



PORTRAYING NEW ECONOMIC GROWTH STRATEGIES BASED ON THE MAMTA CULTURAL REGION THROUGH TOURISM IN THE PROVINCE OF PAPUA

Berth. Kambuaya^{1*}, Arius Kambu²

Cenderawasih University Jayapura, Indonesia

berthkambuaya56@gmail.com, ariusk16@gmail.com

Abstract

This type of qualitative research through a phenomenological approach, while the results showed that Nature-Based Ecotourism Development: Tourism development strategies should focus on ecotourism with the principle of environmental conservation to protect existing ecosystems. While in the aspect of Preserving and Strengthening Local Culture: The appropriate strategy is to preserve and promote local culture through festivals, arts, and crafts, and involve the community in these activities. On the aspect of Improving Tourism Infrastructure and Facilities: The development of tourism infrastructure, including roads, transport, and adequate accommodation facilities, should be a priority. Good accessibility to tourist destinations will increase the number of tourist visits. For the Digital Tourism Promotion aspect: Utilise digital platforms for tourism promotion and marketing. In addition, Local Community Involvement: Tourism development that involves local communities in economic activities such as homestays, tour guides, and craft businesses will provide direct economic benefits to them, while encouraging awareness of the importance of protecting the environment and culture. Collaboration and Partnership: Local governments need to establish partnerships with the private sector, local communities, as well as national and international institutions to support inclusive, sustainable, and local potential-based tourism development.

Keywords: *Tourism. Strategy, Promotion, Prosperity, Community*

INTRODUCTION

Papua is one of the provinces in Indonesia that is rich in cultural diversity, traditions, and natural resources. With more than 250 tribes that have unique languages, customs and arts, Papua offers great potential as a cultural tourism destination. However, despite its high attractiveness, the development of cultural tourism in Papua still faces various challenges. Firstly, limited infrastructure is a major obstacle in accessing various tourist sites. Many areas in Papua are difficult to reach, thus reducing the interest of tourists to visit. Secondly, the lack of

effective promotion and marketing has made Papua's cultural tourism potential not widely recognised, both at the national and international levels.

In addition, there are also challenges in preserving local culture. With the increasing flow of tourists, there is a risk that indigenous Papuan culture could be threatened by commercialisation and changes in traditional values. Therefore, it is important to analyse appropriate strategies to develop sustainable cultural tourism destinations, which not only attract tourists but also preserve the richness of local culture.

Through strategy analysis, it is expected that an effective approach can be found to increase the attractiveness of Papuan cultural tourism, improve infrastructure, and increase local community participation in tourism development. Thus, cultural tourism in Papua can develop optimally and provide economic and social benefits for local communities.

To meet the necessary requirements in clouding government policies and strategies, there are several important aspects that are of common concern to all organisational life as follows: namely aspects of Papua's Cultural and Natural Wealth aspects of Environmental Challenges aspects of Green Economy Practices aspects of Local Community Empowerment Aspects of Policies and Strategies, Aspects of Increasing Cultural Awareness aspects of Cultural Commodification aspects of Social Change Aspects of Cultural Conflicts aspects of Cultural Preservation aspects of Economic Development.

LITERATURE REVIEW

Strategy

See Berry contained in Altman, et al. (1980) and also according to Cahyani (2013) and Hayati (2018), which was rewritten by Cucu Hayati et al (2022) explaining that human behaviour to adapt to the environment is a reduction of discrepancies in a system called the environment, increasing harmony, or achieving homeostatic conditions. Berry contained in Gultom & Jati, 2020; Hayati, (2018), which was re-adapted by Cucu Hayati et al (2022) stated that three types of adaptation strategies can be classified as mechanisms or adjustment actions. According to Rumelt R.P (2018), explaining the most basic thinking about strategy is the application of strengths against weaknesses or the application of strengths in the most promising opportunities. According to Harry R. Yarger (2006) strategy is the calculation of goals, concepts, and resources within acceptable risk limits to create more favourable results than might occur by chance or by others.

SWOT Analysis

Salusu (1996) describes SWOT as a commonly used tool to analyse the internal and external environment in order to achieve a systematic approach and support for a decision-making situation. Rangkuti (2004) states that the SWOT matrix produces 4 strategies, namely: 1). SO

strategy, creating a strategy that uses strengths to take advantage of opportunities, 2). WO strategy, creating a strategy that minimises weaknesses to take advantage of existing opportunities, 3). ST strategy, creating a strategy by utilising strengths to avoid or minimise the impact of external threats, and 4). WT strategies are based on defensive activities that seek to minimise weaknesses and avoid threats.

Chapter III Research Methods

Qualitative research type through phenomenological approach

DISCUSSION

New Economic Growth Strategy

Motivation Analysis

Referring to the concept, in general, motivation is a desire or drive that arises from within a person consciously or not to take action with a specific purpose. In tourism, the concept of tourist motivation is to enjoy beauty and seek new experiences. R.W McIntosh in Antariksa, (2011) divides the motivation of travelling into 9 (nine) urges including: (1). Leisure; (2) Relaxation, rest, recreation, health, participation in sports, curiosity and culture, ethnic and family, spiritual and religious, status and prestige, professional or business.

Meanwhile, responding to the nine motivations for travelling above, a research paper launched by Twitter Indonesia involving 7,500 respondents in 13 countries in the compass note explained the ten countries most frequently visited by Twitter user tourists from Asia Pacific. Where 53 per cent of tourists are looking for destinations that offer value for money. According to travellers, Indonesia has a lot of cultural heritage and also eight world heritage sites that are certainly attractive to foreign tourists. There are 27 per cent looking for destinations with historical heritage and cultural heritage. Not only that, there is another reason that 19 per cent are looking for good beaches. In addition, according to temporary results, Google explained that after the restrictions were lifted, tourist interest in coming to Indonesia rose by 94 per cent.

In a research paper revealed by two credible media on Twitter, Google gave an opinion on the motivation of tourists looking for tourist destinations that offer cultural and historical tourism, so in a country known as an archipelago from Sabang to Merauke from Miangas to Rote Island, a word that is familiar to the Indonesian people who are rich in natural charm, culture and historical heritage as a key sector to drive economic growth.

Tourism Analysis of Demand and Supply Aspects

The concept of tourism demand is a broad term encompassing the level of demand, spatial characteristics of demand, types of demand and motives. While some previous authors said that demand is a schedule of the amount of any product or service that is capable of being purchased during a certain period. Therefore, the relationship between demand and supply is

conceptually described in 3 (three) major parts, namely: (1). actual demand; (2) suppressed and (3) latent.

However, tourism demand in the study is the total number of people who use tourist facilities and services in tourist attractions that are used as samples, it is found that the tourism development of Jayapura city is expected to move up because it is included in the transit city.

Meanwhile, tourism supply is a tourism product that is of concern to the community as a business actor because the important thing is accommodation, transportation, attractions, amenity or product which is an important component, here tourists will see the appropriate form of accommodation, type of food, service provision, entertainment must be strategically located with other additional tourism components. For accommodation varies from hotel and restaurant organisations and hotel chains. The growth and development of the tourism sector is supported by the unity of several parties, namely academics, government, business, community, media that move together to support the development of tourist destinations as an integrated ecosystem.

Thus, tourism demand is a requirement that needs to be considered by the government and various businesses by always reading the message of change, where: (1) national tourism demand continues to improve; (2) market segmentation is greater emphasis on the hibernation of the active younger generation than holiday tours; (3) holiday packages continue to accommodate individual freedom through the design of tourism products. Meanwhile, another important factor is tourism supervision which includes: (1) Transport; (2) Attractions; (3) Activities; (4) Destinations; (5) Intermediaries.

Tourism Competitiveness Analysis

The results of field reporting and direct observation on several destinations that have high economic value, but have little leverage on the income generation of local communities because of their rich natural and cultural heritage. Port Numbay is home to many well-developed regional tourist destinations. Port Numbay with its women's forest has the power of natural beauty and the support of community openness is very supportive of the growth and development of culture-based tourist destinations.

In marketing, a destination business actor is expected to see competitiveness between destinations because competitiveness is an important measure to see the ability of destinations to attract tourists and at the same time satisfy. Through the 3A and 2P framework, it requires serious attention from the business community of tourist destinations. In the 3A framework based on attractiveness including attractions, accessibility, amenity is the main additional service for the formation of tourist destinations to run well and strengthen the competitiveness of one destination with another destination.

Therefore, every destination must be meaningful and extend the stay of tourists in tourist destinations to make the economic cake even bigger. Yes, tourist destinations must have an attraction from Natural Beauty that makes tourists want to extend their stay and enjoy their time.

However, the strategy must be changed, business actors can no longer only rely on tourism products that

Currently excelling in the market because they are popularised. For this reason, destination businesses need to explore other elements that are also taken into consideration by tourists determining tourist destinations. Here, there is such a thing as the 3A element (attractions, amenity, accessibility), which is very important to add a longer breath to be able to face the competition of tourist destinations that have greatly changed into green tourism. Therefore, tourist destination business actors have a big challenge to improve the competitiveness of 3A as presented in the following summary.

Development Strategy Analysis

In the current condition of the region, tourism development is an important strategy to create a new gold mine that can create new sources of income and poverty alleviation drugs, create jobs and improve food security. Meanwhile, the importance of tourism development is sustainable development with the basic principle of increasing human and economic development integrated with ecological and social systems.

Of course other sectors are also pillars of Biak Numfor's economic development which is strengthened and integrated with the tourism sector as the main locomotive of the region which if managed using the concept of sustainable tourism which is strengthened by elements of academia, government, business, society, media will further advance the economy because in the future the trend of economic growth will be supported by tourism actors.

Yes, because there are many natural and cultural tourist spots and the strategic location in the Pacific is God's creation that is not matched by other regions in Papua Province, three and four star hotels and even five stars can be built, why tourism is not built. This is strong evidence that the tourism sector is the main locomotive because it can be seen from several regions out there that have invested heavily in the tourism sector in addition to other equally important economic sectors.

SWOT Analysis of Jayapura City Tourism

1. Strength Analysis (Strengths)

Mesmerising Natural Beauty

The city of Jayapura has beautiful beaches, such as Hamadi Beach and Base G Beach, as well as stunning mountain scenery. Lake Sentani is also a major attraction with its famous annual festival.

Cultural Diversity: Papua is famous for its rich and unique culture, such as the well-preserved traditions of the indigenous tribes. Cultural tourism in Jayapura offers a different experience from other tourist destinations in Indonesia.

Strategic Location: Jayapura is located in the eastern part of Indonesia and serves as the main gateway to the Papua region. Sentani Airport as an air transportation centre provides easy access for

domestic and international tourists.

Potential for Maritime Tourism and Ecotourism: The ocean around Jayapura has rich coral reefs and is attractive for diving and snorkelling tours. Papua's biodiversity, including endemic flora and fauna, provides opportunities for ecotourism development.

2. Weaknesses analysis

Limited Accessibility: Although Sentani Airport is an international airport, the limited flight frequency and high ticket prices are a barrier for travellers. Road infrastructure in some areas is also still inadequate.

Lack of Tourism Facilities: Accommodation facilities, restaurants and other public facilities are not yet fully developed and in line with international standards. This can reduce the attractiveness for foreign tourists who expect comfort and safety.

Lack of Tourism Promotion: Jayapura tourism promotion and branding at the national and international levels is still not optimal. This makes tourist destinations in Papua less widely known.

Security Issues: The existence of political instability and conflict in some areas of Papua can affect the image of Jayapura tourism and cause concern for tourists.

3. Opportunities Analysis

Community-Based Tourism Development: By combining nature tourism and local culture, Jayapura can develop community-based tourism that will empower local people while improving their economic welfare.

Government Support and Investment: The Indonesian government is currently working to develop Papua through investment in infrastructure and tourism. This development programme opens up opportunities to improve accessibility and tourist facilities.

Nature Tourism and Ecotourism Trends: Global tourism trends that increasingly emphasise natural sustainability and authentic experiences fit well with Jayapura's tourism potential. Eco-friendly tourism can attract tourists who care about nature conservation.

Improved Digital Technology for Promotion: With the increasing use of social media and digital technology, the potential for tourism promotion through online platforms could be huge. This will help promote Jayapura destinations to a wider audience.

4. Threats Analysis

Environmental Damage If tourism is developed unsustainably, it can cause damage to local ecosystems, especially coral reefs, rainforests, and endemic Papuan animal habitats.

Competition with Other Destinations: Jayapura must compete with other popular tourist destinations in Indonesia such as Bali, Lombok, and Labuan Bajo which are well known and have better facilities.

Social and Political Issues: The sometimes heightened social and political tensions in Papua can be a major deterrent for travellers who fear for their safety while visiting.

Pandemic and Global Health Crisis: Pandemics such as COVID-19 and the risk of other global health crises could reduce the number of tourist visits, especially from overseas, which could hamper tourism development in Jayapura.

SWOT Analysis of Jayapura Regency Tourism

1. Strengths Analysis

Exotic Natural Beauty: Jayapura Regency has an extraordinary natural charm, such as Lake Sentani, Cycloop Waterfall, and charming hilly areas. Sentani Lake is a tourist icon with beautiful scenery, small islands, and unique local culture.

Cultural Heritage and Local Traditions: Jayapura Regency is inhabited by various indigenous Papuan tribes that have unique traditions and cultures. The Lake Sentani Festival is one of the annual events showcasing the art, culture, and traditions of the local community, which attracts tourists from various regions.

Ecotourism Potential: Jayapura Regency has tropical rainforests and mountains that are home to endemic Papuan flora and fauna. This opens up great opportunities for nature conservation-based ecotourism, such as trekking in the Cycloop Mountains and educational tours on biodiversity.

Religious and Historical Tourism: There are historical sites, such as World War II relics around Lake Sentani, which offer potential for historical tourism. Ifar Gunung Old Church is also an attractive religious tourism destination for local tourists.

2. Weaknesses Analysis

Limited Accessibility: Although Jayapura Regency is connected to Sentani Airport, access to some tourist destinations is still difficult.

tourist destinations is still difficult. Roads leading to rural areas or natural attractions are often inadequate or damaged, especially during the rainy season.

Lack of Tourism Facilities and Infrastructure: Tourism facilities, such as hotels, restaurants, and tourist information centres are still limited, especially in undeveloped tourist areas. This makes the traveller experience less comfortable.

Ineffective Promotion: Jayapura Regency has not maximised its use of digital technology and social media to promote its tourism. Local destinations in Jayapura are less well known than other tourist areas in Papua and Indonesia.

Lack of Trained Tourism Human Resources: Human resources in tourism, such as tour guides or homestay managers, still need further training to improve services and professionalism in the tourism sector.

3. Opportunities Analysis

Development of Community-Based Tourism: The potential for community-based tourism development is huge. By prioritising the

involvement of local communities, culture and tradition-based tourism can be developed, which in turn improves the economic welfare of the local community of the local community.

Government Support for Tourism Development: With central and local government programmes focusing on Papua's infrastructure development, there is a great opportunity to build better tourism facilities in Jayapura Regency.

Trends in Special Interest Tourism: Special interest tourism such as trekking, birdwatching, nature photography, and diving in unspoiled Papua will attract travellers looking for a different experience from mainstream tourist destinations.

Ecotourism and Sustainable Tourism Development: The global trend towards sustainable tourism opens up opportunities for Jayapura to become an ecotourism destination that attracts travellers who care about nature conservation. Environmentally friendly management can also be a major attraction.

4. Analisis Threats (Threat)

Environmental Damage: If tourism development is not done carefully, there is a great risk to local ecosystems, especially rainforests, coral reefs and wildlife habitats to local ecosystems, especially rainforests, coral reefs and wildlife habitats. Environmental damage can reduce the attractiveness of nature tourism and threaten biodiversity.

Social and Political Conflict in Papua: Political instability and conflict in some parts of Papua may affect Jayapura's tourism image, discouraging tourists from visiting the area due to security concerns.

Competition with Other Tourism Destinations: Jayapura Regency must compete with other tourist destinations in Papua, such as the more globally recognised Raja Ampat, as well as popular tourist destinations in Indonesia such as Bali, Yogyakarta and Lombok.

Pandemic and Global Crisis: As seen in the case of the COVID-19 pandemic, a global crisis can reduce the number of tourist visits, especially from abroad, thus impacting tourism development.

5. Development Strategy Analysis

Jayapura City, as the capital of Papua Province, has enormous tourism potential. Its natural resources, cultural diversity, and historical heritage attract both domestic and international tourists. However, to ensure long-term benefits, it is important to develop a sustainable tourism strategy that is able to preserve natural and cultural resources, while still providing positive economic impacts for local communities..

Summary of SWOT Analysis of Sample Areas

One of the efforts to improve the process of developing tourist destinations in the city and district of Jayapura after the formation of a new sustainable region is also determined through the choice of strategy, so from the results of the SWOT analysis with the main data used is the deepening of various literature studies and previous research and

validation through field reportage activities, then used to determine a banar strategy for developing tourist destinations. What is clear, in the eyes of the city and regency has the potential for green and cultural tourism that is so promising, but the management is still instantaneous or the destination is done by the government based on something that is fictionalised not based on the main strength of the region, namely the natural panorama and the sea that has coexisted with the community since the ancestors or the first generation to inhabit the area. The wrong choice of strategy has made many tourist destinations not grow as expected, weakening competitiveness.

a. *Determination of strengths and weaknesses*

Strengths of the internal environment		Indicator Weight	Branches	Value
S.1	Enchanting Natural Beauty	0,15	5	0,75
S.2	Cultural Diversity	0,15	4	0,60
S.3	Strategic Location	0,15	3	0,45
S.4	Potential for Maritime Tourism and Ecotourism	0,15	3	0,45
Sub Total		0,6		2,25
W.1	Limited Accessibility	0,1	2	0,20
W.2	Lack of Tourism Facilities	0,1	2	0,20
W.3	Lack of Tourism Promotion	0,1	2	0,20
W.4	Security Issues	0,1	3	0,30
Sub Total		0,4		0,90
Total		1,00		3,15

Source: secondary data, processed, 2024

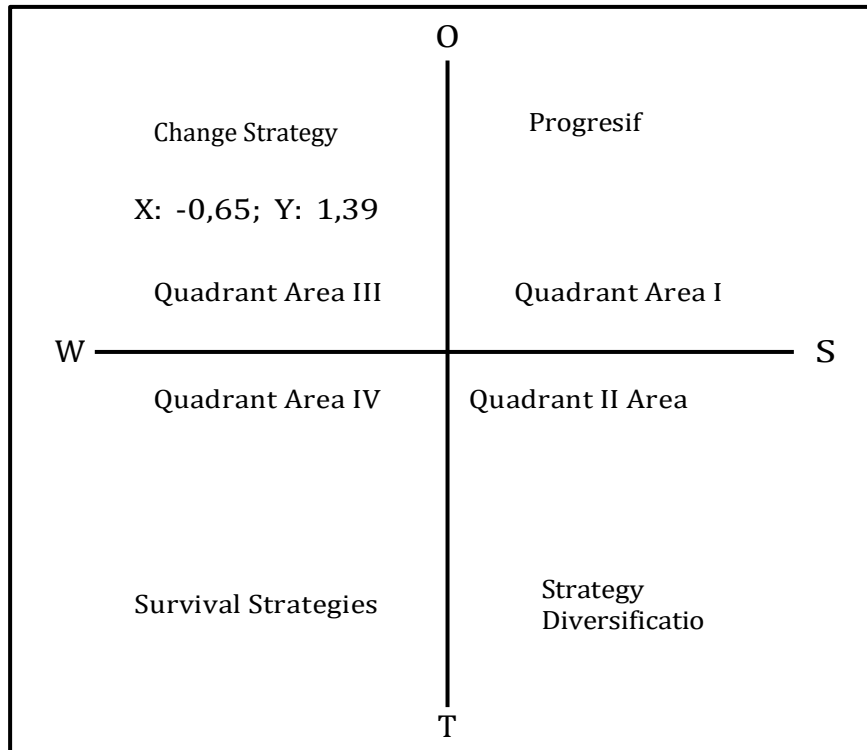
b. *Determination of Opportunities and Threats*

Opportunities from the External Environment (Opportunity)		Indicator Weight	Branches	Value
O.1	Community-based Tourism Development (Community-Based Tourism)	0,17	5	0,83
O.2	Government Support and Investment	0,11	3	0,33
O.3	Nature Tourism and Ecotourism Trends	0,17	4	0,67
O.4	Digital Technology Enhancement for Promotion	0,17	3	0,50
Sub Total		0,61		2,33
T.1	Environmental Damage	0,11	3	0,33
T.2	Competition with Other Destinations	0,06	3	0,17
T.3	Social and Political Issues	0,11	2	0,22
T.4	Pandemics and Global Health Crises	0,11	2	0,22
Sub Total		0,39		0,94
Total		1,00	25	3,28

Source: secondary data, processed, 2024

Based on the summary results of the SWOT analysis in the two sample areas above, providing information that the strengths and weaknesses factors have a total score of 3.28, it can be argued that the total score is above 2.5, indicating that the internal position in the two sample areas is strong.

SWOT Cartesian Diagram



The SWOT cartesius diagram can be given the opinion that the position of tourism development in two regions, namely Jayapura City and Jayapura Regency, is in Quadrant III. Where quadrant III is the negative and positive quadrant, where the two regions have potential opportunities, but are accompanied by weaknesses so that the good opportunities are not fully maximized according to the regional growth development target. This means that local governments are advised to change their previous strategies. This is because the choice of strategies used to build and develop tourism is still less effective so that budget and environmental leakage. Yes, the change in strategy is carried out so that there is an improvement in the approach method used so far, especially in finding new sources of income from the tourism sector.

Strategy Combinations

	trength (S)	Weakness (W)
ortunities (O)	SO Strategy	WO Strategy
	2.25 + 2.33	3.15 + 2.33
	4,58	5,48
Threats (T)	ST Strategy	WT Strategy
	2.25 + 0.94	0.90 + 0.94
	3,19	1,84

Based on the summary above, it explains the strategies in the two tourism development areas of Jayapura City and Jayapura Regency. So, technical agencies take the choice of strategy using WO, because it has the largest value from the others, which is 5.48 and the next alternative is followed by the SO strategy choice of 4.58, then ST with 3.19 and WT of 1.84. Yes, technical agencies are required to turn WO's weaknesses into strengths, to optimize several supporting aspects, such as (a) digitalization of tourism promotion; (b) Increasing Cooperation with Swaya; (c) Sustainable tourism development; (d) Increase the involvement of local communities.

1. Policy Revolution Analysis

An analysis of the tourism development policy revolution in Jayapura City and Jayapura Regency can begin by mapping the factors that affect the policy, the tourism potential of the two regions, and how these policies change along with social, political, and economic developments. However, in the development of tourism development in the two regions has experienced a major slowdown, although the government provides authority in terms of special autonomy and the government provides encouragement towards improving tourism attraction through the 2020 National Sports Week (PON) held in Papua, but has not yet increased the passion for tourism in the Karen region there are several main obstacles, but there are processes in the future including:

a. Tourism Challenges:

Uneven Infrastructure: Access to some tourist destinations, especially in inland and hard-to-reach areas, is still limited. This requires further improvements to road infrastructure, communications, and other basic services.

Environmental Management: Tourism development risks damaging the environment if not managed properly. As an area with great ecotourism potential, policies related to nature conservation need to be tightened to preserve Jayapura's natural resources.

Human Resource Capacity: Professional tourism management requires trained workers in the field of hospitality, tourism management, and tour guides. Increasing the capacity of local human resources is one of the policy priorities.

Security and Political Stability: Security is still an important factor in attracting tourists, especially in areas that have experienced conflict. Efforts to maintain social and political stability are urgently needed to create a climate conducive to tourism growth.

2. Looking Ahead:

a. **Digitalization of Tourism Promotion:** The use of digital technology and social media to introduce Jayapura's tourism potential to the international world.

b. **Increased Cooperation with the Private Sector:** Attracting investors in the construction of environmentally friendly hotels, resorts, and

tourist facilities.

- c. **Sustainable Tourism Development:** Implementing a tourism concept that maintains a balance between environmental preservation and local economic development.
- d. **Increasing Local Community Involvement:** Empowering local communities to be directly involved in tourism management, for example as guides or homestay managers, thereby increasing the economic impact felt by local communities.

CONCLUSION

Jayapura City. /Jayapura Regency The selection of tourism development strategies in Jayapura City must be based on the utilization of local potential, cultural preservation, and environmental sustainability. The strategies that can be applied include several things that are summarized from the results of field reporting and secondary information analysis through various libraries, both print and search through the internet, so the researcher finds several options for tourism development strategies that can be carried out optimally, so that the local community area earns income and maintains the balance of nature and the environment in the following ways:

1. **Natural Tourism Development:** Jayapura City has great natural tourism potential such as Lake Sentani, Base G Beach, and the Cycloop Mountains area. This development should focus on ecotourism that is environmentally friendly and involves local communities.
2. **Preservation of Local Culture:** Local culture and traditions, such as dance, handicrafts, and cultural festivals, need to be preserved and integrated into tourism activities. This not only adds to the tourist attraction, but also provides direct economic benefits to the local community.
3. **Infrastructure and Accessibility:** Infrastructure development such as road access, transportation facilities, and tourist accommodation must be improved. Increased connectivity to and from Jayapura will support tourism growth.
4. **Digital Promotion:** The use of digital media and online platforms to promote Jayapura City tourism globally is very important. An effective digital marketing strategy will help attract both domestic and international tourists.
5. **Partnerships and Collaborations:** The Jayapura City Government must work closely with the private sector, local communities, and international institutions to develop inclusive and sustainable tourism.

By implementing these strategies, Jayapura City can develop its tourism sector to the maximum, increase local income, and maintain a balance between development and preservation of nature and culture.

Jayapura Regency. The selection of tourism development strategies in Jayapura Regency must focus on sustainable management of natural

and cultural potential, by involving local communities and paying attention to environmental aspects. Meanwhile, the results of field reporting and secondary information analysis through various libraries, both print and search through the internet, the researcher found several options for tourism development strategies that can be carried out optimally, so that local communities get income and maintain the balance of nature and the environment in the following ways:

1. **Nature-Based Ecotourism Development:** Jayapura Regency has natural resources such as Lake Sentani, Cycloop Waterfall, and other nature conservation areas. Tourism development strategies must focus on ecotourism with the principle of environmental conservation to protect existing ecosystems.
2. **Preservation and Strengthening of Local Culture:** The cultural diversity of the tribes in Jayapura Regency, such as the Lake Sentani Festival, can be a cultural tourism attraction. The right strategy is to preserve and promote local culture through festivals, arts, and handicrafts, as well as involve the community in these activities.
3. **Improvement of Tourism Infrastructure and Facilities:** The development of tourism infrastructure, including roads, transportation, and adequate accommodation facilities, should be a priority. Good accessibility to tourist destinations will increase the number of tourist visits.
4. **Digital Tourism Promotion:** Utilizing digital platforms for tourism promotion and marketing in Jayapura Regency is very important. With a strong digital marketing strategy, the tourism potential of this district can be known more widely, both at the national and international levels.
5. **Local Community Involvement:** Tourism development that involves local communities in economic activities such as homestays, tour guides, and handicraft businesses will provide direct economic benefits to them, while encouraging awareness of the importance of protecting the environment and culture.
6. **Collaboration and Partnership:** Local governments need to establish partnerships with the private sector, local communities, and national and international institutions to support the development of inclusive, sustainable, and local potential-based tourism.

REFERENCES

- Anas A.A., (2020), Anti-Mainstream Marketing, 20 Moves to Change Bayuwangi, Second Edition, PT. Gramedia Pustaka Utama, Jakarta.
- David, F. R. 2010. Strategy Management: Concept. Edition 12. Jakarta: Salemba Four;
- David, Fred R, 2011. Strategic Management, Book 1. Issue 12 Jakarta
- Pearce A and Jhon.Richard B. Robinson Jr. (2013). Strategic Management: Formulation, Implementation, and Control, Translation. Nia

- Pramita Sari. Jakarta : Salemba Four.
- Government of the Republic of Indonesia (2011) Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010 – 2025, Jakarta
- Government of the Republic of Indonesia, (2009) Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism
- Government of the Republic of Indonesia, (2016), Regulation of the Minister of Tourism of the Republic of Indonesia No. 14/2016 concerning Guidelines for Sustainable Tourism Destinations, Jakarta
- Rangkuti Freddy, (2004), SWOT Analysis of Business Case Dissecting Techniques, Jakarta: PT. Gramedia
- Yarger, Harry R. Dr., (2006) Strategic Theory for the 21st Century: The Little Book on Big Strategy. Monographs, Books, and Publications. 723. <https://press.armywarcollege.edu/monographs/723>