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Feasibility Analysis of Ecotourism in Nagari Sungai Pinang, Koto XI Tarusan sub-district, Pesisir Selatan Regency

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Abstract

This study aims to determine the physical condition of ecotourism and analyze the feasibility of tourist objects in Nagari Sungai Pinang as seen from the attractiveness criteria, accessibility, accommodation, and infrastructure. This type of research is descriptive. The research population is all tourist objects in Nagari Sungai Pinang, amounting to 12. The research sample was taken by purposive sampling from 4 beach tourism objects and one island tourism object that had been developed. Data collection used a questionnaire, data analysis was descriptive analysis with an evaluative approach, and the feasibility test was carried out through scoring calculations by the ODTWA guidelines. The results of the study found that: 1) The physical condition of the area of all tourist objects has a geographic location with proximity between objects one tourist object and another tourist object so that it has advantages in terms of accessibility, the state of the field with flat and mountainous relief becomes a high attraction, the condition of the soil and natural phenomena such as cliffs add to the aesthetics of the tourist attraction and moderate weather/climate conditions can support tourist activities. 2) comparing the feasibility index values of tour managers and visitors shows three feasible tourist objects to develop, namely Majunto Beach, Eco Beach, and Dhina Cheker Beach. In contrast, the tourist attractions of Marapalam Beach and Pamutusan Island are not yet feasible to develop.

Keywords: Analysis, Ecotourism, feasibility, Beach

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1. Introduction

Tourism is essential in improving the economy and increasing the welfare of the Indonesian people and the communities around the Tourist Destination Area (DTW). For the national economy, tourism can positively contribute to increasing

national and regional income and foreign exchange. This statement follows what Pitana (2009) stated that many countries, including Indonesia, have been developing the tourism sector in the last few years, making tourism a leading sector in earning foreign exchange, creating jobs, and alleviating poverty. Ecotourism is an opportunity to increase the income of the tourism sector and absorb employment, especially for local communities (Aloysius et al., 2020; Das & Chatterjee, 2015). Increasing community welfare can influence community awareness of the sustainability of their ecotourism locations (Cahyani et al., 2022). The concept of tourism development that pays attention to the balance between aspects of natural and economic sustainability is the concept of ecotourism and special tourism. Currently, ecotourism is becoming a trend that is increasingly in demand because ecotourism is a form of sustainable use of natural resources and empowering the community as a tourist attraction (Alam & Nayak, 2020; Satria, 2019). Ecotourism activities are currently becoming an exciting trend for tourists to enjoy different forms of tourism than usual (Rahayuningsih et al., 2022)

Ecotourism in Indonesia experiences quite good development every year. Indonesia has several ecotourism destinations that are well known in various parts of the world, such as Komodo National Park, Tangkahan Ecotourism, Palipuran Village, Rubiah Island, Nglaggeran Volcano, and Ijen Crater Tourism Village. Indonesia's seven well-known destinations and many other ecotourism areas are still lagging (Oktadiana, 2021). Therefore, the Ministry of Tourism government continues to develop Indonesia's tourism potential through tourism deregulation, strengthening branding, and determining priority tourist destinations. Increasing tourism competitiveness requires developing community-based regional ecotourism to improve environmental conditions, carrying out conservation efforts in ecotourism areas and the importance of ecotourism infrastructure, and increasing capacity building for ecotourism managers who involve the community in ecotourism development (Dłużewska & Giampiccoli, 2021; Tesfaye, 2017).

The West Sumatra region has natural, cultural, and historical potential. The natural beauty of the West Sumatra tourist destination is widely known in Indonesia and even abroad. To increase the number of tourist visits, the West Sumatra Provincial Government has made efforts to improve tourist destinations, community readiness, support, and promotional facilities and infrastructure. As also stated in Minister of Home Affairs Regulation No. 33 of 2009 concerning guidelines for the development of Ecotourism in Regions, it provides a definition of ecotourism, namely natural tourism activities in regions that are responsible by paying attention to the elements of education, understanding, and support for efforts to conserve natural resources and increase local income community. One of the tourist locations in West Sumatra currently of concern to tourism managers, the community, and the government is the Mandeh Integrated Marine Tourism Area in the Pesisir Selatan Regency area.

The Mandeh area is located in Koto XI Tarusan District in Pesisir Selatan Regency, with the subdistrict capital located in Tarusan City with an area of 7,397 and vast sea waters18,650 Ha. The Mandeh area is a tourist location that prioritizes maritime or marine tourism potential with natural beauty, white sandy beaches, and a group of beautiful islands. Based on the Republic of Indonesia government regulation Number 50 of 2011 concerning the National Tourism

Development Master Plan for 2010-2025, the Mandeh area is directed by the regional government of Pesisir Selatan Regency and West Sumatra Province to develop Marine Tourism Area activities for the Western part of Indonesia. The reason for Mandeh's beauty is that it is worthy of being developed as a marine tourism icon. Because Nagari Sungai Pinang is one of the Nagari in the marine tourism area with many beach tourism locations, Mandeh does not have a beach. So Nagari Sungai Pinang has more tourism potential to develop; it has even begun to be developed by the people of Nagari Sungai Pinang.

Based on observations in January, Nagari Sungai Pinang is a Nagari with a lot of ecotourism potential, consisting of several beach locations that have been developed and several potential tourist locations that are being developed. Apart from the potential tourist location of Nagari Sungai Pinang Beach, it is also supported by the potential for island and bay tourism. It has excellent and attractive views and natural beauty. To get to the Sungai Pinang tourist attraction, tourists can take two routes, the first from Padang City via the Banana River and the second from Carocok Tarusan. Physically, regarding accessibility, the route to the Pinang River is excellent and smooth. However, it is still relatively narrow and has many curves, descents, and climbs when passing the Pisang River. Padang has two extremely long climbs and descents. Therefore, assessing whether it is feasible and planning well is necessary to overcome the limitations and problems of ecotourism in Nagari Sungai Pinang. Previous research only discussed the potential of tourist attractions in Nagari Sungai Pinang. However, this research discusses the physical potential of each tourist attraction and assesses the feasibility of a tourist attraction.

Interesting ecotourism objects, attractions, and problems can be found in the field during observations. It is necessary to research to assess Ecotourism's feasibility in Nagari Sungai Pinang so that it can become input for managers and the relevant government as policymakers for development plans in Nagari Sungai Pinang. Based on the description above, the author needs further research on the Mandeh ecotourism area by giving the title "Feasibility Analysis of Ecotourism in Nagari Sungai Pinang, Koto XI Tarusan District, Pesisir Selatan Regency."

2. Research methods

This research uses a descriptive approach based on an area feasibility index, which is obtained from the weighting and scoring values of several indicators that refer to the 2003 Guidelines for the Analysis of Operational Areas of Natural Tourism Objects and Attractions (ADO-DTWA) of the Director General of PHKA. This research uses quantitative research methods. Quantitative research methods are a way to gain knowledge or solve problems carefully and systematically, and the data collected is in the form of a series or collection of numbers (Solomon & Draine, 2010). The research was conducted in Nagari Sungai Pinang, Koto XI Tarusan District, Pesisir Selatan Regency. Geographically, Koto Nagari Sungai Pinang is included in the Mandeh area, located on the west coast of the island of Sumatra and directly borders the city of Padang. Data was collected using a questionnaire, and descriptive statistical analysis and feasibility analysis with weighting based on ODTWA guidelines were used.

The data described is taken from secondary data, such as the physical condition of each tourist attraction. Meanwhile, for the second objective, regarding the feasibility assessment, researchers see whether a tourist attraction has the possibility of being developed or not, which is done through scoring calculations according to the 2003 ODTWA PHKA guidelines as follows: According to the ODTWA, the value/weight of each criterion and the value of each criterion are described in the following table. :

Table 1. Criteria assessment weights

No	Assessment criteria	Highest value weight	Mark				
			There are 5	There are 4	There are 3	There are 2	There is 1
1	Attractiveness	6	30	25	20	15	10
2	Accessibility	5					
3	Accommodation	3					
4	Infrastructure	3					

Source: ODTWA, PHKA 2003

The assessment technique checks the weight/value according to the determined value and the number of elements/sub-elements, then multiplying by the weight value according to the ODTWA guidelines. One criterion's total score/value is calculated using the equation below.

$$S = N \times B$$

Information
S = Score/value of a criterion
N = Number of values for the criteria elements
B = Value weight
Source:ODTWA PHKA 2003

Karsudi 2010, the score obtained is then compared with the highest total score of a criterion to obtain a level of eligibility. The feasibility index for an ecotourism area is as follows (Aprianto et al., 2022):

$$\text{Tourist Attraction Feasibility Index} = \frac{\text{Criteria score x 100\%}}{\text{Criterion Total Score}}$$

The feasibility index for a tourist area is as follows Karsudi, 2010, namely:
1. Eligibility rate > 66.6% : worth developing
2. Feasibility level 33.3% - 66.6% : not yet feasible to develop
3. Eligibility rate < 33.3% : not worth developing

3. Results and Discussion

A. Physical Conditions of Tourist Attractions in Nagari Sungai Pinang

1. Majunto Beach

a. Geographical and administrative boundaries, area, and distribution

The Majunto Beach tourist attraction is located in Pasa village, which is located in an area known as Majunto. The Majunto Beach tourist attraction has

an area of 0.15 km², which functions as a tourist attraction that offers the beauty of a relaxed and comfortable beach. This tourist attraction is equipped with a homestay that is open 24 hours. The boundaries of the Majunto beach area are as follows:

1. North side : Nagari Sungai Pinang (Kampung Koto)
2. South side : Nagari Sungai Pinang (Kampung Pasa)
3. West side : Indian Ocean
4. East side : Nagari Baruang-baruang Balantai

b. Field conditions

When viewed in terms of height, the Majunto Beach tourist attraction is close to the beach, which has the shape of a field with flat relief. Suppose tourists look at it from The condition of the field, with its flat shape, which supports ecotourism activities where tourists can easily visit the attraction, especially regarding accessibility.

c. The condition of the land and natural phenomena such as caves, cliffs, waterfalls (water sources), and hot springs

Suppose you look at the soil condition at the Majunto Beach tourist attraction. In that case, there is a type of podzolic soil, and the tourist attraction is in a high vulnerability zone to ground movement. Natural phenomena such as caves, cliffs, waterfalls, and hot springs are not found at the Majunto Beach tourist attraction.

d. Weather/climate conditions

Because it is located in a coastal area overgrown with mangrove forests, this tourist attraction has a moderate air temperature of around 23º-29º C. The Majunto Beach tourist attraction has moderate rainfall and average wind speed. If tourists look at this tourist attraction's weather/climate conditions, it can support activities without being constrained by weather and climate.

2. Eco Beach

a. Geographical and administrative boundaries, area, and distribution

The Eco Beach tourist attraction is located in Pasa village, which is located in an area known as Majunto. The Eco Beach tourist attraction has an area of 0.13 km², and the area functions as a tourist attraction that offers the beauty of a relaxed and comfortable beach, apart from that. This tourist attraction is also used as a camping place by tourists. Eco beach area boundaries are as follows:

1) North side : Nagari Sungai Pinang (Kampung Koto)
2) South side : Nagari Sungai Pinang (Kampung Pasa)
3) West Side : Indian Ocean
4) East side : Nagari Baruang-baruang Balantai

b. Field conditions

When viewed in terms of height, the Eco Beach tourist attraction is close to the beach, which has the shape of a field with flat relief. The Eco Beach tourist attraction has field conditions with a flat and wavy field shape. Because this tourist attraction is located below the shoulder of the road, visitors pass through a slope that is not too high to get to this location.

c. The condition of the land and natural phenomena such as caves, cliffs, waterfalls (water sources), and hot springs

Suppose you look at the soil condition at the Eco Beach tourist attraction. In that case, there is a type of podzolic soil, and the tourist attraction is in a high vulnerability zone to ground movement; natural phenomena such as caves, cliffs, waterfalls, and hot springs are not found at the Eco Beach tourist attraction.

d. Weather/climate conditions

Because it is located in a coastal area with many mangrove forests, the temperature at this tourist attraction is a moderate air temperature of around 23º-29º C. The Eco Beach tourist attraction has moderate rainfall and average wind speed. If you look at the weather/climate conditions at this tourist attraction, it can support tourist activities without being constrained by weather and climate.

3. Marapalam Beach

a. Geographical and administrative boundaries, area, and distribution

The Marapalam Beach tourist attraction is in Pasa village, which is in the Batu Cat area. The Marapalam Beach tourist attraction has an area of 0.06 km², which functions as a tourist attraction that offers the beauty of a relaxed and comfortable beach. Apart from that, the boundaries of the Marapalam Beach area are as follows. :

1) North side : Nagari Sungai Pinang (Kampung Koto)
2) South side : Nagari Sungai Pinang (Kampung Pasa)
3) West side : Indian Ocean
4) East side : Nagari Baruang-baruang Balantai

b. Field conditions

When viewed in terms of height, the Marapalam Beach tourist attraction is close to the beach, which has the shape of a field with flat relief.

c. The condition of the land and natural phenomena such as caves, cliffs, waterfalls (water sources), and hot springs

Suppose you look at the soil condition at the Marapalam Beach tourist attraction. In that case, there is a type of podzolic soil, and the tourist attraction is in a high vulnerability zone to ground movement. Natural phenomena such as caves, cliffs, waterfalls, and hot springs are not found at the Marapalam Beach tourist attraction.

d. Weather/climate conditions

Because it is located in a coastal area with many trees, the temperature at this tourist attraction is a moderate air temperature of around 23º-29º C. The Marapalam Beach tourist attraction has moderate rainfall and average wind speed. If you look at the weather/climate conditions at this tourist attraction, it can support tourist activities without being constrained by weather and climate.

4. Dhina Checker Beach

a. Geographical and administrative boundaries, area, and distribution

The Dhina Cheker Beach tourist attraction is in Pasa village, which is in the Batu Cat area. The Dhina Cheker Beach tourist attraction has an area of 0.30 km², which functions as a tourist attraction that offers the beauty of an excellent beach and the best place to relax with family because of the beach.

It is equipped with many adequate facilities. The boundaries of the Dhina Cheker Beach tourist attraction are as follows:

1. North side : Nagari Sungai Pinang (Kampung Koto)
2. South side : Nagari Sungai Nyalo Mudiak aia
3. West side : Indian Ocean
4. East side : Nagari Baruang-baruang Balantai

b. Field conditions

If tourists look at it in terms of height, the Dhina Cheker Beach tourist attraction is close to the beach, which has the shape of a field with flat relief.

c. The condition of the land and natural phenomena such as caves, cliffs, waterfalls (water sources), and hot springs

The soil type at the Dhina Cheker Beach tourist attraction is podzolic soil, which is in a high vulnerability zone to ground movement. Natural phenomena such as cliffs can be found in this tourist attraction, and water sources have been found in the area utilized. By tourist attraction managers as a water source for swimming pools.

d. Weather/climate conditions

Because it is located in a coastal area with many trees, the temperature at this tourist attraction is a moderate air temperature of around 23º-29º C. The Marapalam Beach tourist attraction has moderate rainfall and average wind speed. If you look at the weather/climate conditions at this tourist attraction, it can support tourist activities without being constrained by weather and climate.

5. Pamutusan Island

a. Geographical and administrative boundaries, area, and distribution

The Pamutusan Island tourist attraction is located in Nagari Sungai Pinang. The Pamutusan Island tourist attraction has an area of 8 ha, which functions as a tourist attraction that offers the beauty of the island and a comfortable white sandy beach. Besides enjoying the beach, tourists can dive to see the various fish and marine life. On this island. The territorial boundaries of the Pamutusan Island tourist attraction are as follows:

1) North side : Padang Bungus Teluk Kabung
2) South side : Pari Island
3) West side : Pagang Island
4) East side : Nagari Sungai Pinang

b. Field conditions

When viewed in terms of height, the Pamutusan Island tourist attraction has the shape of a field with flat and hilly relief. That is an advantage for tourists who visit Pamutusan Island. Besides enjoying the white sandy beach, tourists can also see the beauty of the group of islands.

c. The condition of the land and natural phenomena such as caves, cliffs, waterfalls (water sources), and hot springs

The condition of the land on the Pamutusan Island tourist attraction is in the form of land and hilly areas. The cliff is A natural phenomenon found on the Pamutusan Island tourist attraction.

d. Weather/climate conditions

The air temperature at the Pamutusan Island tourist attraction is around 23º-29º C. The Pamutusan Island tourist attraction has moderate rainfall and a high average wind speed, accompanied by storms at certain times.

B. Assessment of the feasibility of Ecotourism in Nagari Sungai Pinang

Attractiveness: A tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and artificial products that are the target or purpose of tourist visits (Kuntari & Lasally, 2021). The assessment results of the criteria for the Majunto Beach tourist attraction obtained a score of 1,020 with a feasibility assessment index of 80.9%. These results were obtained from data processing according to the questionnaire filled out by the tourist attraction manager. Then, the feasibility index results were obtained at 73.8% from the assessments of 10 respondents filled in by tourist visitors. The Eco Beach tourist attraction received a score of 1,050 with a feasibility assessment index of 83.3%. These results were obtained from data processing according to the questionnaire filled out by the tourist attraction manager. Then, the feasibility index results were obtained at 77.3% from the assessments of 10 respondents filled in by tourist visitors. The Marapalam Beach tourist attraction received a score of 900 with a feasibility assessment index of 71.4%. These results were obtained from data processing according to the questionnaire filled out by the tourist attraction manager. Then, the feasibility index results were obtained at 68% from the assessments of 10 respondents filled in by tourist visitors.

The Dhina Cheker Beach tourist attraction received a score of 1020 with a feasibility index of 81%. These results were obtained from data processing according to a questionnaire the tourist attraction manager completed. Then, the feasibility index results were obtained at 75% from the assessments of 10 respondents filled in by tourist visitors. The Pamutusan Island tourist attraction received a score of 930 with a feasibility assessment index of 73.8%. These results were obtained from data processing following a questionnaire filled out by tourist attraction managers. Then, the feasibility index results were obtained at 68.6% from the assessments of 10 respondents filled in by tourist visitors. Feasibility analysis to determine whether a business is feasible must be seen from various aspects; an aspect is said to be feasible if it has specific standards. Less feasible aspects will receive suggestions for improvement to meet the appropriate criteria. Determining whether it is feasible or not is seen from the feasibility index by the statement by Karsudi et al. (2010) that the feasibility level > 66.6% is worthy of development, the feasibility level of 33.3% - 66.6% is not yet feasible for development, the feasibility level < 33.3 % not worth developing.

The overall results based on the attractiveness criteria from the assessment of the tourist attraction manager and ten respondents can be stated that the Majunto Beach, Eco Beach, and Dhina Cheker Beach tourist attractions are worthy of development. In contrast, the Marapalam Beach and Pamutusan Island tourist attractions are worthy of development. The tourist attraction is worthy of development, while from the assessment of 10 respondents, the tourist attraction is not yet worthy of development. The difference in the assessment results of tourist attraction managers and visitors occurs because the management tries to give the best value so that the tourist attraction can attract visitors.

Accessibility: According to Butler (1998), accessibility is the level of intensity of a tourist destination or destination that tourists can reach. The results of the Accessibility assessment of the Majunto Beach tourist attraction received a score of 450 with an assessment index of 68.2%. These results were obtained from data processing according to the questionnaire filled out by the tourist attraction manager. Then, the feasibility index results were obtained at 61.8% from the assessments of 10 respondents filled in by tourist visitors. The Eco Beach tourist attraction received a score of 450 with an assessment index of 68.2%. These results were obtained from data processing by a questionnaire filled out by tourist attraction managers. Then, the feasibility index results were obtained, with 66.3% of the assessments of 10 respondents filled in by tourist visitors. The Marapalam Beach tourist attraction received a score of 450 with an assessment index of 68%. These results were obtained from data processing according to a questionnaire the tourist attraction manager completed. Then, the feasibility index results were obtained at 62% from the assessments of 10 respondents filled in by tourist visitors. The Dhina Cheker Beach tourist attraction received a score of 450 with an assessment index of 68.2%. These results were obtained from data processing according to a questionnaire the tourist attraction manager completed. Then, the feasibility index results were obtained at 64% from the assessments of 10 respondents filled in by tourist visitors.

The Pamutusan Island tourist attraction received a score of 250 with an assessment index of 45.4%. These results were obtained from data processing according to a questionnaire filled out by the object manager. One aspect of the development of tourist attractions is accessibility because tourists cannot visit tourist attractions if access is difficult to reach. If there is good accessibility, visitors will easily reach tourist locations. The overall results of the tourist attraction assessment based on accessibility criteria from the assessment of tourist attraction managers stated that the Majunto Beach, eco Beach, Dhina Cheker Beach, and Marapalam Beach tourist attractions are worthy of development.

In contrast, from the visitor assessment of these tourist attractions based on accessibility criteria, they are not yet worthy of development. According to the assessment of tourist attraction managers and visitors, the Pamutusan Island tourist attraction is not yet worthy of development. The assessment of this tourist attraction is by the ODTWA PHKA guidelines that in terms of accessibility criteria if there is a combination of land and water roads, the lowest value is taken.

Accommodation: In tourism, accommodation is an industry, so the meaning of accommodation industry is a component of the tourism industry because accommodation can be a place or room where people or visitors or tourists can rest or sleep, bathe, eat, and drink and enjoy services and entertainment available (Hindrawan & Ordiyasa, 2019). Accommodation assessment is calculated from the number of rooms within a 15 km radius of the object. The results of the Majunto Beach tourist attraction assessment received a score of 30 with an assessment index of 33.3%. The Eco Beach tourist attraction received a score of 30 with an assessment index of 33.3%. The Marapalam Beach tourist attraction received a score of 30 with an assessment index of 33.3%. The Dhina Cheker Beach tourist attraction scored 30 with an assessment index of 33.3%. The Pamutusan Island tourist attraction scored 30 with an assessment index of 33.3%. According to ODTWA, the accommodation criteria assessment indicators are

based on the number of rooms within a radius of 5-15 from tourist attractions. So, the results for each tourist attraction were obtained from data processing based on the assessment of tourist attraction managers and visitors. Accommodation criteria for all tourist attractions received a feasibility level of 33.3%, which means they are not yet feasible to develop.

Facilities and infrastructure: Tourism facilities and infrastructure are all facilities that enable tourism infrastructure to live and develop and can provide services to tourists to meet their diverse needs. Tourist facilities are the completeness of a tourist destination area needed to serve the needs of tourists in enjoying their tourist trip (Septiawan & Indrawati, 2021). The results of the assessment of the Majunto Beach tourist attraction received a score of 135 with an assessment index of 75%. These results were obtained from data processing by a questionnaire filled out by tourist attraction managers. Then, the feasibility index results were obtained at 72% from the assessments of 10 respondents filled in by tourist visitors. The Eco Beach tourist attraction received a score of 135 with an assessment index of 75%. These results were obtained from data processing according to a questionnaire the tourist attraction manager completed. Then, the feasibility index results were obtained, with 72% of the assessments from 10 respondents filled in by tourist visitors.

The Marapalam Beach tourist attraction received a score of 70 with an assessment index of 58.3%. These results were obtained from data processing by a questionnaire filled out by tourist attraction managers. Then, the feasibility index results were obtained at 52% from the assessments of 10 respondents filled in by tourist visitors. The Dhina Cheker Beach tourist attraction received a score of 150 with an assessment index of 83.3%. These results were obtained from data processing according to a questionnaire the tourist attraction manager completed. Then, the feasibility index results were obtained at 76% from the assessments of 10 respondents filled in by tourist visitors. The Pamutusan Island tourist attraction received a score of 120 with an assessment index of 66.6%. These results were obtained from data processing by a questionnaire filled out by tourist attraction managers. Then, the feasibility index results were obtained at 61% from the assessments of 10 respondents filled in by tourist visitors.

The overall results of the tourist attraction assessment based on the criteria of facilities and infrastructure from the assessment of the tourist attraction manager and ten respondents can be stated that the Majunto Beach, Eco Beach, Dhina Cheker Beach, and Pamutusan Island tourist attractions are worthy of development. In contrast, the Marapalam Beach tourist attraction is based on the assessment of the tourist attraction manager, and visitors are not yet suitable for development. To produce data that has high credibility and the data obtained can be accounted for, the researchers compared the values from the average calculations obtained from tourist attraction managers and thus obtained the average value of the suitability index for the Majunto Beach tourist attraction for visitors can be seen in the following table:

Table 2. Compare results of the tourist attraction feasibility

No	Tourist attraction name	Feasibility index value		Average	Category
		Manager	Visitors		

1	Majunto beach	74.6%	72%	73.3%	Worth developing
2	Eco beach	76.2%	72%	74.1%	Worth developing
3	Marapalam Beach	67%	63.9%	65.5%	Not yet worth developing
4	Dhina checker beach	75.3%	71.2%	73.3%	Worth developing
5	Pamutusan Island	60.7%	58.45%	59.6%	Not yet worth developing

Source: Primary data processing 2023

To produce data that has high credibility and the data obtained can be accounted for, the researchers compared the values from the average calculations obtained from tourist attraction managers and visitors so that the average value of the suitability index for the Majunto Beach tourist attraction was 73.3%, Eco Beach 74.1%, Marapalam Beach 65.4%, Dhina Checker Beach 73.1%, Pamutusan Island 59.45%. The statement (Karsudi, 2010) that the feasibility level > 66.6% is worthy of development, the feasibility level of 33.3% - 66.6% is not feasible to develop, and the feasibility level < 33.3% is not feasible to develop. So, there can be three tourist attractions worth developing and four that are not yet worth developing.

The feasibility of developing the beach as ecotourism will improve the welfare of the surrounding community. The existence of Ecotourism is proven to have an impact on the community's economy, especially in creating employment opportunities and increasing income. It can be seen that the highest side employment opportunities occur in the ecotourism management group. In contrast, the most essential work was created in community groups who previously farmed and then became shop owners and other businesses. The emergence of these business opportunities for the community directly increases income (Buana et al., 2023; Fadhlyani & Alwin, 2022).

4. Conclusion

Based on research results of Ecotourism Feasibility Analysis in Nagari Sungai Pinang, The physical condition of the area of all tourist attractions has the exact geographic location, so it has advantages in terms of accessibility. The condition of the field with flat and mountainous relief is a high attraction, the condition of the land and natural phenomena are used as a source of clean water, and the weather/climate conditions are moderate. Supports tourist activities without being hampered by bad weather. The results of the feasibility test, based on a comparison of scores from tourism managers and visitors, showed that the average value of the feasibility index for the tourist attraction Majunto Beach was 73.3%, Eco Beach at 74.1%, Marapalam Beach at 65.4%, Dhina Cheker Beach 73.1%, Pamutusan Island 59.45%. From these results, it can be concluded that three tourist attractions are worth developing, namely Majunto Beach, Eco Beach, Dhina Cheker Beach. In contrast, the tourist attractions of Marapalam Beach and Pamutusan Island are not yet worth developing.

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