitate their travel activities, thus requiring many people to accommodate all of their needs.

#### e. Diving Services

A total of 160 workers (27.5%) are employed in the diving services sector, making it the second-largest employer in the region. This sector includes dive centers, diving instructors, submarine operators, and technical staff. Komodo National Park is renowned as one of the best *diving* destinations, making this sector highly strategic in supporting special interest tourism. The high number of jobs in this sector also reflects the high economic value of marine tourism, particularly *diving*,

which requires specialized skills and high-standard management to ensure the safety and comfort of tourists.

f. Vehicle Rental Services

This sector employs 16 workers (2.8%) of the total workforce. Vehicle rental businesses provide services for renting motorcycles, cars, or other vehicles needed by tourists. The presence of this sector supports tourist accessibility to various tourist destinations. Although not large, this sector plays an important role in strengthening connectivity between tourist destinations.

g. Equipment Rental Business

Equipment rental businesses contribute 7 jobs (1.2%) of the total workforce. Despite its small size, this sector remains relevant as it supports tourists' technical needs, such as *snorkeling* equipment and underwater camera rentals. The presence of these businesses expands the range of services available outside the area and enriches the variety of activities tourists can enjoy.

## D. Tourist- s

### 1. International Tourist Spending

Table 3. 16 Expenditures of Foreign Tourists

Description	Amount	/ Person	Percentage
Tour Packages / Travel	Rp3,304,703,670	Rp9,578,851	39.50
Accommodation	Rp3,147,188,764	Rp9,122,286	37.62
Food and Beverage	Rp1,442,373,780	Rp4,180,794	17.24
Souvenirs	Rp139,700,319	Rp404,928	1.67
Transportation	Rp31,012,523	Rp89,891	0.37
Tourism Activities	Rp140,023,325	Rp405,865	1.67
Vehicle Rental	Rp51,722,000	Rp149,919	0.62
Equipment Rental	Rp91,014,700	Rp263,811	1.09
Other	Rp18,884,759	Rp54,738	0.23
<b>TOTAL</b>	<b>Rp8,366,623,840</b>	<b>Rp24,251,084</b>	<b>100</b>

Source: Researcher's Analysis (2025)

#### a. Tourism Package

The category of tour packages or *travel* services recorded the highest expenditure figure among all tourist spending components, totaling Rp3,304,703,670 or approximately Rp9,578,851 per person, representing 39.50% of total tourist spending. This reflects tourists' preference for integrated and practical tourism services, where all needs—from transportation, tour guides, accommodation, to tourist activities—are designed and provided by the organizers. In addition to making it easier for tourists, the high percentage in this category also indicates that tour operators play a significant role in the local tourism economy. This also opens up great opportunities for local businesses to design attractive, sustainable, and locally-based tourism packages.

b. Accommodation

Accommodation expenses rank second in the tourist spending structure, with a total of Rp3,147,188,764 or around Rp9,122,286 per person, equivalent to 37.62% of total spending. This large allocation indicates that comfort and quality of accommodation are important considerations for tourists. This category includes various types of accommodations, ranging from star-rated hotels, *homestays*, *guesthouses*, to hostels spread across the region. This sector holds great potential for development by local businesses, particularly those emphasizing local experiences, exceptional hospitality, and eco-friendly concepts.

c. Food and Beverage

The consumption category, which includes food and beverages, recorded expenditures of Rp1,442,373,780 or Rp4,180,794 per person, contributing 17.24% of total tourist spending. Although its proportion is not as large as the previous two categories, this sector plays a crucial role in providing an authentic tourist experience. Culinary tourism is a unique attraction for tourists, especially when integrated with local specialties such as grilled fish or Flores coffee. This category presents a significant opportunity for culinary SMEs, traditional eateries, and restaurants to expand their businesses and enhance their competitiveness.

#### d. Souvenirs

Tourist spending on souvenirs or mementos amounted to Rp139,700,319 or Rp404,928 per person, accounting for 1.67% of total tourist spending. Souvenirs play an important role as keepsakes and as an indirect promotional tool for destinations. Products such as ikat weaving, wood or shell-based handicrafts, and other souvenir items have great potential to be developed as flagship products of the creative economy. Local governments and industry players can encourage improvements in the quality, design, and market value of local souvenirs to make them competitive and attractive to tourists. The souvenir business also encourages local communities to feel a sense of ownership and pride in their culture, leading to the creation of unique products with high market value.

#### e. Transportation

Local transportation is also included in the expenditure category, although with a relatively small value of Rp31,012,523 or Rp89,891 per person, equivalent to 0.37% of total expenditure. This category may include airport shuttle services, city transportation, and others. The efficiency and comfort of local transportation are important factors in creating a positive tourist experience, and there are still opportunities for local transportation businesses to innovate in providing safe, affordable, and tourist-friendly services. The lack of public transportation also presents an opportunity for local businesses to fill the gap in transportation-related services.

#### f. Tourism Activities

Tourists also allocate funds for tourist activities amounting to Rp140,023,325 or Rp405,865 per person, accounting for 1.67% of total spending. These activities include visits to islands within the Komodo National Park

Komodo National Park, *snorkeling*, *diving*, *trekking*, and cultural tours outside of packaged tour services. The small proportion of tourist spending on tourism activities is due to tourists preferring to use direct packaged tours for convenience, as these already include tourism activities.

g. Vehicle Rental

Expenditures for private vehicle rentals during the stay at the destination amounted to Rp51,722,000 or Rp149,919 per person, contributing 0.62% of total expenditures. Vehicle rentals such as cars, motorcycles, or special tourist vehicles are the choice of tourists who want flexibility in their travels. This business opportunity can be further developed by local operators by adding value through services such as local drivers who are knowledgeable about the destination, safety, and comfort.

h. Equipment Rental

Equipment rental is a category of expenditure related to the rental of tourist equipment such as *snorkeling* gear and underwater cameras. Total expenditure in this category is Rp91,014,700 or approximately Rp263,811 per person, contributing 1.09% of total expenditure. This sector has significant potential for development, especially when linked to marine tourism and ecotourism, which are the main attractions of Labuan Bajo. Cleanliness standards and equipment quality are crucial factors to consider in developing this sector. Businesses can also collaborate with tour package providers to expand their market reach.

i. Others

The "other" category includes expenditures outside the eight main categories, such as tips and personal shopping expenses. The recorded amount is Rp18,884,759 or Rp54,738 per person, contributing only 0.23% of total spending. Despite its small size, this category indicates that tourists also make spontaneous or additional expenditures, which could present unique opportunities for micro and informal businesses around tourist destinations.

2. Domestic Tourist Spending

Table 3.17 Domestic Tourist Expenditures

Description	Amount	/ Person	Percentage
Tour Packages / Travel	Rp1,879,700,000	Rp10,865,318	41.75
Accommodation	Rp1,841,210,000	Rp10,642,832	40.90
Food and Beverage	Rp241,650,000	Rp1,396,821	5.37
Souvenirs	Rp148,960,000	Rp861,040	3.31
Transportation	Rp19,158,400	Rp110,742	0.43
Tourism Activities	Rp113,871,610	Rp658,217	2.53
Vehicle Rental	Rp157,370,000	Rp909,653	3.50
Equipment Rental	Rp77,344,000	Rp447,075	1.72
Other	Rp22,520,000	Rp130,173	0.50
<b>TOTAL</b>	<b>Rp4,501,784,010</b>	<b>\$26,021,873</b>	<b>100</b>

Source: Researcher's Analysis (2025)

a. Tour Package

Tourist spending on tour packages or *travel* services reached Rp1,879,700,000 with an average expenditure per person of Rp10,865,318 (41.75%) of total spending. This figure shows that most domestic tourists prefer integrated tour packages, which generally include sea transportation, accommodation,

meals, and tourist activities. Tour package providers are indeed a key pillar in creating a comprehensive and memorable travel experience.

#### b. Accommodation

The accommodation category holds an important position with total spending of Rp1,841,210,000, equivalent to Rp10,642,832 per person (40.90%) of the total. This indicates that tourists' spending on accommodation remains a fairly high priority. The availability of comfortable, clean, and well-standardized accommodations remains a top priority, although there is a possibility that tourists may opt for mid-range to budget accommodations such as *homestays* and guesthouses.

#### c. Food and Beverage

For food and beverage consumption, tourists allocated a budget of Rp241,650,000, with an average of Rp1,396,821 per person, representing (5.37%) of total expenditure. This figure indicates that tourists continue to prioritize daily consumption needs, despite the relatively small proportion. This can be attributed to the all-inclusive tour packages that typically cover meals during the trip. However, field observations reveal that some tourists also enjoy local cuisine such as grilled fish, seafood, and traditional dishes from East Nusa Tenggara, which are available at local restaurants or eateries in Labuan Bajo.

#### d. Souvenirs

Spending on souvenirs or gifts totaled Rp148,960,000, or Rp861,040 per person (3.31%) of total tourist spending. This indicates that tourists remain interested in bringing home souvenirs, despite limited spending. This could be due to the limited variety of products or the lack of unique and high-value souvenirs.

e. Transportation

The transportation category recorded total spending of Rp19,158,400, or Rp110,742 per person (0.43%) of total spending. This figure indicates low allocation of expenditure on local transportation, possibly because tourists are facilitated by *travel agents*, use rental transportation as part of a package, or rely on accommodations located in strategic locations, thereby minimizing the need for additional mobility.

f. Tourism Activities

Tourism activities include various activities such as island tours, *snorkeling*, *diving*, or *trekking*, with total expenditure of Rp113,871,610, or Rp658,217 per person (2.53%) of the total. Tourists prefer to use direct tour packages for convenience, as they include tourist activities. Although not significant in nominal terms, this category is very important as it relates to the direct experience gained by tourists. The potential for increased spending in this sector is very high if supported by creative and professional attraction management.

g. Vehicle Rental

Tourists also spent Rp157,370,000 on vehicle rentals, with an average expenditure of Rp909,653 per person (3.50%) of the total expenditure. This indicates a need for flexibility and mobility during travel, albeit limited. This sector can be further developed, especially for tourists who choose to travel independently.

h. Equipment Rental

Equipment rental, which may include *diving* gear, *snorkeling* equipment, or other activity-related items, recorded expenditures of Rp77,344,000, or

Approximately Rp447,075 per person, (1.72%) of total expenditure. This indicates a market opportunity for providers of high-quality, standardized equipment rental services that meet the needs of active tourists in line with their travel interests.

i. Others

This category includes expenses outside the main components, such as tips and personal needs, totaling Rp22,520,000 or Rp130,173 per person (0.50%) of total expenditure. Although small, this amount still reflects unexpected or additional spending by tourists and can present an opportunity for micro-enterprises and local communities to create attractive additional products or services.

## CHAPTER IV ANALYSIS OF THE INCOME

### A. Generation

The *Income Multiplier* is derived from *Total Income* (monthly income - monthly expenses) and *Direct Sales* (monthly income) of businesses.

#### 1. Income Generation Within the Area

##### a. Income Multiplier for Accommodation Within the Area

*Table 4.1 Income Multiplier for Accommodation Within the Area*

<i>Total Income</i>	=	Rp46,000,000	=	0
<i>Direct Sales</i>		Rp52,142,500		

Source: Researcher's Analysis (2025)

Based on the data obtained, the accommodation sector in the area generated a net income of Rp46,000,000 from *Direct Sales* of Rp52,142,500, which then produced an *Income Multiplier* value of 0.88. This has demonstrated the occurrence of economic impact. This multiplier value indicates that the economic turnover in the accommodation sector within the area is quite high and directly felt by local business operators.

This aligns with the results of an interview with Mr. Silvester, Chairman of the Indonesian Hotel and Restaurant Association (PHRI) Manggarai Barat Branch, on April 15, 2025, who stated that local accommodation growth has surged rapidly following the designation of Labuan Bajo as a Super Priority Destination (DPSP), where small and medium-sized business owners have begun to show their involvement in the accommodation sector.

b. *Income Multiplier for Souvenirs in the Area*

*Table 4.2 Income Multiplier for Souvenirs in the Area*

<i>Total Income</i>	=	Rp398,350,000	=	0
<i>Direct Sales</i>		Rp569,060,000		

Source: Researcher's Analysis (2025)

The souvenir business sector has demonstrated economic impacts within the area. With a *Direct Sales* value of Rp569,060,000, this sector generated a total income of Rp398,350,000, with an *Income Multiplier* value of 0.70.

This reinforces the statement by Mr. Ahmad, Chairman of the Tourism Awareness Group, who emphasized that the handicraft and souvenir sector is one of the most directly felt forms of creative economy by the local community, particularly those working as souvenir sellers and woodcarvers within the Komodo National Park area.

c. *Income Multiplier for Food and Beverages in the Area*

*Table 4.3 Income Multiplier for Food and Beverage Consumption Within the Area*

<i>Total Income</i>	=	Rp123,080,000	=	0
<i>Direct Sales</i>		Rp185,010,000		

Source: Researcher's Analysis (2025)

In the food and beverage industry, total revenue amounted to Rp123,080,000 from direct sales of Rp185,010,000. This resulted in an *Income Multiplier* value of 0.67. Although lower than the accommodation and souvenir sectors, this value still indicates the presence of economic impact. This means that tourist consumption at local eateries ( ) still contributes to the turnover of

community, although some raw materials or operational supplies are still sourced from outside the area.

This finding is also supported by interviews conducted during the distribution of questionnaires with food and beverage business operators, who mentioned that the surge in the number of tourists post-pandemic had a direct impact on the daily income of business operators.

## 2. *Income Generation Outside the Area*

### a. *Income Multiplier for Accommodation Outside the Area*

*Table 4.4 Income Multiplier for Accommodation Outside the Area*

<i>Total Income</i>	=	Rp130,300,000	=	0
<i>Direct Sales</i>		\$161,791,667		

Source: Researcher's Analysis (2025)

Based on the *Income Multiplier* data for the accommodation sector outside the Komodo National Park area, there is a significant economic contribution from this sector, as reflected in the large multiplier value of 0.81 relative to the total number of jobs directly and indirectly related to the sector.

This finding aligns with statements from the Labuan Bajo Flores Authority Implementation Agency (BPOLBF), which noted that the accommodation sector is one of the primary sectors directly impacted by tourism activities. During the January–February 2025 period, four-star hotels recorded the highest occupancy rate of 57.49%, indicating a preference among tourists for mid-to-high-end accommodations. This relatively high occupancy rate suggests stable demand for accommodation services, which in turn impacts local economic circulation and job creation. BPOLBF also noted that tourism

is driving the growth of SMEs and strengthening the local supply chain around the accommodation sector (Konstan, Destination Director of BPOLBF, 2025).

In terms of labor distribution, field data on the contribution of income from the accommodation sector outside the area is reinforced by interviews with the West Manggarai PHRI. The PHRI Chairman stated that the hotel sector is indeed one of the largest employers. However, the majority of these workers come from other districts in NTT, not from Manggarai Barat itself. This implies that income distribution may not be fully absorbed by the local community (Silvester, PHRI Mabar Chairman, 2025).

Thus, the *Income Multiplier* data from the off-site accommodation sector reflects the complex relationship between tourism-driven economic growth and the distribution of employment and local well-being. Although this sector's contribution is significant in nominal terms, its effectiveness in distributing economic benefits more inclusively, particularly to the local community, requires further consideration.

b. *Income Multiplier for Souvenirs Outside the Area*

*Table 4.5 Income Multiplier for Souvenirs from Outside the Area*

<i>Total Income</i>	=	Rp849,000,000	=	0
<i>Direct Sales</i>		Rp1,070,906,667		

Source: Researcher's Analysis (2025)

Based on the findings of *the Income Multiplier* for souvenirs outside the park area, the total value of employment was recorded at Rp849,000,000, with an *Income Multiplier* ratio of 0.79 and direct sales reaching Rp1,070,906,667. This value reflects the significant economic contribution of the souvenir and local product sales sector outside the Komodo National Park (TNK) area.

These findings align with the statement from Mr. Chrispin, Secretary of the Tourism, Creative Economy, and Culture Office of West Manggarai, who noted that community economic activities, such as souvenir sales and local product sales, have grown quite rapidly as a response to the needs of tourists, both within and outside the TNK area. He also mentioned that his office has been recording tourist expenditures and classifying tourism businesses based on categories such as culinary and souvenirs, although detailed revenue data for each business is not yet available.

As a result, the *Income Multiplier* data for the souvenir sector outside the TNK area indicates job creation and economic turnover through the creative sector and micro-enterprises in the buffer zone surrounding the TNK.

c. *Income Multiplier for Food and Beverage Outside the Area*

Table 4.6 *Income Multiplier for Food and Beverage Outside the Area*

<i>Total Income</i>	=	Rp1,884,200,000	=	0
<i>Direct Sales</i>		\$2,910,669,167		

Source: Researcher's findings (2025)

Based on data from *the Income Multiplier* for food and beverage consumption outside the area, the total value of employment was recorded at Rp1,884,200,000 with an *Income Multiplier* ratio of 0.65, and direct sales reached Rp2,910,669,167. These figures highlight the significant contribution of the culinary sector outside Komodo National Park to the local economy, both in terms of job creation and income circulation.

This was also explained by Mr. Chrispin, Secretary of the Tourism, Creative Economy, and Culture Office of West Manggarai, who stated that the culinary sector is one of the categories of businesses specifically recorded in the tourism business operator database of West Manggarai District. The increase in demand from tourists has

driven the growth of food and beverage businesses outside the Komodo National Park area, as part of the response to consumer needs during tourists' stays in Labuan Bajo.

Thus, the *Income Multiplier* data from the food and beverage sector outside the park area shows that tourism not only contributes to the main sector but also strengthens the supporting economic chain in the buffer zone.

d. *Income Multiplier for Travel Services Outside the Area*

Table 4.7 *Income Multiplier for Travel Services Outside the Area*

<i>Total Income</i>	=	Rp7,105,100,000	=	0
<i>Direct Sales</i>		Rp7,988,518,333		

Source: Researcher's Analysis (2025)

Based on data from *the Income Multiplier for travel services* outside the Komodo National Park (TNK) area, the total value of work recorded was Rp7,105,100,000 with an *Income Multiplier* value of 0.89, and *direct sales* of Rp7,988,518,333. These figures indicate that *travel services* operating outside the Komodo National Park (TNK) contribute significantly to the economy through job creation and direct income circulation, with a fairly high multiplier effect on the local economy.

These findings align with the statements made by Mr. Sebastian, Chairman of the Indonesian Tour Guide Association (HPI) Manggarai Barat Branch. He stated that since the early 2000s, the travel services sector has begun to contribute to local economic growth alongside the development of tourism activities and an increase in the number of events. Following the designation of Labuan Bajo as a Super Priority Destination (SPD), there has been a surge in the number of HPI members, from approximately 15 to around 400 currently. This indicates an increase in demand for

tourism and travel services, which has also created new business opportunities, including travel agencies now owned by many HPI members themselves (Sebastian, interview, 2025).

The performance of the travel services sector is also supported by data from the Labuan Bajo Flores Authority (BPOLBF). According to Mr. Konstan, Director of Destinations at BPOLBF, the tourism sector has driven the transformation of Labuan Bajo into a global destination, with more tourists using travel agents to plan their visits. The BPOLBF 2024 Market Survey noted that the majority of tourists use OTAs (*Online Travel Agents*) to plan their trips, with an average stay duration of 3 to 4 days. This preference has created sustained demand for travel services, both in the form of *overland* and *live-on-board* tours, operated by local businesses (BPOLBF, interview, 2025).

Additionally, from the perspective of the marine tourism industry association, Mr. Budi, Chairman of GAHAWISRI DPC Labuan Bajo, stated that *travel agents* also play a role in distributing tourists to various tourist activity sites, including marine tourism. He emphasized that despite rapid infrastructure development, the readiness of supporting sectors such as *travel services* and other tourism services still faces challenges, particularly in terms of skills and the distribution of local labor (Budi, interview, 2025).

Thus, the *Income Multiplier* data for *travel services* outside the area reflects the significant contribution of this sector to the local economy and is strongly correlated with the growth dynamics of the tourism sector as explained by HPI, BPOLBF, and GAHAWISRI.

e. *Income Multiplier for Diving Services Outside the Region*

Table 4.8 *Income Multiplier for Diving Services Outside the Region*

<i>Total Income</i>	=	\$5,751,700	=	0.79
<i>Direct Sales</i>		Rp7,250,650,000		

Source: Researcher's Analysis (2025)

Based on interviews with DOCK (*Dive Operators Collaboration Komodo*), this association reflects the activities and dynamics of diving service providers in the buffer zone of Komodo National Park, particularly those based in Labuan Bajo. According to Mr. Fredd, Chairman of DOCK, the designation of Labuan Bajo as a Super Priority Destination (DSP) since 2019 has not directly increased the number of *diving* tourists, but has had a greater impact on organizational and regulatory aspects. This has affected the operational stability of diving service providers, most of whom offer *daily trips* and *live-aboard diving trips*.

Although the number of diving tourists did not experience a significant increase after the DSP designation, *the Direct Sales* value reaching Rp7,250,650,000 indicates that this sector continues to make a significant contribution to the economic turnover, particularly in diving services outside the Komodo National Park area. The *Income Multiplier* value of 0.79 also demonstrates a fairly strong multiplier effect of these activities on other economic sectors. This aligns with Mr. Fredd's statement that involvement in associations like DOCK is crucial for maintaining service standards and strengthening communication with government authorities regarding regulations and business registration.

Meanwhile, based on interviews with the Indonesian Marine Tourism Entrepreneurs Association (GAHAWISRI) DPC Labuan Bajo, the marine tourism sector, including marine guiding and *live-aboard* boats, has created new job opportunities for local communities, including the younger generation

from non-coastal areas like Ruteng. According to Mr. Budi, the Chairman of GAHAWISRI, this reflects the linkage between the marine tourism sector and job creation, although challenges in improving the capacity of local human resources still need to be addressed. The contribution of local labor that is not yet fully certified or lacks adequate technical skills, such as swimming abilities in a marine tourism context, is a key consideration for the sustainability of this sector.

The combined findings of these interviews indicate that although the diving and marine tourism sectors outside the area have not experienced a significant increase in visitor numbers, as reported by the relevant associations, their contribution to direct income and economic multiplier effects remains significant. A collaborative approach among business actors within local associations such as DOCK and GAHAWISRI also strengthens efforts to address regulatory challenges, information distribution, and local capacity development in the marine tourism sector of Labuan Bajo.

f. *Income Multiplier for Vehicle Rentals Outside the Area*

*Table 4.9 Income Multiplier for Vehicle Rental Outside the Area*

<i>Total Income</i>	=	Rp55,500,000	=	0
<i>Direct Sales</i>		Rp89,233,333		

In the context of tourism in the buffer zone of Komodo National Park, vehicle rental businesses (car and motorcycle rentals) operating outside the core area of Komodo National Park continue to play an important role in supporting tourist mobility. The *Direct Sales* value of Rp89,233,333 represents the total direct transactions from vehicle rental activities during the observation period. This means that amount is the money spent by tourists on renting local vehicles.

Meanwhile, the *Total Income* figure of Rp55,500,000 indicates the estimated income generated by workers or individuals

directly involved in these activities, such as drivers, vehicle owners, and administrative staff. With an *Income Multiplier* of 0.62, this means that for every Rp1 spent by tourists on vehicle rentals, an additional economic impact of Rp0.62 is generated in other sectors within the region.

g. *Income Multiplier for Vehicle Rental Outside the Area*

Table 4. 10 *Income Multiplier for Rental of Equipment Outside the Area*

<i>Total Income</i>	=	Rp80,000,000	=	0
<i>Direct Sales</i>		Rp154,266,667		

Source: Researcher's Analysis (2025)

The off-site equipment rental sector refers to the rental of various tourist equipment used both inside and outside the core area of Komodo National Park, such as *diving* gear, *snorkeling* equipment, underwater cameras, or other land-based activity equipment. The *Direct Sales* value of Rp154,266,667 represents the total direct transactions from tourists renting these items during the observation period.

Meanwhile, the *Total Income* of Rp80,000,000 represents the estimated income earned by workers directly involved in these rental activities, including equipment owners, rental staff, technicians, or other field personnel. The *Income Multiplier* of 0.52 indicates that for every Rp1 spent by tourists on equipment rental, only Rp0.52 contributes to further economic impact in other sectors.

## B. Employment and Income Generation

### 1. Employment Generation Within the Area

#### a. Job Multiplier for Accommodation Within the Area

Table 4.11 Job Multiplier for Accommodation Within the Area

Total Jobs	=	1	=	2
Direct Sales		5.2		

Source: Researcher's Analysis (2025)

Based on the calculations in the *Job Multiplier* for Accommodation within the Area table, a *Job Multiplier* value of 2.30 was obtained. This value was calculated from the total jobs created (12 jobs) compared to the number of direct jobs (*Direct Sales*) of 5.21, resulting in a ratio between *Total Jobs* and *Direct Sales*.

This finding indicates that each direct job in the accommodation sector within the area is capable of creating more than two jobs overall, both directly and indirectly. In other words, there is a significant labor multiplier effect in this sector.

If we look at the total revenue of accommodation businesses within the area, which is Rp52,142,500, and assume that this figure is derived from tourist spending of Rp10,000,000, then tourist spending of 10 million rupiah has the potential to create around 2 jobs in the accommodation sector within the area. This indicates that the tourism sector, particularly tourist spending, plays a crucial role in driving job creation in the accommodation sector.

b. *Job Multiplier for Souvenirs Within the Area*

Table 4.12 *Job Multiplier for Souvenirs in the Area*

<i>Total Jobs</i>	=	5	=	1
<i>Direct Sales</i>		56.91		

Source: Researcher's Analysis (2025)

Based on the calculations in the Souvenir *Job Multiplier* Table for the area, it is known that the total number of jobs created in the souvenir business sector within the area is 57 jobs. Of this number, 56.91 jobs come directly from sales activities (*Direct Sales*), resulting in a *Job Multiplier* value of 1.00.

This means that every Rp10,000,000 spent by tourists in the souvenir sector can create one job in the area. With total revenue from businesses in this sector reaching Rp569,060,000, it can be assumed that this figure is equivalent to the tourist spending required to create 57 jobs.

Field data indicates that the souvenir sector is one of the sectors most directly impacted by tourism activities. Therefore, the presence and growth of tourist numbers are directly proportional to the sustainability and creation of jobs in this sector. A *Job Multiplier* value of 1.00 indicates high efficiency in labor absorption. This reflects that the souvenir sector has significant potential as a driver of the local economy.

c. *Job Multiplier for Food and Beverage within the Area*

*Table 4.13 Job Multiplier for Food and Beverage Consumption Within the Area*

<i>Total Jobs</i>	=	13	=	0
<i>Direct Sales</i>		18		

Source: Researcher's Analysis (2025)

Based on the data in the Food and Beverage *Job Multiplier* table for the area, it is known that the food and beverage business sector generates 13 jobs within the area, with a contribution from direct sales activities of 18.50. The *Job Multiplier* value is recorded at 0.70, indicating that every Rp10,000,000 spent by tourists can create 0.70 jobs in this sector. In operational terms, this figure is rounded to 1 to represent the actual contribution to job creation.

With total revenue from businesses in this sector reaching Rp185,010,000, it is evident that the food and beverage sector plays a significant role in supporting economic activities. This sector not only meets the consumption needs of tourists but also plays a crucial role in shaping the overall image and appeal of the area.

2. *Employment Generation Outside the Area*

a. *Job Multiplier for Accommodation Outside the Area*

*Table 4.14 Job Multiplier for Accommodation Outside the Area*

<i>Total Jobs</i>	=	2	=	1.1
<i>Direct Sales</i>		17		

Source: Researcher's Analysis (2025)

Based on the analysis of the data, the accommodation sector located outside the Komodo National Park area has a *Job Multiplier* value of 1.15.

In this case, there are a total of 20 jobs related to this sector, with 17.39 jobs coming from direct sales activities. The total income generated by accommodation businesses outside the area reached IDR 173,851,667. When linked to the assumption of tourist spending of Rp10,000,000, this amount is sufficient to create one job in the accommodation sector outside the area. The analysis indicates that each direct job created from sales activities (*Direct Sales*) will generate an additional 0.15 indirect jobs in the related economic chain.

On the ground, this is reflected in the surrounding areas, such as Labuan Bajo Village, Wae Kelambu Village, Golo Mori Village, Warloka Village, and Goron Talo Village, where local accommodation businesses like *homestays* and simple lodgings are beginning to emerge. The presence of these businesses has brought tangible economic benefits to the local community, particularly in the form of job opportunities and increased income.

Therefore, the accommodation sector outside the area has great potential to be developed as part of a strategy to distribute the economic benefits of tourism more evenly. Improving service quality, training human resources, and providing appropriate promotional support are key to increasing the multiplier effect and creating broader economic impacts for the local community.

b. *Job Multiplier for Souvenirs Outside the Area*

Table 4. 15 *Job Multiplier for Souvenirs Outside the Area*

<i>Total Jobs</i>	=	42	=	39
<i>Direct Sales</i>		1		

Source: Researcher's Analysis (2025)

Based on the *Job Multiplier* calculations for the souvenir industry outside the main tourism area, it was found that the total number of

jobs created reaches 42 people. This results in a *Job Multiplier* value of 39.22, meaning that each direct job created in this sector can generate approximately 39 jobs. The total income of business actors in this sector reached Rp1,070,906,667. Assuming tourist spending of Rp1 billion, this amount is capable of creating around 39 jobs.

Field observations support these findings. Outside the area, such as in Labuan Bajo Village, Wae Kelambu Village, Golo Mori Village, Warloka Village, and Goron Talo Village, local communities are actively involved in the production and sale of local handicrafts such as woven fabrics, wood carvings, beads, and marine-based crafts. Most of the business operators are individuals or micro and small enterprises (MSMEs) that rely on local skills and raw materials from the surrounding environment. These activities not only provide direct economic value but also drive supporting sectors such as transportation, distribution, and raw material supply, which in turn create new job opportunities.

The high multiplier effect indicates that developing this sector is strategically important for promoting equitable distribution of tourism benefits, particularly for communities outside the core tourism area of Labuan Bajo.

c. *Job Multiplier for Eating and Drinking Outside the Area*

*Table 4.16 Job Multiplier for Food and Beverage Outside the Area*

<i>Total Jobs</i>	=	2	=	7
<i>Direct Sales</i>		2.9		

Source: Researcher's Analysis (2025)

The results of data analysis using the *Money Generation Model* (MGM) indicate that the food and beverage sector outside the

of Komodo National Park's tourism sector has a *Job Multiplier* value of 72.15. This value is calculated based on a total of 210 jobs, of which 2.91 are derived from *direct sales* activities. This means that this sector is capable of creating 72 indirect jobs through the supply chain, distribution of raw materials, and other supporting services.

With total business revenue reaching Rp2,910,669,167, assuming that total tourist expenditure reaches Rp1 billion, this has the potential to create approximately 72 jobs in the food and beverage sector outside the area. This demonstrates that this sector has a very high economic impact in terms of job creation and the distribution of tourism benefits to non-central areas.

Field data obtained through observations and interviews support these findings. In areas such as Labuan Bajo Village, Wae Kelambu Village, Golo Mori Village, Warloka Village, and Goron Talo Village, local businesses have extensively developed food stalls and small eateries. Despite their small and medium scale, these businesses have extensive linkages with various local economic elements such as farmers, fishermen, raw material traders, and logistics transportation services.

In the *Employment Generation* section, the food and beverage sector outside the core tourism area is recorded as one of the highest contributors to job creation outside the core tourism area. This indicates that tourists' consumption of local food and beverages significantly drives increased production and distribution at the local level.

d. *Job Multiplier for Out-of-Area Travel Services*

Table 4. 17 Job Multiplier for Travel Services Outside the Region

Total Jobs	=	1	=	1
Direct Sales		7		

Source: Researcher's Analysis (2025)

Based on calculations using the *Money Generation Model (MGM)* approach, the *travel* services sector outside the main tourism area of Komodo National Park shows a *Job Multiplier* value of 15.90. This value is derived from the total of 127 jobs created, with only 7.99 jobs originating from *direct sales*. This indicates that for every one direct job, the sector is able to generate approximately 14.9 additional jobs through related economic activities, such as fleet provision, tour guiding, administration, marketing, and other travel support services.

With total revenue of Rp7,988,518,333, it is estimated that with tourist spending of Rp1 billion, this sector can create 15 new jobs. This value indicates that the travel services sector has a significant contribution to job creation outside the main tourist area, although it is still not as high as the food and beverage or souvenir sectors.

Field data supports this. In the Labuan Bajo village area, various *travel* businesses have emerged, offering tourist transportation services, tour package arrangements to nearby islands, and land and sea transportation services. However, most of them are highly dependent on tourist visitation seasons.

With appropriate and collaborative interventions, the travel services sector outside the Labuan Bajo Tourism Area has significant opportunities to grow and become more inclusive and

enhancing its contribution to the and and income of the local community, particularly in the buffer zone of Komodo National Park.

e. *Job Multiplier for Diving Services Outside the Area*

*Table 4. 18 Job Multiplier for Diving Services Outside the Area*

<i>Total Jobs</i>	=	16	=	2
<i>Direct Sales</i>		7		

Source: Researcher's Analysis (2025)

Based on the calculations in the table above, the *Job Multiplier* value for diving services outside tourist areas is 22.07. This value is calculated from the ratio between total employment (160 jobs) and total direct sales of 7.25 billion rupiah. If this figure is adjusted to total tourist expenditure of 1 billion rupiah, then every 1 billion rupiah of tourist expenditure can create approximately 22 jobs in the non-tourist area diving services sector.

This finding indicates that the diving services sector outside the area has a high job creation capacity. This aligns with on-the-ground conditions, which show that diving activities, particularly outside conservation areas or tourist parks, tend to involve more labor in their operations. Each diving activity requires the direct involvement of diving instructors, local guides, boat operators, equipment technicians, and administrative staff, all of whom are sources of employment directly dependent on tourist visitation levels.

This finding underscores the importance of developing and supporting diving services outside protected areas as a key strategy for job creation, particularly in coastal areas with untapped marine tourism potential.

f. *Job Multiplier for Vehicle Rental Outside the Area*

*Table 4.19 Job Multiplier for Vehicle Rental Outside the Area*

<i>Total Jobs</i>	=	1	=	1
<i>Direct Sales</i>		8		

Source: Researcher's Analysis (2025)

The vehicle rental business generates 16 jobs with direct sales of Rp 89,233,333, resulting in a *Job Multiplier* of 1.79. When adjusted for tourist spending of Rp 10 million, this sector contributes to the creation of approximately 2 jobs.

Outside the main tourist area, tourists heavily rely on rental vehicles to reach remote destinations with limited transportation infrastructure. However, since this business relies more on vehicle assets than labor-intensive services, its job creation potential is lower compared to diving services.

g. *Job Multiplier for Equipment Rental Outside the Area*

*Table 4. 20 Job Multiplier for Equipment Rental Outside the Area*

<i>Total Jobs</i>	=	7	=	0.45
<i>Direct Sales</i>		15		

Source: Researcher's Analysis (2025)

The equipment rental sector recorded a total of 7 jobs with direct sales of Rp 154,266,667, generating a *Job Multiplier* of 0.45. Assuming tourist spending of Rp 10 million, this sector creates less than 1 job.

Equipment rental businesses include the rental of *snorkeling* gear, *diving* equipment, and other complementary tourist equipment. In practice, these businesses

tend to operate seasonally and do not require many permanent workers due to their limited activities and the reusable nature of their equipment.

### C. Keynesian Multiplier

#### 1. Keynesian Multiplier in the Region

The results of the *Keynesian Multiplier* analysis in this study, namely *Income Generation (Income Multiplier)* and *Employment Generation (Job Multiplier)* in the area, show that the tourism sector has had an economic impact on the communities living in the Komodo National Park area, particularly in Rinca Village, Komodo Village, Rinca Island, Komodo Island, and Padar Island. Despite being located within a conservation area with various restrictions on land use and resource exploitation, tourism activities have still been able to generate income and create job opportunities for the local community.

Table 4.21 *Income Multiplier in the Area*

<i>Total Income</i>	=	Rp567,430,000	=	0
<i>Direct Sales</i>		Rp806,212,500		

Source: Researcher's Analysis (2025)

The economic impact of tourism activities can be seen through the results of the *Income Multiplier* analysis in the area, which shows a value of 0.70. This figure indicates that every Rp10,000,000 in direct income from the tourism sector generates Rp7,000,000 in additional income for the community working within the Komodo National Park area. This indicates that the majority of tourist expenditures circulate at the local level and provide direct economic benefits to the community.

This finding is supported by interviews with the Village Head of Komodo and the Komodo Village Tourism Association, who stated that tourism activities have transformed the economic structure of the community. Previously, most residents relied on marine resources for their livelihood, but now they have shifted to becoming tour guides, souvenir sellers, and opening culinary businesses.

to *homestays*. Increased tourist spending in the area, such as for tour guides, food and beverages, and souvenirs, has been directly channeled to the local community through various types of businesses. The economic turnover involving various communities shows that the economic benefits of tourism have been spread evenly throughout the area, strengthening tourism as a leading sector in promoting local welfare.

Thus, it can be concluded that tourism in this area has successfully created an inclusive economic cycle, expanded employment opportunities, and promoted relatively equitable local economic growth.

Table 4.22 Job Multiplier in the Area

Total Jobs	=	8	=	1
Direct Sales		80.6		

Source: Researcher's Analysis (2025)

Based on the results of the *Job Multiplier* analysis in the area, it was found that the multiplier value is 1.02, meaning that every 100 direct jobs in the tourism sector will create an additional 1 indirect job. Although the value is not very large, this indicates that tourism has a ripple effect on job creation in the Komodo National Park area.

These results are consistent with findings in the field based on interviews on Komodo Island and Rinca Island, where tourism has been shown to significantly absorb local labor. Many people who previously depended on the sea for their livelihood, such as fishermen, have now switched or supplemented their income through tourism activities, such as becoming tour guides, souvenir sellers, food stall owners, and *homestay* managers. The presence of tourism has opened up new job opportunities, improved community skills

, and encouraged active participation of young people and women in local economic activities.

#### 5. Keynesian Multiplier Outside the Area

The results of the *Keynesian Multiplier* analysis in this study, specifically *the Income Generation (Income Multiplier)* and *Employment Generation (Job Multiplier)* outside the area, indicate that the tourism sector has had an economic impact on communities outside the Komodo National Park area, particularly in the villages of Labuan Bajo, Wae Kelambu, Golo Mori, Warloka, and Goron Talo.

Table 4.23 Income Multiplier Outside the Area

<i>Total Income</i>	=	Rp15,855,800,000	=	0
<i>Direct Sales</i>		Rp19,638,095,834		

Source: Researcher's Analysis (2025)

The impact of tourism can be seen from the results of the first external analysis, namely *the Income Multiplier*, which shows a result of 0.81. This indicates that every Rp10,000,000 in direct income from the tourism sector generates Rp8,100,000 in income for communities operating outside the Komodo National Park area. This is further supported by interviews with BPOLBF, which stated that tourism activities are transforming the local economic structure and promoting the growth of SMEs. This is because tourist spending is directly channeled to the community through various types of tourism-related businesses outside the area, such as souvenir sales, food and beverage services, and others.

Table 4. 24 Job Multiplier Outside the Area

<i>Total Jobs</i>	=	582	=	29
<i>Direct Sales</i>		19		

Source: Researcher's Analysis (2025)

In the subsequent analysis, *the Job Multiplier* yielded a value of 29.64, which can be rounded to 30, indicating that every Rp1 billion in tourist spending that becomes income for businesses has the potential to create nearly 30 new jobs in the tourism sector. This increase in new job creation is also supported by HPI, with the number of members increasing from 15 to approximately 400. Not only does it create jobs, but as mentioned by BPOLBF, tourism also promotes the growth of SMEs. HPI also noted that many people who previously worked as tour guides are now entrepreneurs in the tourism sector. This reflects that the tourism sector not only creates jobs but also enables the community to independently generate employment opportunities. However, it is important to note that the skills and capabilities of the community must continue to be enhanced to meet the labor needs of businesses, thereby preventing skill gaps and ensuring the continued absorption of local labor, as highlighted by GAHAWISRI.

From both analyses, it can be concluded that communities outside the Komodo National Park area are highly dependent on the tourism sector, as evidenced by active economic activity and promising prospects. The analysis also demonstrates that the tourism sector makes a significant contribution to the local economy, particularly in terms of job creation.

#### D. Economic Impact of Tourist Spending in the

Table 4.25 Economic Impact of Tourist Spending

<i>Number of Tourists</i>	<i>Average Spending</i>	*	<i>Income Multiplier</i>	=	518	*	\$24,842,486	*	0.8	=	<b><u>Rp10,337,391,548</u></b>
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Source: Researcher's Analysis (2025)

From 518 respondents, it can be generalized that the average tourist spending per person is Rp24,842,486 for a 5-night stay. With this data, it can be concluded that with an *Income Multiplier* of 0.80, the total tourist spending during a 5-night stay is Rp10,337,391,548. The average length of stay for 5 nights was obtained based on data processing from the distribution of questionnaires to 518 respondents, 345 of whom were international tourists and 173 were domestic tourists. Based on the analysis of *the Economic Impact of Tourist Spending*, it can be concluded that the impact of the tourism sector, particularly from tourist spending, on the local community both within and outside the Komodo National Park area has a relatively significant economic impact. This impact directly benefits the local community, especially tourism business operators such as accommodation providers, food and beverage services, souvenir shops, *travel agencies*, diving services, vehicle rentals, and equipment rentals. This tourist spending does not only benefit tourism businesses but also flows into various sectors supporting tourism activities, particularly suppliers of raw materials for the aforementioned tourism businesses. Thus, it can be said that the tourism sector can expand benefits and stimulate new economic activities.

With the annual increase in visitor numbers, this should also encourage local communities to continue maximizing their potential and be more daring to innovate creatively and expand their businesses in the tourism sector without abandoning their primary occupations. This is also in line

with the programs established by BTNK regarding community empowerment in the economic and sustainable tourism sectors, as well as the *Floratama Academy* program from BPOLBF. Of course, all developments must be carried out with careful consideration to ensure they are targeted effectively and maintain both environmental and economic aspects.

### 1. *Economic Impact of Tourist Spending* in the Area

*Table 4.26 Economic Impact of Tourist Spending in the Area*

<i>Number of Tourists</i>	*	<i>Average Spending</i>	*	<i>Income Multiplier</i>	=	518	*	\$24,842,486	*	0.7	=	<b><u>Rp9,057,066,975</u></b>
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Source: Researcher's Analysis (2025)

Based on the analysis results, tourist spending in the Komodo National Park area demonstrates significant economic impact. With 518 tourist respondents, an average tourist spending of Rp24,842,486, and an *Income Multiplier* of 0.70, the total economic impact value amounts to Rp9,057,066,975. This figure reflects the significant contribution of tourism activities to the local economy, particularly in driving cash flow in tourism-related sectors such as souvenirs, food and beverages, accommodation, travel services, diving services, vehicle rentals, and equipment rentals.

This economic impact is further supported by community empowerment initiatives carried out by the Komodo National Park Office. Communities from villages within the park area, such as Komodo Village, Papagarang, and Pasir Panjang (including Rinca Village and Kerora Village), are actively involved in various mentoring and training activities to develop their potential in sustainable economic and tourism sectors.

One of the flagship educational programs is *Rangers Goes to School (RGTS)*, targeting high school students in West Manggarai, as well as *Junior*

*Park Ranger* program, which provides early understanding of conservation to elementary school students and university students. This initiative is expected to foster a conservation-conscious generation that is also prepared to participate in the tourism industry. Empowerment activities demonstrate the direct involvement of communities and students in environmental education and alternative economic training. This serves as evidence that strengthening community capacity not only impacts economic growth but also contributes to the long-term preservation of the Komodo National Park ecosystem.

## 6. Economic Impact of Tourist Spending Outside the Area

Table 4.27 Economic Impact of Tourist Spending Outside the Area

<i>Number of Tourists</i>	<i>Average Spending</i>	*	<i>Income Multiplier</i>	=	518	*	\$24,842,486	*	0.81	=	<b><u>Rp10,389,953,349</u></b>
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Source: Researcher's Analysis (2025)

In this study, an estimate was made of the economic impact of tourism activities in Komodo National Park on communities outside the park. This estimation aims to provide a comprehensive overview of the contribution of the tourism sector to the local economy. The calculations were conducted using a basic approach involving the multiplication of the number of tourists, the average expenditure per tourist, and the *Income Multiplier* value, which represents the economic multiplier effect of tourist spending.

Based on the data obtained, from a total of 518 respondents, each tourist spent an average of Rp24,842,486, which includes various types of expenditures such as the use of tour packages, food and beverage consumption, accommodation, local transportation, souvenir purchases, and other recreational activities.

To measure the impact of tourist spending, the following values were used:

*Income-* Multiplier 0.81. Multiplier reflects the level of

the money circulation generated from every rupiah spent by tourists, where most of this money will circulate back into the local economy through business activities, employee wages, raw material purchases, and various other transactions.

The results of these calculations yield a total economic impact of Rp10,389,953,349. This figure represents the economic value generated from tourist spending outside the area, which not only reflects direct income for local businesses but also highlights the significant potential of the tourism sector as an economic driver in the surrounding areas of the destination. Overall, the data indicates that tourist spending has a significant impact on local economic growth, even in areas that are not the main tourist destinations.

As part of strategic efforts to strengthen an inclusive and sustainable tourism ecosystem, the Labuan Bajo Flores Authority (BPOLBF) emphasizes the importance of active community involvement in the tourism economy. One concrete initiative to encourage such participation is the implementation of *the Floratama Academy*, a training and business incubation program designed for local economic actors.

This program is designed to reach various segments of society, including individuals or groups who are still in the early stages of developing business ideas, as well as micro, small, and medium enterprises (MSMEs) that are already operating but need capacity building to grow. Through a comprehensive curriculum and a participatory approach, *Floratama Academy* provides mentoring in the form of managerial training, product and service quality improvement, marketing strategies, and access to business networks and financing.

This initiative aims not only to enhance the technical capabilities of local entrepreneurs but also to strengthen their position within the tourism supply chain, whether as providers of local products, services, or community-based tourist attractions. As a result, the program directly contributes to the creation of local economic value and expands the benefits of tourism to be felt equitably by the local community.

## CHAPTER V CONCLUSION AND RECOMMENDATIONS

### A. Conclusions

This study shows that nature tourism activities in the Komodo National Park area provide a significant direct economic contribution to the local economy of Komodo District. Using the *Money Generation Model* approach, it was found that income from tourism businesses in the *travel/tourism* services, diving, souvenirs, accommodation, and food and beverage sectors has had a positive economic impact since Labuan Bajo was designated as a Super Priority Tourism Destination, as evidenced by the dominance of businesses established after 2019. These results confirm that nature tourism is not only the primary source of income for the local community but also strengthens the local economic structure by increasing the inflow of funds into various business sectors, both within and outside the Komodo National Park area. Additionally, the accommodation and food services sector in West Manggarai is a key sector with competitive advantages compared to other areas within the province of East Nusa Tenggara, as indicated by *Location Quotient* and *Shift Share* calculations. This suggests that tourism activities serve as the economic foundation driving local income. The growth of the tourism sector is also influenced by positive national factors and local competitiveness, making tourism activities not only profitable but also a catalyst for regional economic development.

The tourism sector has proven to play an important role in creating *employment* opportunities for the community in Komodo District. Data shows that the increase in tourist visits has driven the demand for labor in key sectors such as food and beverage services, diving services, tour guiding, and souvenir businesses. This not only opens up formal employment opportunities but also fosters informal employment that reaches various segments of the community. From

the data collected, the food and beverage sector absorbs the highest number of workers, indicating that tourists' consumption needs during their visits drive the growth of local culinary businesses. This is followed by diving services, reflecting the high interest of tourists in marine activities, and *travel* services due to the high demand for tourist packages.

The economic impact of tourism in this area has a direct impact that can still be maximized for the local economy. Through the *Keynesian Multiplier* calculation, this study found that the largest economic contribution of tourism to the local economy came from outside the Komodo National Park area, which means that buffer zones such as Labuan Bajo, Warloka, and Golo Mori are also affected by nature tourism activities in Komodo National Park. This finding indicates that buffer zones have broader and more flexible economic capacity to absorb economic benefits from tourism activities but remain dependent on tourism activities within the area. Activities within the area drive economic shifts among the community from the fishing sector to the tourism services sector, generating relatively large profits, particularly in the souvenir business. Therefore, both the area and the surrounding regions play important roles in supporting local economic growth, albeit with different scales and forms of contribution. Balancing the optimization of both areas is crucial to ensure the equitable distribution of benefits and the sustainability of the tourism sector.

An analysis of tourist spending shows that the largest proportion of spending is on *tour/travel* packages, at 40.29%. This reflects the dominant use of tour packages, especially *live-aboard* tour packages, which include various needs such as transportation, accommodation, food and beverages, and tourist activities in one package. By using tour packages, spending in other sectors, such as local transportation services and equipment rental, becomes relatively small. In general, the average total expenditure per tourist per visit was recorded at Rp24,842,486.

However, this study also highlights several challenges that need to be anticipated, such as the phenomenon of *live-on-board* tourism limiting tourists' interaction with local businesses, the risk of environmental damage caused by uncontrolled ship anchoring, and the potential for over-tourism that could threaten the sustainability of conservation areas. Therefore, sustainable tourism development and proper management are essential to ensure that economic benefits continue to be felt by the community without compromising conservation aspects and the quality tourism experience.

## B. Recommendations

Based on the objectives of this study, which are to calculate the direct contribution of nature tourism activities in Komodo National Park to the local economy in the Komodo National Park area and its surroundings; to identify the role of the tourism sector in creating jobs for the local community in the Komodo National Park area and its surroundings; analyzing the economic impact (*multiplier economy*) of nature tourism activities in Komodo National Park; and analyzing the level of optimization of regional revenue from *tourist spending* in tourism business sectors in the Komodo National Park area and its surroundings, the researcher formulates recommendations, namely optimizing the direct contribution of nature tourism activities in Komodo National Park to the local economy in the Komodo National Park area and its surroundings; expanding job creation for local communities in the Komodo National Park area and its surroundings; enhancing the economic impact (*multiplier effect*) of nature-based tourism activities in the Komodo National Park area and its surroundings as a support for the local economy; and optimizing local government revenue from *tourist spending* in the tourism sectors within the Komodo National Park area and its surroundings. The researcher further elaborates the recommendations in the following table.

Table 5.1 Research Recommendations

PROGRAM	PROGRAM INDICATORS	SHORT-TERM	MEDIUM TERM	LONG TERM	DESCRIPTION
Optimizing the direct contribution of natural tourism activities in Komodo National Park to the local economy in the Komodo National Park area and its surroundings	<p>1. Optimizing the role of BumDes in coordinating local community businesses in buffer zone villages. Monitoring and evaluating the performance of tourism businesses.</p> <p>a. Optimizing management support for Pokdarwis organizations,</p> <p>b. Development of business Standard Operating Procedures (SOPs) and revenue schemes,</p>				<ul style="list-style-type: none"> <li>● Analysis of the <i>Keynesian Multiplier Effect</i> Outside the Area <ul style="list-style-type: none"> <li>○ <i>Income Multiplier</i> (0.81)</li> <li>○ <i>Job Multiplier</i> (29.64)</li> </ul> </li> <li>● Results of interviews with BPOLBF and HPI Manggarai Barat regarding the increase in the number of tourism businesses over the past five years.</li> <li>● Based on interviews with BPOLBF regarding business incubation through the <i>Floratama Academy</i> program.</li> <li>● Businesses outside Labuan Bajo remain low, with the tourism business center still concentrated in Labuan Bajo (58.8%).</li> </ul>
	<p>2. Developing promotions related to tourism activities that involve conservation beyond the main attractions of Komodo National Park (Loh Liang Resort, Loh Buaya Resort, and Padar Selatan Resort).</p>				<ul style="list-style-type: none"> <li>● <i>The economic impact of tourist spending</i> in the area amounted to Rp9,057,066,975, which was distributed to the local community during their visits.</li> <li>● Based on interviews with BTNK regarding the program</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT	MEDIUM	LONG TERM	DESCRIPTION
	<p>Promotion of coral reef planting activities,</p> <ol style="list-style-type: none"> <li>a. Promotion of <i>mangrove</i> planting activities,</li> <li>b. Promotion of <i>herping</i>,</li> <li>c. Promotion of turtle release activities.</li> </ol>				<p>Conservation education programs such as <i>Junior Park Ranger</i> and <i>Rangers Goes to School</i> from the Komodo National Park Office.</p> <ul style="list-style-type: none"> <li>● High motivation for visits among tourists seeking new places, experiences, and knowledge (29.67%)</li> </ul>
	<ol style="list-style-type: none"> <li>3. Decentralization of tourism businesses from Labuan Bajo to surrounding villages.               <ul style="list-style-type: none"> <li>• The provision of incentives/official promotional programs by the local government for businesses that expanding to outside Labuan Bajo,</li> </ul> </li> <li>a. A partnership program between large businesses and local businesses (1 large business must establish a partnership with at least 2 SMEs),</li> </ol>				<ul style="list-style-type: none"> <li>● New dominant businesses were established after 2019 (72.7%) (after the designation of Labuan Bajo as a Special Economic Zone),</li> <li>● Businesses outside Labuan Bajo remain low, with tourism business centers still concentrated in Labuan Bajo (58.8%),</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT-TERM	MEDIUM TERM	LONG	DESCRIPTION
	<p>b. Establishment of roadmap obligations</p> <p>Minimum 3 years for new businesses (including local recruitment plans and/or partnerships with SMEs).</p>				
<p>Expanding job creation opportunities for local communities in the Komodo National Park area and its surroundings.</p>	<p>1. Enhancing the capabilities and skills of local communities in villages surrounding Komodo National Park to enable them to compete and actively participate in the tourism sector</p> <ul style="list-style-type: none"> <li>. Advanced skill scholarships for high school graduates to acquire professional skills required by the industry (<i>diving, guiding, digital marketing</i>),</li> <li>a. Safety and first aid training for tour guides,</li> <li>b. s for homestay management,</li> </ul> <p><i>xml-ph-0000@deepl.internal,</i></p>				<ul style="list-style-type: none"> <li>● <i>Keynesian Multiplier Analysis</i> in the <ul style="list-style-type: none"> <li>○ <i>Income Multiplier</i> (0.70)</li> <li>○ <i>Job Multiplier</i> (1.02)</li> </ul> </li> <li>● <i>Keynesian Multiplier Analysis</i> outside the region <ul style="list-style-type: none"> <li>○ <i>Income Multiplier</i> (0.81)</li> <li>○ <i>Job Multiplier</i> (29.64)</li> </ul> </li> <li>● This finding is reinforced by interviews with the Head of Komodo Village and the Komodo Village Tourism Working Group regarding changes in the community's livelihood from fishing to the tourism sector.</li> <li>● Souvenir businesses are the dominant business in the area (70%)</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT TERM	MEDIUM	LONG	DESCRIPTION
	<ul style="list-style-type: none"> <li>c. Training <i>soft</i> communication <i>skills</i>, hospitality, and excellent service.</li> <li>d. Training development for souvenir products,</li> <li>e. Digitalization of product sales for SMEs (<i>QRis</i> and <i>Online Shop</i>),</li> <li>f. Post-training <i>monitoring</i> and evaluation.</li> <li>g. Creation of a tourism workforce <i>matching platform</i> to connect businesses with local job seekers</li> </ul>				<ul style="list-style-type: none"> <li>● Most new businesses were established after 2019 (72.7%) (following the designation of Labuan Bajo as a Special Economic Zone), leading to increased demand for workers.</li> <li>● Non-local businesses, namely <i>travel</i> services (11.5%) and diving services (5.5%), are growing due to high tourist demand.</li> <li>● The highest level of education among business operators outside the area is secondary education (high school) at 47.3%.</li> <li>● The highest level of education among business operators within the area is dominated by elementary school graduates (61.29%).</li> </ul>
	<p>2. Strengthening policies regarding regulations for large-capacity vessels and the addition of <i>mooring buoys</i> for vessels to support the sustainability of the marine ecosystem and conducting work</p>				<ul style="list-style-type: none"> <li>● Based on interviews with GAHAWISRI, there are concerns regarding the readiness of local resources and the impact of tourism activities on the marine ecosystem.</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT	MEDIUM	LONG	DESCRIPTION
	<p>same as the local community regarding transportation modes Transporting tourists from large ships to tourist destinations using fishing boats (boat taxis)</p>				<ul style="list-style-type: none"> <li>● The majority of international tourists arrive in groups (55.07%)</li> <li>● The majority of domestic tourists arrive in groups (56.7%).</li> <li>● <i>Tourist spending</i> is dominated by tour packages (40.29%)</li> </ul>
	<p>3. Collaborating between BTNK and tourism service providers</p> <ul style="list-style-type: none"> <li>· Collaborating with diving service providers regarding conservation and education tourism packages for coral reefs,</li> <li>a. Collaborating with <i>travel</i> agencies regarding conservation and underwater education tour packages.</li> </ul>				<ul style="list-style-type: none"> <li>● Based on field observations, community participation in conservation activities and collaboration with BTNK is necessary.</li> <li>● HPI emphasizes the importance of equitable distribution of tourism economic impacts to surrounding villages through active community involvement.</li> <li>● Pokdarwis in Komodo and Rinca expressed the need for government and park management support to develop educational tourism potential in their areas.</li> <li>● The high motivation of visitors who wish to</li> </ul>

PROGRAM	PROGRAM	SHORT	MEDIUM	LONG	DESCRIPTION
					Visiting new places, gaining new experiences and knowledge (29.67%)
Increasing the economic impact ( <i>multiplier effect</i> ) of nature-based tourism activities in Komodo National Park and its surroundings as a support for the local economy.	<ol style="list-style-type: none"> <li>1. Increasing <i>the length of stay</i> through diversification of <i>overland</i> tourism products               <ol style="list-style-type: none"> <li>. Development of tourist villages,</li> <li>a. Development of ODTW outside the Komodo National Park area,</li> <li>b. Strengthening <i>storytelling</i> related to local wisdom,</li> <li>c. Development of tourism activities related to the production of souvenirs (weaving, songke, Komodo dragon sculptures) and local cuisine (Manggarai coffee, kompiang, rebok, sopi) characteristic of Manggarai,</li> <li>d. Preparation and determination <i>of the calendar of events</i>,</li> </ol> </li> </ol>				<ul style="list-style-type: none"> <li>● Results of interviews with BPOLBF regarding the importance of diversifying tourism products that are not only focused on marine destinations but also <i>overland</i> tourism such as <i>trekking</i>, village tourism, and cultural tourism so that visitors stay longer.</li> <li>● Tourism businesses are still concentrated in Labuan Bajo (58.8%)</li> <li>● Average length of stay for international tourists is 5 nights</li> <li>● Average length of stay for domestic tourists: 4 nights</li> <li>● The primary motivation for visits is dominated by tourists seeking to visit new places, gain new experiences, and acquire new knowledge (29.67%)</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT TERM	MEDIUM	LONG	DESCRIPTION
	<ul style="list-style-type: none"> <li>c. Rotation of <i>event</i> locations in villages around Labuan Bajo.</li> </ul>				
	<ul style="list-style-type: none"> <li>2. Strengthening connectivity between mainland tourist areas to facilitate tourist exploration.               <ul style="list-style-type: none"> <li>. Improvement of road infrastructure and land transportation,</li> <li>a. Integration of public transportation routes,</li> <li>b. Providing integrated information and directional signage.</li> </ul> </li> </ul>				<ul style="list-style-type: none"> <li>● Income Multiplier of 0.89 and 0.62</li> <li>● <i>Job Multiplier</i> of 15.90 and 1.79</li> <li>● Interviews with the Chair of HPI and the Chair of GAHAWISRI also emphasized the importance of improving accessibility for tourist distribution to areas outside Labuan Bajo, to prevent economic benefits from being concentrated and tourist overcrowding from occurring.</li> </ul>
	<ul style="list-style-type: none"> <li>3. Balancing other sectors such as livestock and agriculture to reduce the price of basic commodities               <ul style="list-style-type: none"> <li>. Training on agricultural and livestock equipment and supplies,</li> </ul> </li> </ul>				<ul style="list-style-type: none"> <li>● Based on interviews with GAHAWISRI and PHRI, the readiness of local supporting sectors such as agriculture and livestock farming is insufficient, and the prices of basic commodities are very high due to reliance on supplies from outside the region.</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT TERM	MEDIUM	LONG	DESCRIPTION
	<ul style="list-style-type: none"> <li>a. Technical training in cultivation and business management,</li> <li>b. Cooperative development and farmer/livestock group development,</li> <li>c. Diversification of products and processing of agricultural and livestock products,</li> <li>d. Local product consortia for <i>supplying</i> large businesses,</li> <li>e. Technical assistance and regular monitoring.</li> </ul>				
<p>Optimizing local revenue from <i>tourist spending</i> in the tourism sector within the Komodo National Park area and its surroundings.</p>	<ul style="list-style-type: none"> <li>1. Developing <i>overland</i> tourism promotion programs / encouraging travel businesses to create <i>overland</i> tourism packages <ul style="list-style-type: none"> <li>. Developing and promoting <i>overland</i> tourism packages,</li> </ul> </li> <li>a. Encouraging <i>travel</i> service providers to combine domestic and international tour packages.</li> </ul>				<ul style="list-style-type: none"> <li>● Based on interviews with BPOLBF, it was stated that they are currently promoting tourism product diversification, particularly toward land-based tourism (<i>overland</i>). The primary objective is to reduce dependence on marine tourism (<i>live on board</i>), which has dominated the sector until now.</li> <li>● Interview with BPOLBF through Mr. Konstan (Director of Destinations at BPOLBF) stated</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT TERM	MEDIUM TERM	LONG	DESCRIPTION
	<p>Komodo National Park area,</p> <p>b. Cross-regional collaboration and tourism stakeholders,</p> <p>c. Development of websites and/or social media for each ODTW outside the Komodo National Park area</p>				<p>That it supports the development of the SiOra application as an integrated booking system to digitally limit tourist visits.</p> <ul style="list-style-type: none"> <li>● The average length of stay for international tourists is 5 nights</li> <li>● Average length of stay for domestic tourists: 4 nights</li> </ul>
	<p>2. Promoting the development and production of unique souvenirs from West Manggarai directly in the West Manggarai region to enhance local economic value and strengthen the region's cultural identity.</p> <p>Training and empowering local artisans to encourage production within West Manggarai,</p> <p>a. Formation of a community of local souvenir entrepreneurs,</p>				<ul style="list-style-type: none"> <li>● <i>Keynesian Multiplier</i> in the region <ul style="list-style-type: none"> <li>○ <i>Income Multiplier</i> (0.70)</li> </ul> </li> <li>● <i>Keynesian Multiplier</i> outside the region <ul style="list-style-type: none"> <li>○ <i>Income Multiplier</i> (0.79)</li> <li>○ <i>Job Multiplier</i> (39.22)</li> </ul> </li> <li>● Based on interviews with souvenir business operators during the questionnaire distribution, it was stated that the souvenir sector is experiencing fairly rapid demand, but most production is still carried out outside the region.</li> <li>● Based on interviews with BPOLBF regarding business incubation</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT TERM	MEDIUM	LONG	DESCRIPTION
	<ul style="list-style-type: none"> <li>b. Increasing the value of products through education on local souvenir design,</li> <li>c. Collaborative <i>events</i> between SMEs and <i>the travel industry</i> in the form of a mini expo showcasing local products.</li> </ul>				<p>through the <i>Floratama Academy</i> program.</p> <ul style="list-style-type: none"> <li>• An interview with Mr. Budi (Chairman of GAHAWISRI DPC Labuan Bajo) also emphasized the importance of further regulations regarding the types of vessels permitted to approach the conservation area.</li> </ul>
	<ul style="list-style-type: none"> <li>3. Developing regulations related to business licenses               <ul style="list-style-type: none"> <li>• Possession of a Taxpayer Identification Number (NPWP) and registration with the local Tax Office (KPP) in Manggarai Barat Regency,</li> </ul> </li> <li>a. Priority for business licenses is given to businesses that are domiciled and/or have their headquarters in Komodo Subdistrict,</li> <li>b. Encouraging the requirement to hire local workers,</li> </ul>				<ul style="list-style-type: none"> <li>• Business activities outside Labuan Bajo remain low, with the tourism business center still concentrated in Labuan Bajo (58.8%).</li> <li>• Observations indicate that many business owners are from outside the Komodo sub-district.</li> </ul>

PROGRAM	PROGRAM INDICATORS	SHORT TERM	MEDIUM	LONG	DESCRIPTION
	<ul style="list-style-type: none"> <li>c. Partnership with local businesses for investors from outside the region,</li> <li>d. Optimizing the empowerment of local businesses through legal assistance.</li> </ul>				

Source: Research Findings (2025)

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**APPENDIX**  
**BUSINESS OPERATOR QUESTIONNAIRE**

Business Name (Trademark/Brand) : \_\_\_\_\_  
 Since when has your business been operating? : \_\_\_\_\_ Year

Business Location :  , Labuan Bajo Village     Wae Kelambu Village     Warloka Village  
 Golo Mori Village     Komodo Island     Rinca Island  
 Padar Island     Others: \_\_\_\_\_

Business Type :  Accommodation  , Culinary     Transportation Services  
 Souvenirs      Equipment Rental *Travel* Services  
 Tour *Guide* Services     Others: \_\_\_\_\_

Name : \_\_\_\_\_  
 Age : \_\_\_\_\_ Year  
 Gender :  Male     Female  
 Highest Education :  : No formal education     Elementary     Junior High School  
 Diploma/D3     Bachelor's Degree    Senior High School/Vocational School  
 Other: \_\_\_\_\_

Residence :  , Labuan Bajo Village  , Wae Kelambu Village     Warloka Village  
 Golo Mori Village     Komodo Island     Rinca Island  
 Padar Island     Others: \_\_\_\_\_

How **many** employees do you have in your business? : \_\_\_\_\_ People  
 How many employees did you hire in **the last year**? : \_\_\_\_\_ People  
 If you are an employee/worker, how long have you been working? : \_\_\_\_\_ Years

***Income***

What is your average monthly income from tourism? : Rp \_\_\_\_\_  
 If you are an employee/worker, what is your monthly salary? : Rp \_\_\_\_\_

***Expenses***

What is your total annual expenditure for business operations? : \_\_\_\_\_

- Tax Expenses : \_\_\_\_\_
- Employee Salaries : \_\_\_\_\_
- Expenses for Raw Materials : \_\_\_\_\_
- Maintenance Expenses : \_\_\_\_\_
- Other Expenses : \_\_\_\_\_

**TOURIST QUESTIONNAIRE**

Name : \_\_\_\_\_  
 Age : \_\_\_\_\_ Years  
 Gender:  Male  Female  
 Occupation / Job  Entrepreneur  Civil Servant  
 Student  
 Housewife  Other: \_\_\_\_\_

Average Income :  < Rp 2,000,000 (less than)  
 Rp. 2,000,001 - 5,000,000  
 Rp. 5,000,001 - 10,000,000  
 Rp. 10,000,001 - 20,000,000  
 > US\$ 20,000.001 (more than)

Place of Origin   Foreign  
 Country of Origin : \_\_\_\_\_

Type of Travel:  Individual / Solo Traveler  Group Tour

How long is your trip?  
 How long is your stay? : \_\_\_\_\_ Nights

**Motivation for Visiting:**

- Want to be closer to nature  
*To be closer to nature*
- Want to engage in relaxing or adrenaline-rushing activities  
*To engage in relaxing or adrenaline-rushing activities*
- Want to visit new places, gain new experiences, and knowledge  
*To visit new places, gain new experiences, and knowledge*
- Want to escape from the daily grind  
*To escape from daily routines*
- Want to spend moments and interact  
*To spend moments and interact with others*
- Want to have experiences worth sharing  
*To have experiences worth sharing*

Please state your estimated expenses for your trip! (Rp)  
 Tell us how much you spent on your needs while traveling! (IDR)

<b>Tour Package</b>			
Rp _____			
<b>Accommodation / Accommodation</b>	<b>Food &amp; Beverage / Food &amp; Beverage</b>	<b>Local Transportation</b>	<b>Souvenirs</b>

Rp_____	Rp_____	Rp_____	Rp_____
<b>Tourist Activities / Tourist Activities</b>	<b>Vehicle Rental / Vehicle Rental</b>	<b>Equipment Rental Equipment Rental</b>	<b>Others / Others</b>
Rp_____	Rp_____	Rp_____	R_____

If there are other expenses, what are they for?  
*If there are other expenses, what are they for?* : \_\_\_\_\_

*What type of accommodation do you choose?*

- Starred Hotel
- Non-starred Hotel/Guesthouse
- Hostel/Dormitory
- Resort
- Villa
- Homestay
- Other: \_\_\_\_\_

*What type of dining places do you choose during your trip?*

*What type of dining places do you choose during your trip?*

- Restaurant
- Cafe
- Street Vendor
- Food Stall
- Others: \_\_\_\_\_

*What type of local transportation do you use during your trip?*

*What type of local transportation do you use during your trip?*

- Angkot/Bemo / Public Minivan
- Phinisi Ship
- Online Motorcycle Taxi
- Boat / Speed Boat
- Other: \_\_\_\_\_

*If you rent a vehicle, your expenses for gasoline*

*If renting a vehicle, fuel cost* : \_\_\_\_\_

*What tourist activities will you be doing during this visit?*

*What activities do you engage in during this visit?*

- Taking pictures at iconic spots
- Trekking
- Educational activities
- Sailing
- Snorkeling / Diving
- Others: \_\_\_\_\_

*What equipment do you rent?*

- Snorkeling equipment
- Documentation equipment / Photography equipment
- Others: \_\_\_\_\_
- Boat / Speedboat
- Paddleboard / Kayak

*What type of souvenirs do you buy?*

*What type of souvenirs do you buy?*

- Traditional Manggarai fabric
- Local jewelry or accessories
- Local food and beverages
- Others: \_\_\_\_\_

## INTERVIEW RESULTS BPOLBF

Date: April 16, 2025

Location: BPOLBF Office, Labuan Bajo Interviewer: Group 7

Field Project Study 2025

Interviewee: Labuan Bajo Tourism Authority (BPOLBF)

QUESTIONS	ANSWER
How does BPOLBF map the contribution of the tourism sector to Komodo District?	The Komodo National Park area and its surroundings have shown significant economic growth from the tourism sector, transforming Labuan Bajo from a traditional area into a global destination. This transformation is marked by increased purchasing power, growth in SMEs, and the creation of job opportunities for both local residents and newcomers.
What are BPOLBF's policies to encourage micro and small businesses in the tourism sector to contribute more to the local economy?	BPOLBF supports entrepreneurs through various training programs and business incubation initiatives, such as the Floratama Academy, which assists SMEs from the idea stage to the growth stage, enabling them to scale up and contribute to the tourism economy.
Does BPOLBF have mentoring or training programs for local businesses to enhance their capacity and competitiveness?	Yes, through the Floratama Academy program, local businesses are provided with training and incubation to enhance their capacity and competitiveness, as well as to become more active in the tourism economy chain.
In terms of <i>tourist spending</i> , does BPOLBF have data or surveys on tourist spending patterns (accommodation, culinary, transportation, souvenirs, etc.)?	BPOLBF's secondary data records the contribution of tourists to the accommodation, transportation, and other supporting services sectors. Tourists' preferences for 3- and 4-star hotels and <i>live-aboard</i> boats indicate significant spending in this sector.
According to BPOLBF, what are the main factors influencing the amount of tourist spending in Komodo District?	Factors include tourists' preferences for mid-range accommodation and live-on-board (LOB) options, as well as the average stay duration of 2–3 nights, which also determines the amount spent during their time in the area.
Are there any data or estimates of the average annual income of local tourism businesses in Komodo District?	There is no specific data on the annual income of local tourism businesses mentioned in the narrative.
To what extent are local businesses involved in tourism activities in the Labuan Bajo area and Komodo National Park?	The involvement of local businesses continues to be encouraged by BPOLBF through training and business incubation. This aims to ensure that local communities are actively involved and make a tangible contribution to the tourism industry.

<p>Are there any new policies regarding tourists and business operators following the designation of Labuan Bajo as a Special Tourism Destination (DPSP)?</p>	<p>BPOLBF is beginning to design policy proposals based on the carrying capacity and sustainability of the destination as part of sustainable destination management.</p>
<p>What are BPOLBF's expectations for tourism management within and outside the Komodo National Park to ensure more equitable economic benefits?</p>	<p>BPOLBF is promoting tourism product diversification, particularly land-based tourism (<i>overland</i>) and extending tourist stay durations to ensure more inclusive and sustainable economic impacts.</p>
<p>Does BPOLBF have a strategy to address tourism challenges such as overcapacity and environmental pressures? (New question)</p>	<p>Yes, BPOLBF is developing capacity-based policies, including a digital visitation restriction system for Komodo National Park, to address challenges such as overcrowding and environmental pressure.</p>
<p>What are the demographic characteristics of tourists visiting Labuan Bajo according to BPOLBF? (New question)</p>	<p>According to the BPOLBF 2024 Market Survey, tourists are predominantly aged 21–30 years old and the majority use OTAs to plan their trips, with an average stay of 3–4 days.</p>
<p>What are the hotel occupancy trends during the first half of 2025 in Labuan Bajo? (New question)</p>	<p>In January–February 2025, the average length of stay for tourists was 2–3 nights. Four-star hotels recorded the highest occupancy rate at 57.49%, while three-star hotels recorded 18.82%, with a downward trend from January to February.</p>

**INTERVIEW RESULTS FROM THE DEPARTMENT OF TOURISM, CULTURE, AND CREATIVE ECONOMY**

Date: April 23, 2025

Location: Office of the Tourism, Creative Economy, and Culture Agency of West

Manggarai, Labuan Bajo Interviewer: Group 7 Field Project Study 2025

Interviewee: Manggarai Barat Tourism, Creative Economy, and Culture Office

QUESTIONS	ANSWERS
<p>Does the Department have data on the names, types of businesses, contact information, and locations of tourism-related businesses such as accommodations, restaurants, tour operators, rental services for tourist equipment, etc., in the area?</p>	<p>The Tourism, Creative Economy, and Culture Office has data on tourism business operators categorized by type, such as culinary, accommodation, and other sectors; however, this data does not include information on the revenue of each business.</p>
<p>Please provide information on the number of tourist visits to the Komodo District (specifically in the Komodo National Park area) in recent years? (domestic/international, region of origin, age, etc., if available).</p>	<p>In 2019, the number of visitors reached 256,609. In 2020, it dropped sharply to 44,505 due to the pandemic. In 2022 increased to 170,354 visits, and in 2023 to 123,359, and as of April 2024, 77,143 visits were recorded. Detailed information regarding the origin of visitors, age, or the proportion of foreign tourists/domestic tourists/local visitors per year is not provided.</p>
<p>Is there any data available regarding the estimated average expenditure of tourists (per day or per visit) during their stay in the Komodo sub-district?</p>	<p>The Tourism, Culture, and Creative Economy Office (Disparekrafbud) records the amount of tourist spending during visits to Labuan Bajo, but no specific average expenditure estimates are provided.</p>
<p>Is there any information or data on the system and amount of tourism fees applicable in West Manggarai Regency, particularly those imposed on tourists or business operators in Komodo District?</p>	<p>Revenue from recreational and water sports fees was recorded at Rp18.4 billion in 2019, dropped sharply to Rp2.6 billion in 2020, then increased again to Rp9.4 billion in 2022, Rp6 billion in 2023, and Rp2.6 billion as of April 2024. However, details of the fee system are not explained.</p>

## INTERVIEW RESULTS WITH THE VILLAGE HEAD OF KOMODO

Date: April 30, 2025 Location:

Komodo Village

Interviewer: Group 7 Field Project Study 2025 Interviewee: Komodo Village

Head.

QUESTIONS	ANSWER
What were the business opportunities/job prospects for the community before the arrival of tourism in Komodo District/the designation of DSP status?	Before tourism developed, the majority of the community worked as fishermen and were entirely dependent on the sea for their livelihood.
What are the new business opportunities/job prospects for the community after the arrival of tourism in Komodo District / the designation of DSP status?	After tourism developed, the community began transitioning into tour guides, souvenir vendors, opening culinary businesses, and <i>homestays</i> . This created new job opportunities and strengthened the local economy.
What was the income level of the community before the arrival of tourism in Komodo District / the designation of DSP status?	The community's income was entirely derived from fishing, which is implicitly considered lower than income from tourism.
What is the income level of the community after the arrival of tourism in Komodo District / the designation of DSP status?	Income from the tourism sector is considered higher than income from fishing and is now the primary source of income.
What benefits/advantages did the community gain before the arrival of tourism in Komodo District / the designation of DSP status?	Economic benefits were more limited and dependent on fishing yields.
What benefits/advantages did the community gain after the arrival of tourism in Komodo District / the designation of DSP status?	The community has gained new income, job opportunities have been created, and there has been an improvement in local economic circulation.
What are the most rapidly growing businesses since the start of activities?	Types of businesses that have grown: tour guides, souvenir vendors, culinary businesses, and <i>homestays</i> .

tourism in this area? (Examples: food, handicrafts, guide services)	
Are these jobs seasonal or ongoing?	Seasonal. During the off-season when there are few tourists, the local community returns to fishing.
Are there any questions regarding sustainability? (related to optimism and concerns about their businesses) and whether they are evenly distributed or not	There are concerns about the low tourist season affecting the sustainability of income.
What are the main challenges faced by the community in optimizing the economic potential of the tourism sector?	The main challenge is the low tourist season, which forces the community to return to their previous jobs as fishermen.

## INTERVIEW RESULTS WITH THE KOMODO VILLAGE TOURISM ASSOCIATION

Date: April 30, 2025 Location:

Komodo Village

Interviewer: Group 7 Field Project Study 2025 Interviewee: Komodo Village

Tourism Awareness Group.

QUESTIONS	ANSWERS
Brief description of the organization's profile (Year established, Objectives, Number of members, Area of operation)	The Komodo Village Tourism Awareness Group was established in 2019. Its objective is to encourage active community involvement in tourism through training and mentoring. Currently, it has approximately 30 active members.
What are the main activities of the organization that are directly related to the tourism sector?	Tourist guiding services and maintaining the cleanliness of the village and tourist area.
What were the business opportunities/new job prospects for the community before the arrival of tourism in Komodo District/the designation of DSP status?	Most of the community previously worked as fishermen.
What are the new business opportunities/job prospects for the community after the arrival of tourism in Komodo District/the designation of DSP status?	Many people have shifted to the tourism sector as it offers better economic prospects.
What was the income level of the community before the arrival of tourism in Komodo District / the designation of DSP status?	Not specified in nominal terms, but it is implied that income was lower before tourism.
What is the income level of the community after the arrival of tourism in Komodo District / the designation of DSP status?	There is an estimated 90% increase in income compared to before tourism began.
What benefits/advantages have the community gained after the arrival of tourism in Komodo District / the designation of DSP status?	Improved local economy, creation of new job opportunities, and promotion of skill training (e.g., English language training).

<p>What are the most developed types of businesses since the start of tourism activities in this area? (Examples: food, handicrafts, guide services)</p>	<p>Tour guiding services (naturalist guides) have grown rapidly.</p>
<p>Are there any questions regarding sustainability (related to optimism and concerns about their efforts) and whether it is evenly distributed?</p>	<p>There are challenges in optimizing the role of Pokdarwis and community capacity building. There is hope that tourism will provide long-term benefits.</p>
<p>What are the main challenges faced by the community in optimizing the economic potential of the tourism sector?</p>	<p>Challenges in optimizing the role of Pokdarwis in community empowerment and capacity building.</p>
<p>What are your organization's expectations for tourism management in the Komodo National Park area and its surroundings to ensure more equitable economic benefits?</p>	<p>The hope is that tourism continues to grow, provides long-term benefits, and fosters close collaboration among stakeholders.</p>

## INTERVIEW RESULTS WITH VILLAGE OFFICIALS OF PASIR PANJANG

Date: April 30, 2025

Location: Pasir Panjang Village (Rinca Village) Interviewer: Group 7

Field Project Study 2025

Interviewee: Village Officials of Pasir Panjang (Rinca Village).

QUESTIONS	ANSWERS
What are the main activities of the organization directly related to the tourism sector?	The Tourism Awareness Group (Pokdarwis) was established around 2021 and has shown progress in managing local tourism potential.
What were the business opportunities/new job prospects for the community before the arrival of tourism in Komodo District / the designation of DSP status?	Before tourism, almost the entire community of Rinca Village depended on the sea for their livelihood, with around 95% of residents working as fishermen and only about 5% employed as tour guides or rangers.
What are the new business opportunities or job prospects for the community after the arrival of tourism in Komodo District / the designation of DSP status?	Since around 2021, new opportunities have emerged, particularly for the younger generation as tour guides. New businesses such as carving statues and selling souvenirs have also emerged. Approximately 10% of residents are involved in handicraft businesses, with women opening stalls, warungs, and selling souvenirs. <i>Homestays</i> have also begun to be built since 2022.
What was the income level of the community before the arrival of tourism in Komodo District / the designation of DSP status?	Not directly answered, but the majority of income came from fishing (95%).
What is the income level of the community after the arrival of tourism in Komodo District / designation of DSP status?	Only around 20% of the community relies on tourism as a source of income, with the majority still engaged in fishing. Income from tourism is seasonal and has not yet become the primary source.
What benefits/advantages did the community receive before the arrival of tourism in	Not explicitly answered, but it mentions that only a small portion, around 5%, work as tour guides or rangers.

<p>Komodo Subdistrict / designation of DSP status?</p>	
<p>What benefits/advantages did the community gain after the arrival of tourism in Komodo District / designation of DSP status?</p>	<p>The benefits are felt by communities directly involved in tourism, such as <i>homestay</i> owners and souvenir kiosk owners. However, the benefits have not been evenly distributed across all segments of society. Children also help by selling souvenirs.</p>
<p>What are the most developed types of businesses since the start of tourism activities in this area? (Examples: food, handicrafts, tour guide services)</p>	<p>Handicraft businesses (carving statues, selling souvenirs), kiosks, warungs, tour guide services, and <i>homestays</i>.</p>
<p>Are these jobs seasonal or year-round?</p>	<p>Tourism-related jobs are seasonal, with tourist visits increasing only during certain months.</p>
<p>Are there any questions related to sustainability? (related to optimism and concerns about their businesses) and whether benefits are distributed evenly or not</p>	<p>There are concerns about the benefits of tourism not being evenly distributed among the entire community, and there are social and cultural challenges such as the importance of tourists' proper behavior to maintain cultural harmony. However, the community welcomes tourism and hopes that its benefits can be more evenly distributed.</p>
<p>How significant is the contribution of direct sales of local products/services to the total income of the community?</p>	<p>Approximately 20% of the community relies on tourism, while the rest are still fishermen.</p>
<p>What are the main challenges faced by the community in optimizing the economic potential of the tourism sector?</p>	<p>Social and cultural challenges, such as the need for tourists to dress modestly to maintain cultural harmony and local norms. Additionally, tourism remains seasonal, and its benefits are not yet evenly distributed.</p>
<p>What are your organization's hopes for tourism management in the Komodo National Park area and its surroundings to ensure more equitable economic benefits?</p>	<p>There are high hopes that tourism will develop evenly so that the economic benefits can be felt by the entire community of Kampung Rinca.</p>

## INTERVIEW RESULTS WITH THE KAMPUNG RINCA TOURISM COMMITTEE

Date: April 30, 2025

Location: Pasir Panjang Village (Rinca Village) Interviewer: Group 7

Field Project Study 2025

Interviewee: Chairman of the Rinca Village Tourism Awareness Group.

QUESTIONS	ANSWERS
Brief description of the organization's profile (Year established, Objectives, Number of members, Area of operation)	The Rinca Village Tourism Awareness Group (Pokdarwis) was formed as a community in 2018. It operates within the Komodo National Park area with the aim of developing tourism based on conservation principles. The number of members is not specified.
What are the main activities of the organization directly related to the tourism sector?	Training children to become local guides, community members selling souvenirs, developing a community of Komodo woodcarvers, cultural arts training including traditional dances, and the "Animal Pop" program, which holds official copyright.
What were the business opportunities/job prospects for the community before the arrival of tourism in Komodo District/the designation of DSP status?	Previously, the majority of the community were fishermen.
What are the new business opportunities/job prospects for the community following the arrival of tourism in Komodo District/the designation of DSP status?	Currently, approximately 20% of the community is involved in the tourism sector, such as local guides, artisans, and souvenir sellers.
What benefits/advantages have the community gained since the arrival of tourism in Komodo District/the designation of DSP status?	Economic benefits from tourism are expected to be felt evenly by the community. However, challenges such as cultural differences and tourist etiquette still exist and are being addressed through collaboration with travel agencies.
What are the most thriving businesses since the start of tourism activities in this area? (Examples:	Local guide services, souvenir sales, Komodo woodcarving artisan communities, cultural arts, and cultural programs.

Food, handicrafts, guide services)	
Are there any questions regarding sustainability? (related to optimism and concerns about their businesses) and whether the benefits are distributed evenly or not	There are sustainability challenges related to culture, particularly tourists' dress code, which are addressed through communication with travel agents. The hope for the future is that economic benefits will be more evenly distributed.
What are the main challenges faced by the community in optimizing the economic potential of the tourism sector?	Cultural differences and tourist etiquette, which are addressed through communication with travel agencies to ensure tourists understand local culture.
What are your organization's expectations for tourism management in Komodo National Park and its surrounding areas so that economic benefits are more evenly distributed?	The hope is that all stakeholders (ministries, national park offices, local governments, and other parties) will collaborate in developing community resources so that the economic benefits of tourism can be felt more equitably.

## INTERVIEW RESULTS

Date: April 23, 2025

Location: Residence of Mr. Budi, Chairman of GAHAWISRI DPC Labuan Bajo Interviewer: Group 7

Field Project Study 2025

Interviewee: Mr. Budi, Chairman of GAHAWISRI DPC Labuan Bajo

QUESTIONS	ANSWERS
Brief description of the organization's profile (Year established, Objectives, Number of members, operational area)	The Indonesian Association of Marine Tourism Entrepreneurs (GAHAWISRI) DPC Labuan Bajo. Specific details regarding the year of establishment, number of members, and operational area are not mentioned. Its objective is to support the development of marine tourism in Labuan Bajo and its surrounding areas.
What are the main activities of the organization directly related to the tourism sector?	The primary role of GAHAWISRI is to support the development of marine tourism and maritime tourism in Labuan Bajo, sustainable marine conservation, and related occupational safety.
What are the new business opportunities/job prospects for the community following the arrival of tourism in Komodo District/the designation of DSP status?	Tourism has brought positive impacts in the form of job creation for the local community. Many local young people, including those from mountainous areas like Ruteng, are now working as local tour guides in the marine tourism sector.
What is the level of income for the community after the arrival of tourism in Komodo District / the designation of DSP status?	Not quantified, but tourism has had a positive impact on job creation and infrastructure development.
What benefits/advantages have the community gained since the arrival of tourism in Komodo District / the designation of DSP status?	Positive impacts include new job opportunities, particularly for local youth involved as marine tourism guides. However, this involvement has not been matched by an increase in the skills of local guides, such as swimming abilities, which remain inadequate.

<p>Are there any questions related to sustainability? (related to optimism and concerns about their efforts) and whether it is equitable or not?</p>	<p>There are concerns about the readiness of local human resources (tour guides), such as swimming skills. Additionally, challenges related to dependence on food supplies from outside the region lead to high prices.</p>
<p>What are the main challenges faced by the community in optimizing the economic potential of the tourism sector?</p>	<p>The readiness of supporting sectors such as agriculture and livestock farming is insufficient, and the prices of basic commodities are very high due to reliance on supplies from outside the region. The readiness of human resources (local guides) is also not optimal, such as the lack of swimming skills.</p>
<p>What are your organization's expectations for tourism management in the Komodo National Park area and its surroundings so that economic benefits are more evenly distributed?</p>	<p>Not explicitly answered. However, he emphasized that the DSP is a branding tool to support the development and equitable distribution of national tourist destinations, indicating expectations for infrastructure development and equitable distribution of benefits.</p>

## INTERVIEW RESULTS HPI

Date: April 19, 2025

Location: Residence of Mr. Sebastian, Chairman of HPI DPC Manggarai Barat Interviewer: Group 7 Field Project Study 2025

Interviewee: Mr. Sebastian, Chairman of the HPI DPC Manggarai Barat

QUESTIONS	ANSWER
<p>According to HPI, what are the opportunities for business and job creation before the arrival of tourism in Komodo District / the designation of DSP status?</p>	<p>Before the designation of Labuan Bajo as a Super Priority Destination (DSP), business opportunities and job creation in the tourism sector had already begun to grow, particularly since the early 2000s. This growth was initiated by the opening of the airport runway, the construction of resorts, and the hosting of several tourism events. Although the contribution of the tourism sector to the local economy at that time was still insignificant, tourism activities began to develop and create job opportunities gradually. The number of HPI members increased from around 15 to hundreds, indicating the beginning of the economic impact of this sector.</p>
<p>According to the HPI, what are the opportunities for business and job creation following the arrival of tourism in Komodo District / the designation of DSP status?</p>	<p>Following the designation of Labuan Bajo as a DSP, business opportunities and job creation have surged sharply. Infrastructure and destination management have seen significant improvements, and SMEs have benefited from the increased number of tourists. Many HPI members have now established their own travel agencies, indicating the potential for growing entrepreneurship. However, there are also challenges such as a decline in local employment due to the influx of workers from outside the region.</p>
<p>How does HPI view the contribution of tour guide services/tour and <i>travel agencies</i> to the local government revenue (PAD) and the economy of Komodo District?</p>	<p>The direct contribution of tour guide services to PAD is not yet clearly visible in terms of figures. However, indirectly, this sector plays a significant role in driving the local economy. Tour guides who interact directly with tourists help promote destinations and encourage tourist spending in various other sectors such as food and beverage, transportation, and souvenirs.</p>

	Therefore, although its contribution does not directly enter the local government's coffers, its impact is tangible in the economic circulation within the community.
According to HPI, has the impact of the tourism sector, particularly tour guide services in Komodo District, been evenly distributed among the community?	The impact of the tour guide sector has begun to spread evenly across West Manggarai, particularly in Labuan Bajo District. Tour guide services have even expanded beyond the region to places like Lombok. HPI regularly conducts training and issues official certificates to its members to ensure service quality remains standardized. However, there are challenges, such as the lack of full community involvement, due to competition for jobs with outsiders.
What are the key points or optimistic outlooks that HPI can share regarding the tourism sector moving forward?	HPI is optimistic that the tourism sector will continue to grow and create new business opportunities, especially for local tour guides who have shown an increase in numbers and capacity. Improved infrastructure and branding of the DSP (Destination Management Plan) enhance its appeal to tourists. The potential for travel agencies and tour services is considered promising, especially if supported by ongoing training and development.
What are some of the issues or concerns that HPI can raise regarding the tourism sector going forward?	HPI's main concerns include the displacement of local workers by workers from outside the region and the impact of development that tends to prioritize investment over conservation. HPI also highlights the potential for environmental damage and a decline in the authenticity of destinations if development is not accompanied by strict regulations and a focus on local communities. Strong policies are needed to limit and direct investment in line with the principles of sustainable development.
What is HPI's perspective on the future of the tourism sector?	HPI assesses that the tourism sector has a bright future, especially with an increasing number of members becoming independent entrepreneurs. However, the sustainability of these businesses heavily depends on strengthening local capacity, fair regulations, and protection for workers and the environment. Collaboration between the government, businesses, and

	the community is a key factor in maintaining healthy development.
Are there any data on tourism businesses in Komodo District / West Manggarai?	In the interview, it was mentioned that the number of HPI members has increased from 15 to approximately 400, spread across the entire Manggarai Barat region. This indicates significant growth in the tourism industry, although detailed data per sub-district was not specified.
What are the HPI's expectations for tourism management within and outside the Komodo National Park area to ensure more equitable economic benefits?	HPI hopes that tourism management, both within and outside the Komodo National Park area, will prioritize a balance between development and conservation. Regulations are needed to limit excessive investment and provide space for local actors to grow. This way, economic benefits can be more evenly distributed and not concentrated solely on large businesses or investors from outside the region.

## INTERVIEW RESULTS PHRI

Date: April 15, 2025 Location: Sisilia

Lodge

Interviewer: Group 7 Field Project Study 2025

Interviewee: Mr. Silvester, Chairman of the Indonesian Hotel and Restaurant Association (PHRI) Manggarai Barat Branch

QUESTIONS	ANSWER
<p>According to PHRI, what are the opportunities for business and job creation before the arrival of tourism in Komodo District / the designation of DSP status?</p>	<p>Before Labuan Bajo was designated as a Super Priority Destination (DSP), business opportunities and job creation in the tourism sector had not yet developed extensively. Tourism had not yet become the main driver of the economy, and few local businesses were actively involved in the hotel or restaurant industry. Accessibility and amenities were also not as good as they are now, so few tourists visited regularly.</p>
<p>According to the Indonesian Hotel and Restaurant Association (PHRI), what are the opportunities for new businesses and job creation after the arrival of tourism in Komodo District / the designation of DSP status?</p>	<p>Following the designation as a DSP, business opportunities and job creation have increased dramatically. Tourism is now the primary sector driving the local economy. Many hotels and restaurants have emerged, and the number of tourists has increased significantly. However, the majority of the workforce is from outside West Manggarai, although the sector as a whole has created many new job opportunities.</p>
<p>What is the PHRI's perspective on the tourism sector for the future (long-term outlook for the tourism sector)?</p>	<p>PHRI sees immense long-term potential for the tourism sector. With improvements in infrastructure such as direct international flights and the presence of major attractions like Komodo dragons and underwater beauty, this sector will remain the backbone of the local economy. However, the sustainability of this sector must be maintained through equitable development of destinations, including areas outside Komodo National Park. The government must be able to identify and maximize the unique potential of each village.</p>

<p>What are the key points or areas of optimism that PHRI can highlight regarding the future of the tourism sector?</p>	<p>PHRI's optimism lies in the increasing completeness of the 3A aspects (Accessibility, Amenities, Attractions), which are essential requirements for attracting tourists. Komodo and its marine wealth remain the main attractions, complemented by the growing potential for cruise ship tourism. With the government's accelerated village tourism programs, opportunities for developing new destinations are also expanding. This offers hope for the equitable distribution of economic benefits to broader areas.</p>
<p>What are some of the concerns that PHRI has regarding the future of the tourism sector?</p>	<p>The PHRI's main concerns are related to external factors that are difficult to control, such as the global crisis, natural disasters, and global economic instability, which can affect tourist arrivals. Additionally, there are challenges related to the uneven distribution of tourism benefits to local communities, as most workers in hotels and restaurants come from outside the region. This risks creating economic disparities at the local level.</p>
<p>According to PHRI, has the impact of the tourism sector, particularly hotels and restaurants in Komodo District, been evenly distributed among the community?</p>	<p>According to PHRI, the impact of the hotel and restaurant sector on the local community has not been evenly distributed. Although this industry employs a large number of workers, many of them come from outside West Manggarai. This means that the direct economic benefits have not been fully enjoyed by the local community. This indicates that there is a need for training and empowerment strategies for local human resources so that they can compete and participate more actively.</p>
<p>What are PHRI's expectations for tourism management within and outside the Komodo National Park area to ensure more equitable economic benefits?</p>	<p>PHRI hopes that tourism management will not only focus on Komodo National Park but also consider the potential outside the area, particularly in villages. Local governments are urged to truly understand the unique strengths of each village and highlight these through community-based tourism development programs. This way, the benefits of tourism can be felt evenly by the community throughout West Manggarai.</p>

**INTERVIEW RESULTS DOCK**

Date: April 22, 2025 Location:

Komodough

Interviewer: Group 7 Field Project Study 2025 Interviewee: Mr.

Fredd, Chairman of DOCK

QUESTIONS	ANSWER
<p>Brief description of the organization's profile (Year established, Objectives, Number of members, Area of operation)</p>	<p>DOCK (<i>Dive Operators Collaboration Komodo</i>) is an association of <i>diving</i> service providers in Labuan Bajo. Currently, DOCK has around 12–15 members out of a total of approximately 36 <i>diving</i> operators operating in the area. Membership is voluntary, and some businesses are also members of other associations such as GAHAWISRI. DOCK's operational area covers <i>diving</i> sites around Labuan Bajo and Komodo National Park. The organization aims to strengthen communication and coordination between businesses and the government, particularly regarding regulations, policies, and data collection.</p>
<p>What are the main activities of the organization directly related to the tourism sector?</p>	<p>DOCK's main activities include facilitating communication among <i>diving</i> operators, providing policy input to the government, and advocating for regulations that impact <i>diving</i> activities. Additionally, DOCK acts as a bridge between official government information and business operators, and promotes the strengthening of <i>diving</i> operational standards to ensure quality and safe tourism services.</p>
<p>What were the business opportunities/new job prospects for the community before the arrival of tourism in Komodo District / the designation of DSP status?</p>	<p>Before the DSP designation, <i>diving-related</i> business opportunities were beginning to emerge but were not yet well-organized. Employment opportunities in the <i>diving</i> sector were limited and segmented, with minimal significant absorption of local labor.</p>
<p>What are the new business opportunities/job prospects for the community after the arrival of</p>	<p>After being designated as a DSP in 2019, business opportunities in the <i>diving</i> sector have not yet shown a significant increase. The more noticeable impact is on the regulatory and</p>

tourism in Komodo District / the designation of DSP status?	Organization of business operators. However, job opportunities remain open, especially for people with <i>diving</i> , boat, and marine tourism guiding skills, although these opportunities are still unevenly distributed.
What was the income level of the community before the arrival of tourism in Komodo District / the designation of DSP status?	The income level of the community from the <i>diving</i> sector was previously relatively small and limited to those who had been involved in the industry for a long time. This sector was exclusive and had not yet fully reached the wider community.
What was the income level of the community after the arrival of tourism in Komodo District / the designation of DSP status?	After the DSP designation, income levels in the <i>diving</i> sector did not see a significant increase because the number of <i>diving</i> tourists remained stable. The COVID-19 pandemic even caused the sector to come to a complete standstill for several years, and recovery has only been gradual.
What benefits/advantages did the community gain before the arrival of tourism in Komodo District / the designation of DSP status?	The benefits previously felt by the community were limited to individuals or small groups directly involved as <i>diving</i> operators, guides, or boat technicians. The scale of the impact was still small and had not reached many people.
What benefits/advantages did the community gain after the arrival of tourism in Komodo District/the designation of DSP status?	Although the <i>diving</i> sector continues to operate, the benefits for the community have not been significant. The changes that have occurred are more in terms of regulations and the need to improve service quality, rather than direct economic improvement for the community.
What are the most developed types of businesses since the onset of tourism activities in this area? (Examples: food, handicrafts, guide services)	For the <i>diving</i> sector, the growing businesses include <i>diving</i> trip providers (daily and liveaboard), underwater guiding, diving equipment rental, and <i>diving</i> boat maintenance. However, this sector has not developed evenly due to its specialized nature and high costs.
Are these jobs seasonal or year-round?	Jobs in the <i>diving</i> sector are relatively sustainable, but they are still influenced by the tourist season and sea conditions. <i>Diving</i> activities are also highly dependent on global conditions such as pandemics or global economic recessions.

<p>Are there any questions related to sustainability? (related to optimism and concerns about their business) and whether it is evenly distributed or not</p>	<p>There are concerns that the <i>diving</i> sector does not absorb enough local labor. The sustainability of <i>diving</i> businesses is greatly influenced by government policies and consistency in maintaining the marine ecosystem. There is optimism that local associations such as DOCK will be strengthened, as they can help maintain standards and fight for the interests of local actors. However, the economic benefits are still not evenly distributed at the community level.</p>
<p>How significant is the contribution of direct sales of local products/services to total community income?</p>	<p>The contribution of <i>diving</i> services to community income is not yet significant and tends to be enjoyed by established businesses or those with extensive networks. Most of the general public is not directly involved in this sector, so its contribution to the local economy remains limited.</p>
<p>What are the main challenges faced by the community in optimizing the economic potential of the tourism sector?</p>	<p>The main challenges are the lack of access to <i>diving</i> training and certification for local communities, the high cost of equipment and boats, and limited regulatory support to encourage local community participation in the <i>diving</i> sector. In addition, the uneven distribution of associations and organizations of stakeholders is also an obstacle to building a strong and inclusive system.</p>
<p>What are your organization's expectations for tourism management in the Komodo National Park area and its surroundings to ensure more equitable economic benefits?</p>	<p>DOCK hopes that tourism management is carried out in an inclusive manner and based on the aspirations of local stakeholders. The government is encouraged to promote broader community involvement in the <i>diving</i> sector through training, easier access to permits, and improved communication with associations. As a result, economic benefits can be felt more evenly, and the <i>diving</i> industry can develop sustainably.</p>

Image	Description
	<p>Distribution of Questionnaires in Labuan Bajo</p>
	<p>Questionnaire Distribution in Loh Buaya, Rinca Island</p>

	<p>Questionnaire Distribution in Loh Liang, Komodo Island</p>
 	<p>Distribution of Questionnaires in Warloka Pesisir</p> <p>Interview with Pasir Panjang Village Officials and Rinca Village Tourism Working Group</p>
	<p>Interview with Village Officials of Komodo and Tourism Business Operators in Komodo Village</p>

	<p>Interview with the Tourism, Creative Economy, and Culture Office of West Manggarai</p>
	<p>Interview with the Labuan Bajo-Flores Authority Implementation Agency</p>
	<p>Interview with the Indonesian Hotel and Restaurant Association (PHRI) Branch Office in West Manggarai</p>
	<p>Interview with the Indonesian Tour Guide Association (Himpunan Pramuwisata Indonesia) Manggarai Barat Branch</p>

	<p>Interview with the Indonesian Marine Tourism Entrepreneurs Association, Labuan Bajo Branch</p>
	<p>Interview with the Komodo Dive Operators Collaboration</p>
 	<p>Ranger Goes to School Activity: Inspirational Class as a form of community service</p>