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## **A FEASIBILITY OF SAGORI ISLAND AS AN ENGLISH CAMP**

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### **Abstract**

*This research aims to avoid a stagnant situation in terms of developing Sagori Island as an English Camp-based tourism village which is stand as a grand plan of the corporation between Universities Sembilanbelas November Kolaka and Kabupaten Bombana. To achieve the research objectives, this research was done under mix research method by using three different analysis techniques. First, Guidelines Analysis of Operational Area of Natural Tourism Object and Attraction of Directorate General of Forest Preservation and Natural Conservation 2003 was using for analyzing the potency of the Sagori Island. Second, SWOT analysis technique was using for determining the external and internal factors of Sagori Island. Third, participatory rural appraisal technique was using for analyzing the readiness of the Sugar's resident. The result of the research showed that Sagori Island is feasible developed into the tourism village based English Camp by applied aggressive strategy and prioritize the participation of residents.*

## **Keywords**

Feasibility Study, Sagori Island, Tourism Village, and English Camp

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## **1. Introduction**

Vast development of Indonesian tourism can be identified from the advancement of tourism facilities, objects, and attractions. Even though the number of foreign tourists visiting Indonesian elucidates the incidence of fluctuation due to fallacious issues and events, many tourism stakeholders are still willing to evolve and develop their potencies. They lead the businesses to the tourism sector due to the limited natural resources, such as oil, forestry crops, and manufacturers (Pitana, 2005).

Tourism sectors advanced using development model of bottom-up planning are in line with populist tourism paradigm, and it happens to have several terms, such as Major Tourism of Society, Populist Tourism, Resource Community Base Management or Community Management. This phenomenon leads to the development of Tourism Village, Integrated Tourism Village, and Rural Tourism as the kinds of sustainable tourism developments which hold its own marketplace.

Populist tourism paradigm, in every form of it, has become an alternative paradigm after the failure of modernization model implemented by developing countries, including Indonesia; within the latter model of development, the countries focused only on the physical growth and development and it resulted in the lack of attention to the society's social and cultural issues. Derived from this issue, villages possessing distinct uniqueness are considered to be developed as Tourism Village or Rural Tourism area by local governments or tourism stakeholders (Adhisakti, 2000).

Village tourism (tourism village) can be defined as a rural area which offers the whole cozy rural atmosphere both in social and economic life, social culture, customs, and daily life. It also has a spatial characteristic of the architecture and the structure of the village, or a unique economic activity and has a potential for the development of various components of touring. According to PNPM Mandiri of Tourism (2011: 5) the criteria for the establishment of a tourist village are as follows: the pattern of the traditional life of the community, the unique and the distinctive properties (as a tourist attraction), either the physical character of the natural environment of rural as well as social and cultural life of society, the provision of facilities for

tourists and visitors associated with rural tourism activities.

In line with PNPM Parawisata statement above, one of the potential areas in Southeast Sulawesi is Sagori Island. It is located in Kabaena, Bombana Regency and it has owns several natural potency and historical attractions.

Sagori Island has a white sand beach with the four color combination of water; dark blue, light blue, white, and green. There are many trees surrounding the beaches. Its underwater park is very attractive as well since the underwater park of Sagori is very virtuous with many species of fishes and corals (source: Wikipedia). Furthermore, Sagori Island offers the mystery of its name and Bermuda triangle in Kabaena which solicits sacrifice every year.

To promote the rate of a visit and to decrease the boredom of the tourists visiting Sulawesi Tenggara Province (well-known tourism attractions, in particular), Sagori Island which is not yet well-equipped is going to be further developed in accordance with alternative tourism concept. Recently, this concept is being discussed by the government of Bomana Regency and the academics of University of Sembilanbelas November Kolkata, and Sagori Island is being adjusted as the object of this study.

The Vice Regent of Bombana and the Rector of the University Of Sembilanbelas November Of Kolaka have organized the blueprint of Moue concerning the development of English Camp-based tourism village in Sagori Island. This creative idea is implemented as the materialization of Tri Dharma Perguruan Tinggi of the University Of Sembilanbelas November Of Kolaka and as the symbol of attention of the regional government of Bombana to the tourism sector of Sagori Island.

This research was managed to avoid stagnant development of tourism village akin to any other tourism villages which advancement has not been boasted. The commitments of the stakeholders are questioned for the tourism villages expected to be the alternative tourism spots and to give a contribution to the society are still not worth selling. To prevent that thing from happening in Sagori Island, it is demanded that a review on the feasibility of the potential tourism objects, external and internal factors, and the readiness of the society be conducted.

## **2. Research Methodology**

### **2.1 Research Location and Period**

This research was conducted in January to October 2015 and it was conducted in Sagori Island, Kabana Barat Sub-Regency, Kabana Regency and other locations which have any connections with Sagori Island.



**Figure 1:** *Sagori Island*

### **2.2 Arrangement of Data Sources**

In this research, samples were drawn using purposive sampling. Primary data were obtained from the first-hand sources through observations, questionnaires, and interview administered to the officials of the government of Bomana Regency, the public figures of Sagori Island, and the visitors of Sagori Island

Secondary data were obtained from Sahrul, S.Pd as the Director of Division Data Management and Information of the Team of GEMBIRA Desa Program of Bombana Regency, and the Master Plan of Regional Tourism Development of Bomana Regency, and Tourism Department of Sulawesi Tenggara Province.

### **2.3. Data Analysis**

#### **2.3.1. Analysis on the Potency of the Objects**

Objects and attractions (flora, fauna, and other objects) which have already been collected were analyzed based on the scoring criteria stated in the Guidelines for Analysis of Operational Area of Natural Tourism Object and Attraction of Directorate General of Forest Preservation and Natural Conservation 200. The function of this criterion is as a basic rubric scoring in ODTWA development through the establishment of criteria elements, the

determination of weight, counting each sub-element and the sum of all criteria (DIRJEN PHKA, 2003). The scoring rubric can be seen in table 1.

**Table 1:** *Modification of Guidelines for Analysis of Operational Area of Natural Tourism Object and Attraction of DIRJEN PHKA 2003)*

No	Element/Sub-Element	Value				
		There are 5	There are 4	There are 3	There are 2	There are 1
1	The beauty					
	a. Variation view of the island / Sangia Stone view in the sea					
	b. The beauty of relief					
	c. Shade of seaside					
	d. Harmony views of the beach and surrounding areas	35	30	25	20	15
	e. There are special features: coral atolls					
2	Seaside Safety					
	a. No dangerous reverse flow					
	b. There is no basic steepness		30	25	20	15
	c. Dangerous animals hassle free					
	d. No any local confidence disturb					
3	Type of sand	Coral sand	White quarts	Black quarts	clayey quartz	No/ little sand
		30	25	20	15	10
4.	Activities	More than 6	There are 5-6	There are 3-4	There are 1-2	
		30	25	20	15	0
5.	Water Cleanliness	There are >4	There are 4	There are 3	There are 2	There are 1
	a. No port influence					
	b. No settlement influence					
	c. No river influence					
	d. No fish action/factory/market influence	25	20	15	10	5
	e. No pollution					
	f. No season effect influence					

Then, the score was being compared to the classification of development element based on weight value as on table 2.

**Table 2:** Classification of Development Element Based on Weight Value

No	Total Score	Potential Assessment Elements
1	660 – 879	Strong potential to be developed (A)
2	480 – 659	Enough potential to be developed (B)
3	281 – 479	Not potential to be developed (C)

### 2.3.2. SWOT Analysis

SWOT analysis was conducted to determine the external and internal factors of Sagori Island. These factors were required to define the proper strategy used to develop Sagori Island as English Camp-based tourism village. The scoring or the weighting is done to get the position of the development strategy of the tourism of Sagori Island on the diagram SWOT analysis. SWOT diagrams can be seen in Matrix Grand Strategy in Figure 2.



**Figure 2:** Matrix Grand Strategy  
Adapted from (Rangkuty, 2000)

- Quadrant I: This strategy is based on the company's way of thinking, is to harness the power to seize and exploit opportunities as possible.
- Kuadran II: Quadrant II: This is a strategy of using the power of the company to overcome the threat.
- Quadrant III: This strategy is based on the utilization of existing opportunities by minimizing weaknesses.
- Quadrant IV: The strategy is based on activities that are defensive and try to minimize weaknesses and avoid threats.

### 2.3.3. Participatory Rural Appraisal Technique

Since Chambers (1994) believes that PRA shares some of its principles with RRA: direct learning from local people, offsetting biases, optimizing tradeoffs, triangulating, and seeking diversity, so the analysis of readiness of Sagori Island residences was carried out using the reference of the participative rural situation which stands as the depiction of the problems dealt by the society, the potency and the development opportunity dealing with the development of Sagori Island as an English Camp.

## 3. Results

### 3.1. Analysis on the Potency of the Objects

The results of evaluation of the attractiveness of tourism objects on Sagori Island were organized based on the Guidelines for Analysis of Operational Area of Natural Tourism Object and Attraction of Directorate General of Forest Preservation and Natural Conservation 2003. These are described in Table 3

**Table 3: Potency of the Objects**

No	Element / Sub Elements	Description	Weights	Value	Total Score
1	The Beauty	f. Variation view of the island / Sangia Stone view in the sea	<b>6</b>	<b>35</b>	<b>210</b>
		g. The beauty of relief			
		h. Shade of seaside			
		i. Harmony views of the beach and surrounding areas			
		j. There are special features: coral atolls			

2	Seaside Safety	e. No dangerous reverse flow f. There is no basic steepness g. Dangerous animals hassle free h. No any local confidence disturb	<b>6</b>	<b>25</b>	<b>150</b>
3	Type of Sand	White quartz sand	<b>6</b>	<b>25</b>	<b>150</b>
4.	Activities	a. Fishing b. Diving c. Snorkeling d. Outbound e. Camping f. Field research	<b>6</b>	<b>30</b>	<b>150</b>
5.	Water Cleanliness	g. No port influence h. No settlement influence i. No river influence j. No fish action/factory/market influence k. No pollution l. No season effect influence	<b>6</b>	<b>15</b>	<b>90</b>
<b>TOTAL</b>					<b>750</b>

Based on the overall evaluative elements of the attractiveness of tourism objects, the total score is 750. This score was compared to the classification of the development of natural tourism objects.



**Figure 3: Sagori View Point**

Hence, it can be said that Sagori Island has good (A) evaluative score for its attractiveness of tourism objects, and it is strong potential to be developed as tourism objects.

### **3.2. SWOT Analysis**

Based on the results of interview to the people, visitors, and Tourism Department, as well as the results of direct observations, external and internal factors were noticed. These factors are presented in Table 4



**Table 4: External and Internal Factors of Sagori Island**

<i>Strengths</i>	<i>Weaknesses</i>
<ol style="list-style-type: none"> <li>1. Sagori Island has many beautiful and attractive tourism objects.</li> <li>2. Accommodations (hotels) are provided in the capital of the regency.</li> <li>3. Facilities and infrastructures are provided as the tipping point of tourism development.</li> <li>4. There is great enthusiasm of the society towards the development of tourism objects in Sagori Island.</li> <li>5. Regional Government gives big attention.</li> <li>6. Regional Government gives big attention.</li> </ol>	<ol style="list-style-type: none"> <li>1. The supporting tourism facilities are still insignificant.</li> <li>2. The maintenance of the infrastructures is inconsiderable.</li> <li>3. The roads within the tourism areas are not well-managed.</li> <li>4. The capital for the development is restrained.</li> <li>5. The human resources are limited.</li> <li>6. Marine facility(s) and infrastructure(s) are not well-equipped.</li> <li>7. Investors' interests are still low.</li> </ol>
<i>Opportunities</i>	<i>Threats</i>
<ol style="list-style-type: none"> <li>1. There is an increase of tourists' interests towards aquatic tourism spots.</li> <li>2. Geographically, Sagori Island is located in urban region which makes it accessible.</li> <li>3. There is a development of marine tourism objects such as the development of marine sport game like snorkeling and diving.</li> <li>4. There is a governmental authority concerning the development of marine tourism sector.</li> </ol>	<ol style="list-style-type: none"> <li>1. The competition of marine tourism is quite intense.</li> <li>2. There might be a space conflict between this tourism sector and fishery sector.</li> <li>3. There is a risk of environmental pollution.</li> </ol>

### 3.3. Matrix of Internal Factor Evaluation (Matriks IFE)

Based on the identifications of internal factors of tourism objects in Sagori Island, strengths and weaknesses of Sagori Island can be drawn as on table 5.

**Table 5: Matrix of Internal Factor Evaluation**

<b>Internal Strategic Factors</b>	<b>Weight (B)</b>	<b>Rating (R)</b>	<b>Weighing Score</b>
<b>Strengths</b>			
1. Sagori Island has many beautiful and attractive tourism objects;	0,09	4	<b>0,36</b>
2. Accommodations (home stay) are provided by the island local resident;	0.10	4	<b>0,40</b>
3. Facilities and infrastructures are provided as the tipping point of tourism development;	0,08	3	<b>0,28</b>
4. There is great enthusiasm of the society towards the development of tourism objects in Sagori Island;	0,08	3	<b>0,24</b>
5. It has a comfortable pine forest areas for camping;			
6. Regional Government gives great attention; and	0,08	4	<b>0,32</b>
7. Regional Government gives great attention.			
	0,09	4	<b>0,36</b>
	0,09	4	<b>0,36</b>

<b>Total Strengths</b>			<b>2,32</b>
<b>Weaknesses</b>			
1. The supporting tourism facilities are still insignificant.	0,08	4	<b>0,32</b>
2. The maintenance of the infrastructures is inconsiderable.			
3. The roads within the tourism areas are not well-managed.	0,08	3	<b>0,24</b>
4. The capital for the development is restrained.			
5. The human resources are limited.	0,09	3	<b>0,27</b>
6. Marine facility(s) and infrastructure(s) are not well-equipped.	0,08	2	<b>0,16</b>
7. Investors' interests are still low.			
8. Afternoon choppy sea routes road	0,08	3	<b>0,24</b>
	0,08	3	<b>0,24</b>
	0,07	2	<b>0,14</b>
	0,08	3	<b>0,24</b>
<b>Total Weaknesses</b>			<b>1,85</b>
<b>S – W = 2,32– 1,61 = 0,47</b>			

### 3.4. Matrix of External Factor Evaluation (Matriks EFE)

Based on the identifications of eksternal factors of tourism objects in Sagori Island, opportunities and threat of Sagori Island can be drawn as on table 6.

**Table 6: Matrix of External Factor Evaluation**

<b>Internal Strategic Factors</b>	<b>Weight (B)</b>	<b>Rating (R)</b>	<b>Weighing Score</b>
<b>Opportunities</b>			
1. There is an increase of tourists' interests towards aquatic tourism spots;	0,08	4	0,32
2. There is a Moue planning between Universities Sembilanbelas November Kolaka and Regional Government for developing Sagori as an English Camp;	0,08	3	0,24
3. Geographically, Sagori Island is located in urban region which makes it accessible;	0,07	3	0,21
4. There is a development of marine tourism objects such as the development of marine sport game like snorkling and diving; and	0,08	2	0,16
5. There is a governmental authority concerning the development of marine tourism sector.			
	0,07	2	0,21
<b>Total Opportunities</b>			<b>1,14</b>
<b>Threat</b>			
1. The competition of marine tourism is quite intense.	0,08	3	0,24
2. There might be a space conflict between this tourism sector and fishery sector.	0,09	3	0,27
3. There is a risk of environmental pollution.	0,09	4	0,36
<b>Total Threat</b>			<b>0,87</b>
<b>O – T = 1,14 – 0,87 = 0,27</b>			

### 3.5 Analysis of Participatory Rural Appraisal (RPA)

Based on the participatory rural appraisal which done by interviewing the participants in Sagori Island, the readiness of Sagori Island can be drawn as on table 7.

**Table 7: Savory's Readiness**

Number	Evaluated Aspects	The Conditions of Society	The Solution(s) derived from RPA
1.	Economy	The society is vulnerable in terms of funding.	Arranging fund-raising proposal. Funds granted by the government should be managed based on the needs and there should be finance transparency.
2.	Social and Culture	The institution of village is still insignificant.	Village institutions should be better functioned and succeeded as the purposes of its organization.
		Support towards the activity is inconsiderable. The society is not assertive to take part in the activity of developing tourism village.	The society should be trained to raise their awareness and, thus, it will result in their contribution to the development activity.
3.	Manager	The society is not encouraged to get involved by village officials.	Society, government, village officials, and institutions getting involved in this development should cooperate to maximize the development of Sagori Island as tourism village.
4.	Desired management	The management is still vulnerable. It may damage the ecosystem and the surrounding environment.	The environment of tourism village must be maintained under the principle of eco-friendly development. Hence, it can help preventing any damages of natural resources due to the development of tourism area.
		Sometimes, people act like they know everything and tend to be very firm and prejudiced.	The planned activities must be publicized transparently by building up participative communication.
5.	The Development of English Camp	English subject is taught by any teachers who has vacant teaching period. Only few students are able to perform English.	Sustainable and intensive counseling, training, and teaching of English subject must be maintained.

## **4. Discussions**

### **4.1 Analysis on the Potency of the Objects**

Tourism objects of Sagori Island hold reasonable strong attractiveness to magnetize tourists. The attractiveness is evaluated from the uniqueness of its natural resources, the prominent natural resources, the sensitivity of natural resources, the cleanliness of air and location, the contentment, and the varieties of recreational activities such as camping, fishing, hiking, etc. Every element contributes to the score revealing how strong those elements to draw tourists' attention. Sagori Island offers beautiful natural collaboration constructed by Pine Trees, Sangia Stone view, white sand beaches with four different colors of seawater, coral atoll and fishes, and the Netherland's shipwreck lying in the bottom of the sea since the 18th century.

This island can be accessed from the center of the nearest protest city of Sikeli, Kabaena Timur and Batuawu, Kabaena Tengah by 30 minutes trip by a speedboat or an hour trip by a ferry. The sea route road facility is relatively considerable by the local residents speedboat and or traditional bodies. However, the sea route road to Sagori Island is choppy seas every afternoon. It obviously can bother the contentment of the visitors to have one day trip only. Based on the results of the evaluation, it can be stated that visitor has to plan a short visiting only (have to reach out back sikeli or Batuawu before the choppy times) or have to plan one-night stay trip in Sagori Island. The enhancement should cover the maintenance of home stay services. Accommodation needs to be managed to facilitate the stay to the area of Sagori Island since these narrow roads trigger the incidence of heavy jam during holiday seasons and it obviously affects the visitors' comfort.

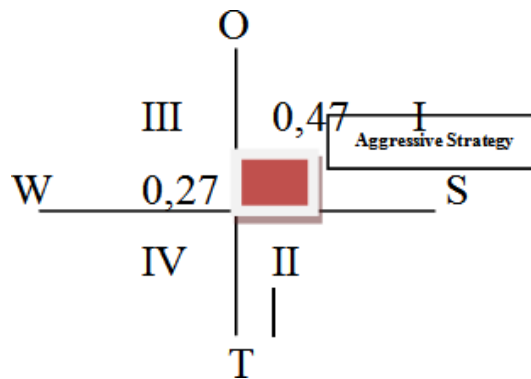
The most important element within tourism world is the accommodation as the place to stay during someone's visit. There are many kinds of accommodation such as hotels, lodging houses, and cottages. Accommodation is one of the basic necessities required by anyone going in a trip (Eridiana, 2012). Derived from this insight and the principle of populist-based tourism village, the accommodation provided in Sagori Island will be in the form of home-stay in which the tourists will stay in the houses of the local people.

According to Dwijayani Dan Hadi (2013), water supply is an important aspect of household and tourism sector as well as industrial sector. Within tourism activity, water supply, especially the supply of plain water, is very demanding to support the facility and tourism

services. In Sagori Island, plain water supply is a crucial issue. The people of Sagori Island have to buy water in the capital of its sub-regency located 15 to 30 minutes away and they can reach the place by sea travel. Even though National Program of Society Empowerment concerning Tourism Activity (PNPM Wisata) has granted a program to fulfilling the demand for water through the construction of Public Water Well and Public Restrooms, the supply of water in Sagori Island, based on the result of the observation, are still inconsiderable.

#### 4.2 Analysis of Grand Strategy

Based on the analysis of IFE and EFE matrixes, SWOT quadrant was obtained and positioned in the value of  $x = 0,47$  and  $y = 0,27$ . Consequently, the position of development strategy towards the tourism objects of Sagori Island is situated in Quadrant II (O-S) that is the strategy of maximizing the existed strength and utilizing the existed opportunities; this issue is represented in Figure 4.



**Figure 4:** *The Position of Tourism Objects in the Quadrant of SWOT Analysis*

Referred to the above figure, it can be clearly seen that tourism objects of Sagori Island are situated in quadrant II of SWOT analysis. It clarifies that Sagori Island can be further developed by utilizing Aggressive Strategy; maximizing the existed strength and utilizing the existed opportunities.

It shows that tourism objects of Sagori Island are considered beneficial for Sagori Island maximize the strength and exploit opportunities that make it possible for the stakeholders to develop tourism objects of Sagori Island by maximizing the existed strength and utilizing the existed opportunities (Rangkuti, 2000). One tourism objects which are potential to be augmented is the white-sand beach which offers the cleanliness of water as well as coral atolls. However,

this tourism object has several weaknesses restraining it from developing. The weaknesses must be overcome by maintaining abrasion, providing supporting facilities, upholding the infrastructures, and renovating broken public facilities and infrastructures, such as shelter, public restroom, and mosque.

The arrangement of the development strategy of Sagori Island derived from the results of SWOT analysis is exhibited in Table 8.

**Table 8: Sagori SWOT Analysis**

<p><b>Internal Factors</b></p>	<p><b>Strengths (S)</b></p> <ol style="list-style-type: none"> <li>1. It has fascinating and attractive tourism objects;</li> <li>2. It has quiet and delightful environment;</li> </ol>	<p><b>Weaknesses (W)</b></p> <ol style="list-style-type: none"> <li>1. Geographically, it is located quite far from the center of Bombana Regency;</li> <li>2. Tourism supporting facilities are still inconsiderable;</li> </ol>
<p><b>External Factors</b></p>	<ol style="list-style-type: none"> <li>3. It gains attention of international visitors since the 90s;</li> <li>4. It has several facilities and infrastructures as the initial point of tourism development;</li> <li>5. It has its own magnificent history that can draw people's attention to visit the island;</li> <li>6. The society owns transportation vehicles that can be rented by the visitors;</li> <li>7. The society provides great support towards the development of tourism objects of Sagori Island;</li> <li>8. It obtains the Certificate of Establishment as Marine Tourism Village from The Regent of Bombana Regency;</li> <li>9. It obtains great support from the Department of Tourism of Bombana Regency;</li> <li>10. It gains great support from the Ministry of Tourism;</li> <li>11. The native youths of Sagori Island are keen on learning English.</li> </ol>	<ol style="list-style-type: none"> <li>3. Transportations to the tourism objects are still inconsiderable;</li> <li>4. There is no accommodations;</li> <li>5. The capital for development is insufficient;</li> <li>6. Human resources are inadequate;</li> <li>7. Marine facilities and infrastructures are inconsiderable;</li> <li>8. The maintenance of the infrastructure is limited;</li> <li>9. Waste has not been managed well;</li> <li>10. The English competence of the society is unsatisfactory;</li> <li>11. The English teachers do not hold the degree from English Department;</li> <li>12. There is an incidence of sea abrasion.</li> <li>13. Afternoon choppy sea routes road</li> </ol>
<p><b>Opportunities (O)</b></p> <ol style="list-style-type: none"> <li>1. There is an increase of tourists' interests towards aquatic tourism spots;</li> <li>2. There is a MoU planning between Universitas Sembilanbelas</li> </ol>	<p><b>SO Strategy</b></p> <ol style="list-style-type: none"> <li>1. To make Sagori Island as tourism object which offers the beauty and attractiveness of the island;</li> <li>2. Geographically, it is located in</li> </ol>	<p><b>WO Strategy</b></p> <ol style="list-style-type: none"> <li>1. The rise of tourists' interests towards marine tourism spots need counterbalancing by the rise of tourism infrastructures and facilities;</li> </ol>

<p>November Kolaka and Regional Government for developing Sagori as an English Camp;</p> <ol style="list-style-type: none"> <li>3. Geographically, Sagori Island is located in urban region which makes it accessible;</li> <li>4. There is a development of marine tourism objects such as the development of marine sport game like snorkeling and diving; and</li> <li>5. There is a governmental authority concerning the development of marine tourism sector.</li> </ol>	<p>municipal region which can increase visitors' interests towards marine tourism spots since it is accessible;</p> <ol style="list-style-type: none"> <li>3. Initial facilities and infrastructures can help the government arrange the authority for the development of tourism objects;</li> <li>4. The society provides immense interest in assisting the government to develop the tourism objects of Sagori Island.</li> </ol>	<ol style="list-style-type: none"> <li>2. Since it is located nearby the center of the municipality, roadwork must be carried out to provide contentment for the tourists.</li> <li>3. The development of water sports like Banana Boat must be counteracted by sufficient human resources who are able to manage issue.</li> <li>4. Maintenance of tourism facilities and infrastructures must be carried out.</li> <li>5. Government should support the development of marine tourism sites.</li> <li>6. Regional government should organize authority concerning the issue of enhancing the facilities and infrastructures in order to persuade investors to make investments;</li> <li>7. Regional government should organize intensive and sustainable English training.</li> </ol>
<p><b>Threats (T)</b></p> <ol style="list-style-type: none"> <li>1. The competition of marine tourism businesses is intense;</li> <li>2. There must be a conflict related to the use of space with the sector of fishery;</li> <li>3. There is a high risk for environmental pollution.</li> </ol>	<p><b>ST Strategy</b></p> <ol style="list-style-type: none"> <li>1. The intense competition of marine tourism business encourages Sagori Island to provide distinct power that is its beauty and attractions;</li> <li>2. Space conflict with fishery sector encourages the government to manage the layout of the tourism objects;</li> <li>3. Environmental pollutions should immediately overcome by the government to ensure that the developed tourism objects can fully attract people's attention by offering its clean and pollution-free environment.</li> </ol>	<p><b>WT Strategy</b></p> <ol style="list-style-type: none"> <li>1. The emergence of other tourism object similar to Sagori Island encourages the regional government to renovate and maintain all supporting facilities and infrastructures of tourism objects;</li> <li>2. The government should firmly adjust the boundaries of tourism objects to minimize the incidence of conflict with fishery sector;</li> <li>3. Regional government should augment tourism objects and construct facilities in the beach to draw investors' interests on making investments;</li> <li>4. Regional government is demanded to organize training addressed to the local residents concerning the significance of the tourism objects of their and, hence, the people can start participating in developing the objects. It can help them earn some money to save;</li> <li>5. The government should</li> </ol>

		immediately solved the issues concerning the facilities and infrastructures as well as sea abrasion in Sagori Island to improve its attractiveness.
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### 4.3. Analysis on the Readiness of the Society for English Camp Development

Referred to the method of Participatory Rural Appraisal, the society considered that they are offered opportunities to express their ideas and to contribute to the development of their village into tourism village especially for English camp. The local people expect that the management is managed transparently and that every activity is managed by constructing participative communication. They demand that cooperation will be maintained and that the activity prioritizes no particular interests.

The people and stakeholders must not overplay; both should be able to maintain the cooperation and the alliance. The residents of Sagori Island provided positive responses and they declared that they would actively take part in the development of Sagori Island as English Camp-based tourism village. They would actively join the counseling, training, and English courses if it is available.

## 5. Conclusions

Based on the results of analysis it can be concluded that Sagori Island is worth developing as English Camp-based tourism village. It can be seen from analysis on the potency of the objects, analysis of grand strategy, and analysis of participatory rural appraisal (RPA)

At first, referred to analysis on the potency of the objects, tourism objects of Sagori Island hold reasonable strong attractiveness to magnetize tourists. The evaluative score of the attractiveness is 750 or strong potential to be developed.

At second, referred to the above figure, it can be clearly seen that tourism objects of Sagori Island are situated in quadrant II of SWOT analysis. It clarifies that Sagori Island can be further developed by utilizing Aggressive Strategy; maximizing the existed strength and utilizing the existed opportunities.

In the end, referred to the method of Participatory Rural Appraisal, the society considered that they are offered opportunities to express their ideas and to contribute to the development of



their village into tourism village especially for English camp. The local people expect that the management is managed transparently and that every activity is managed by constructing participative communication. They demand that cooperation will be maintained and that the activity prioritizes no particular interests.

## **6. Acknowledgments**

Sagori Island is a beautiful island in Kabaena, Southeast Sulawesi which have been known since the end of 1980. But in its development, the Sagori Island far behind from the development of a number of other spots. This lag is not only caused by the lack of government attention but also the myth of annual victim of Sagori as Bermuda Triangle.

In addition, those two reason abovesupported by WALHI expectation toward the conservation of Kabaena Island. Along with the rapid mining industry in Southeast Sulawesi, a number of locations in Kabaena Island being targeted by the industry. One of the negative effects of the mining industry that is expected to be avoided is an environmental destruction. Therefore, WALHI with a focus on environmental sustainability seeks to protect nature Kabena through the issue of rural tourism development. Development of rural tourism is expected to inhibit the expansion of the mining industry as well as massive destruction on the island Kabana

In line with WALHI, the Government of Bombana Regency, establish the decree of the Bombana Regent Number 13 of 2013 on the Determination of Sagori Island as a tourism village. This means island Sagori requires preliminary study before it was developed. Therefore, the rector of the University of nineteen November Kolaka plan Moue Sagori Island development as a tourism village-based English Camp.

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