

PREFERENCES AND MOTIVATION OF TOURISTS TO VISIT TURTLE ECOTOURISM IN PARIAMAN CITY

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ABSTRACT: Turtle ecotourism is one of the main attractions in Pariaman City which not only functions as a tourist attraction, but also as a means of education and conservation efforts. This study aims to analyze the preferences and motivations of tourists in visiting turtle ecotourism in Pariaman City. The research method uses a descriptive quantitative approach with data collection techniques through observation, questionnaires, and supporting interviews. The research sample was determined by random sampling of tourists who visited turtle conservation sites. The data was analyzed using SWOT analysis techniques for factor analysis to identify the main motivations for visits. The results of the study show that tourist preferences are dominated by interest in conservation educational activities, the experience of seeing turtles in person, and the natural atmosphere that is still natural. Meanwhile, it was found that tourists' high motivation for conservation education and the attractive experience of hatchling release are the main strength of turtle ecotourism in the city of Pariaman to develop. With aggressive strategy planning based on digital promotion, facility improvement, and educational collaboration, this destination has the potential to become a major ecotourism icon in West Sumatra.

Keywords: Tourist Preferences, Tourist Motivation, Turtle Ecotourism, Conservation

1. INTRODUCTION

Indonesia has very abundant natural resources, especially natural resources that come from the sea, one of which is coral reefs. Indonesia is an archipelagic country that has a lot of coastal tourism potential in each region [50]. These coral reef ecosystems are essential for marine waters and habitat for fish and other marine life [47]. It prioritizes minimizing negative environmental and cultural impacts while maximizing benefits for local populations through responsible travel to natural areas [52][53]. This specialized form of tourism is officially defined as responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education [53].

This comprehensive approach integrates eco-centric and anthropocentric planning ethics,

striving for a balanced development that safeguards environmental resources while addressing human needs [54]. Recognized as a sustainable green economy by the United Nations Environmental Program, ecotourism offers a viable alternative to mass tourism by fostering economic development without compromising ecological integrity [56][55]. This approach emerged from the "Adaptancy platform" of the 1970s, which sought alternatives to the increasingly apparent negative impacts of mass tourism [57]. Pariaman City officially became an autonomous region on July 2, 2002 through Law Number 12 of 2002 concerning the Establishment of Pariaman City in West Sumatra Province. Prior to that, Pariaman had the status of an administrative city and was still within the territory of Padang Pariaman Regency according to Government Regulation Number 33 of 1986, which was inaugurated on

October 29, 1987 by the Minister of Home Affairs Soepardjo Rustam, with Drs. Adlis Legan as its first mayor. The population of Pariaman City is dominated by the Minangkabau ethnic community, with a gender ratio of 93.26. The number of labor force was recorded at 27,605 people with the number of unemployed people as many as 2,970 people. Geographically, Pariaman City is located at the coordinates of 0°33'00"-0°40'43" South Latitude and 100°07'00"-100°10'55" East Longitude, with an area of 73 km² covering the mainland and archipelago. The city consists of four sub-districts, namely North Pariaman, Central Pariaman, South Pariaman, and East Pariaman. Pariaman has four small islands—Kasiak Island, Angso Duo Island, Tangah Island, Ujung Island, and Bando Island—and one burn, Gosong Si Barat. The city is also one of seven cities and regencies in West Sumatra located on the west coast of Sumatra Island, with a coastline length of 12.73 km and a water area of 282.69 km². The characteristics of its sloping beaches and beautiful panoramas are tourist attractions, where the local government continues to make arrangements to support the development of the tourism sector. Some of the leading tourist attractions in Pariaman include Gandoriah Beach which is right in front of the city train station, and the turtle conservation area in Apar Village. Ecotourism itself is a form of tourism that is managed with the principle of conservation, namely the sustainable use of nature and community culture. Meanwhile, conservation is an effort to maintain the sustainability of natural resources so that they can still be used in the present and in the future [1].

Ecotourism today has developed into one of the important economic activities because it provides an opportunity for tourists to experience firsthand experiences related to nature and culture, as well as learn and understand the importance of preserving biodiversity and local culture [48]. Basically, ecotourism that is oriented towards the preservation and utilization of nature and community culture applies stricter principles than the usual concept of sustainability. Environmentally friendly ecotourism development is considered more effective in preserving nature than just sustainable development, because ecotourism does not exploit natural resources, but utilizes environmental services and community wisdom to meet the knowledge, physical, and psychological needs of tourists. In many ways, ecotourism is even considered a form of tourism that leads to the concept *Metatourism*,

where what is sold is not just the destination, but the philosophy contained in it. With this approach, ecotourism has the potential not to experience market saturation because the value offered is deeper and continues to grow and the development of tourist attractions can only take place optimally if managed effectively. Good management has an important role in determining the development of the tourism sector, because the smooth and successful of a tourist attraction is highly dependent on the quality of management applied [49]. Ecotourism can be interpreted as a tourist trip to a natural area. Although it is often adventurous, tourists can still enjoy it. The concept of ecotourism emphasizes the importance of maintaining the quality, integrity, and preservation of the local environment and culture, while ensuring alignment with the local community. [1] Turtles are one of the fauna that is now facing the threat of extinction. These protected marine reptiles are able to migrate over very long distances across the Pacific Ocean, Indian Ocean, and Southeast Asia. Of the seven species of turtles in the world, six of them live in Indonesian waters. The decline in turtle populations is caused by various factors such as the destruction of coastal habitats and foraging areas, deaths due to interaction with fishing activities, sub-optimal conservation techniques, climate change, disease, and uncontrolled turtle and egg retrieval. Therefore, efforts to preserve and protect turtle habitat are very important by various parties who are responsible for preventing the extinction of the population.

However, the establishment of protected status alone is not enough to recover, or even maintain, the turtle population in Indonesia. Therefore, real efforts are needed through turtle conservation management that is carried out comprehensively, systematically, and measurably. So that the people in charge are able to create a shared conservation management location that can be used as a forum for the preservation and protection of turtle areas. Turtle conservation is an effort that is expected to be able to prevent the loss of turtle habitat and reduce the use of turtles for commercial purposes, such as the sale of eggs, meat, and shells. In addition, conservation activities also serve as a means of education for the public about the importance of preserving turtles so that their habitats and populations in Indonesia do not become extinct [2]. The high rate of turtle utilization by humans has led to a decline in the population of these animals in addition to the pressure from human activities, natural factors such as the presence of

predators, diseases, and climate change also threaten the survival of turtles [51]. West Sumatra Province is one of the provinces that is rich in natural and cultural beauty in Indonesia. This province has great potential to develop marine tourism and ecotourism [3]. Related to marine tourism activities that have been going on so far, tourists who visit Pariaman City generally only come to turtle conservation beaches, and even that without obtaining any services from the local community. Residents around the conservation area also do not have adequate knowledge so they are unable to explain the various components contained in the turtle conservation area. On the other hand, tourist visits to turtle conservation beaches can actually be an opportunity for the community to introduce other cultural attractions around them, including the potential for underwater nature tourism. The creativity of the community in taking advantage of these opportunities can create its own attraction for tourists, both from within the country and abroad [4]. Turtle conservation activities can also be used as an educational medium for community visitors to always describe related to knowledge of turtle habitats or endangered animals that pose a threat to marine ecosystems [5]. Pariaman is one of the coastal areas in Indonesia that has a significant role in sea turtle conservation efforts, considering that this area is known as a turtle spawning location and conservation initiatives that have been running [6]. Conservation efforts in Pariaman City have three main types of turtles, namely hawksbill turtles, green turtles, and loggerhead turtles, all of which are protected species [7].

The Indonesian government has also established various regulations, such as Government Regulation No. 7 of 1999, to protect turtles and their habitats from illegal hunting and trade activities [8][9]. However, despite the clear legal framework, public awareness of the importance of turtle conservation is still a challenge in some areas, so continuous educational efforts are needed [10][8]. The designation of conservation areas in coastal areas and small islands, as stipulated in the Regulation of the Minister of Maritime Affairs and Fisheries No. 23/2016, is also crucial to ensure the survival of turtles in their natural habitat, including in Pariaman City which is densely populated and vulnerable to tsunami disasters [11]. Local communities, as an integral part of coastal ecosystems, have a great responsibility in the success of green turtle conservation efforts, which are an essential part of marine biodiversity [9]. In addition, increasing awareness and education

of local communities about turtle conservation, through ongoing training and coordination between stakeholders, is indispensable to effectively manage turtle conservation areas [9]. This approach is expected to produce new materials with superior properties that go beyond the capabilities of existing commercial steel. This proposed research mechanism involves using machine learning to randomly predict material composition, which is then simulated using CALPHAD to identify three alloy compositions with the best mechanical properties [12].

SWOT Analysis

SWOT analysis is a strategic planning method used to assess strengths, weaknesses, opportunities, and threats related to a project, business, or individual. Internal factors include strength (*Strengths*) and weaknesses (*Weaknesses*), while external factors include odds (*opportunities*) and threats (*threats*) [13]. These opportunities and threats comes from outside the institutional environment and has the possibility of influencing the direction of the organization's future development [14]. In the context of education strategy, SWOT analysis also serves as a tool to identify the potential of an institution's brand image, where internal strengths such as excellent programs and good accreditation can be the foundation, while weaknesses such as inadequate facilities need to be addressed to build a positive image [15]. In particular, SWOT analysis can identify the organization's internal unique capabilities and external potential for success, which then becomes the basis for formulating an effective combined strategy [16].

SWOT analysis consists of two groups of factors, namely internal factors and external factors. Internal factors include strengths and weaknesses, while external factors include opportunities and threats. In addition, SWOT analysis also produces four types of strategies, namely:

- a. This SO strategy is structured when an organization leverages its internal strengths to seize the opportunities that are available to them. available from external factors [17]. This is an ideal situation for organizations, where power is used to maximize opportunities.
- b. WO Strategy
This strategy is directed to overcome the internal weaknesses of the organization so that it is still able to take advantage of the opportunities available from the external environment [18]. This approach is

conservative, suggesting that organizations need to close their shortcomings by taking advantage of the opportunities that arise in their environment.

c. ST Strategy

This strategy is designed to make optimal use of the organization's internal strengths so that it can prevent or minimize the influence of threats from the external environment.

d. WT Strategy

This strategy focuses on reducing internal weaknesses while avoiding external threats.

This approach is defensive in nature and is considered the most unfavorable situation, as it often requires the organization to take defensive measures [19]. This section systematically evaluates the internal strengths and weaknesses of the subject under consideration, along with the external opportunities and threats it faces. This analytical framework serves as a foundational step in strategic management, aiming to identify critical issues and inform the strategic direction of an entity [64]. This methodology, widely recognized in strategic planning, distills key advantages and core problems by considering both the internal environment and external factors [65]. It is a critical tool for assessing the competitive placement of an organization within its market, guiding the development of both internal and external strategic plans [62].

This matrix-based approach is crucial for understanding an organization's present and future positioning, thereby facilitating the development of strategic goals [60]. The identification of these factors allows for the formulation of strategies that capitalize on strengths and opportunities while mitigating weaknesses and threats, thereby optimizing performance in a dynamic environment [66]. Specifically, strengths and weaknesses pertain to internal organizational attributes, whereas opportunities and threats emerge from the external environment [61][67].

This comprehensive assessment, therefore, provides a holistic view, enabling organizations to proactively prepare for both advantageous and disadvantageous scenarios [58]. The internal analysis categorizes findings into strengths and weaknesses, while the external analysis classifies observations into opportunities and threats [63]. This comprehensive strategic assessment method helps organizations systematically evaluate both internal and external factors, providing crucial information for strategic planning [59].

Quadrant I: This condition indicates a very favorable situation. Organizations have great strengths and opportunities so that they can maximize the various opportunities available. The right strategy to apply to this position is an aggressive growth strategy (*growth oriented strategy*).

Quadrant II: Even though the company is faced with various threats, the organization still has reliable internal strength. The appropriate strategy in this condition is to utilize these strengths to seize long-term opportunities, including through the implementation of product and service diversification strategies

Quadrant III: The organization is in a situation where the market opportunity is enormous, but it is still overshadowed by various internal constraints or weaknesses. This position is similar to the *Question Mark category* on the BCG matrix. Therefore, the main strategy that needs to be implemented is to reduce or overcome internal weaknesses so that the company is able to take optimal advantage of the available market opportunities

Quadrant IV: This situation is the most unfavorable situation, where the company has to deal with various external threats as well as having weaknesses in its internal factors.

2. METHODS

2.1 Tourist Preferences to Enjoy Turtle Ecotourism in Pariaman City

This study aims to examine tourist preferences for turtle ecotourism in Pariaman City using a descriptive statistical approach [20]. A descriptive qualitative method will be used to comprehensively identify visit trends, tourist demographic profiles, and tourism preferences, with reference to relevant secondary data such as tourism statistics reports and academic publications [21] [22]. Primary data will be obtained through questionnaire surveys as well as conducting interviews and direct observations in the field to obtain more in-depth information related to tourist perceptions and experiences [20]. Quantitative descriptive statistical analysis will

be applied to process questionnaire data from respondents to identify dominant patterns and trends [23][24].

2.2 Motivation of Tourists to Enjoy Turtle Ecotourism Activities in Pariaman City

This study examines internal and external factors that affect the motivation of tourists in participating in turtle ecotourism activities analyzed using a SWOT framework to develop a more effective development strategy [25]. This approach focuses on mapping strengths, weaknesses, opportunities, and threats related to efforts to develop sustainable turtle ecotourism in Pariaman City [26]. In the context of ecotourism development, this approach allows for the formulation of strategic recommendations that optimize the potential strengths and opportunities available, while reducing the impact of the weaknesses and threats faced [27]. This approach also helps in developing economic development strategies for local communities [28]. The application of SWOT analysis allows the identification of appropriate strategic measures to optimize potential and address challenges in ecotourism, in line with improving the quality and capabilities of data-driven decision-making [29].

3. RESULTS AND DISCUSSION

3.1. Tourist Preferences to Enjoy Turtle Ecotourism in Pariaman City

This study aims to examine the main factors that influence tourists' decisions in determining turtle ecotourism destinations in Pariaman City, especially those related to the quality of attractions, the completeness of supporting facilities, and the amount of costs offered [20][30]. This approach focuses on describing the phenomenon in depth, including the identification of the elements that shape tourists' preferences for a destination, which include the attributes of attractions, facilities, ease of access, variety of activities, and price structure [31].

Tourist Preferences for Turtle Attractions and Activities in Pariaman City

This study is aimed at examining aspects that play a role in determining tourist preferences for turtle ecotourism attractions and activities, as well as to identify the potential for sustainable development in Pariaman City [7]. This approach focuses on mapping the existing conditions of turtle ecotourism, including natural attractions, facilities, and local community involvement, in

order to formulate a comprehensive development strategy [25]. Data collection was carried out through in-depth interviews, participatory observations, and literature review of related documents to get a comprehensive picture of tourist preferences and development components that are not in line with the principles of marine ecotourism [32].

Table 1. Tourist preferences for attractions and activities

Preference Type	Percentage
Seeing turtle breeding	82%
Hatching education	76%
Hatch release	68%
Photo with turtles	55%
Conservation activities	42%

Based on Table 1, above in the analysis of the types of preferences for turtle attractions and activities in the city of Pariaman: (1) 100% of the 6 respondents, 82% chose to see turtle breeding, (2) 100% of the 6 respondents, 76% chose hatching process education, (3) 100% of the 6 respondents, 68% chose hatchling release, (4) 100% of the 6 respondents, 55% chose a photo with a turtle, and (5) 100% of the 6 respondents, 42 chose conservation activities. So the most popular attractions are activities that provide a direct and educational experience about turtle conservation.

Tourists' Preferences for Turtle Facilities in Pariaman City

This study focuses on the analysis of tourists' choices for information facilities, toilets, site cleanliness, accessibility, and rest areas in the turtle conservation area of Pariaman City, considering the importance of these facilities in supporting the comfort and experience of tourists [20]. Optimization of tourism facilities has a crucial role in creating a pleasant tourist impression, where tourists can gain new experiences and satisfaction of their needs [33]. Previous studies have shown that good quality of services and facilities are key factors in tourist satisfaction and tourism sustainability [34]. Complete and well-managed facilities, including the provision of information, clean toilets, and smooth access, not only support the needs of tourists, but also add to the allure of the destination [35][36].

Table 2. Tourist preferences for facilities

Facilities	Adequate (%)	Inadequate (%)
Information	60	40
Toilet	58	42
Site cleanliness	70	30
Accessibility	72	28
Rest area	54	42

Based on Table 2, above in the analysis of the types of turtle facility preferences in the city of Pariaman: (1) the existence of information, 60% said it was adequate while 40% said it was inadequate, (2) the existence of toilets, 58% said it was adequate while 42% said it was inadequate, (3) Location cleanliness 70% said it was adequate while 30% said inadequate, (4) Accessibility 72% said adequate while 28% said inadequate, and (5) the existence of a rest area, 54% said it was adequate while 42% said it was inadequate. So it can be concluded that the facilities need to be improved.

Tourists' Preferences for Turtle Entrance Ticket Fees in Pariaman City

The study aimed to analyze the willingness of tourists to pay entrance fees to support turtle conservation efforts, as well as identify factors that influence their preference for such fees [37][38].

Table 3. Tourist preferences for entrance fees

Category of ticket perception	cost	Percentage (%)
Affordable		75
Quite expensive		20
Too expensive		5

Based on Table 3, above, in the analysis of the type of ticket preferences, the entrance fee for the Pariaman city turtle entrance fee: (1) 100% of 6 respondents, 75% said it was affordable, (2) 100% of 6 respondents 20% said it was quite expensive, and (3) 100% of 6 respondents 5% said it was too expensive.

3.2. Factors That Motivate Tourists to Visit Turtle Ecotourism in Pariaman City

This study aims to identify and analyze the driving and pulling factors that motivate tourists to visit turtle ecotourism in Pariaman City, covering aspects of natural and artificial attraction [30]. Tourists' motivation to visit a tourist destination is often influenced by the desire to escape from the monotonous daily routine, seek new experiences, and the unique attractions offered by the location [39][40]. In particular, turtle ecotourism offers both educational and conservation attractions, distinguishing it from other types of mass tourism [7]. Driving factors, which are socio-psychological in nature, include an individual's internal desire to travel, while attraction factors refer to the specific attributes of the destination that attract tourists [41]. This study of tourist motivation is essential to understand visitor

preferences, which include the needs and satisfaction sought, as well as to develop tourism products that are innovative and in line with market expectations [42]. Previous research indicates that domestic travelers' motivation is often dominated by the product and amenities factors of the destination, which include novelty and attractive tourism imagery [43][44]. Understanding the underlying motivations for tourist travel is crucial for comprehending demand, shaping marketing strategies, and developing sustainable tourism practices [74]. This area of inquiry delves into the psychological and sociological underpinnings that propel individuals to engage in tourism-related activities, considering both internal desires and external influences [70][71].

Travel motivation, therefore, is recognized as a pivotal element in understanding tourist behavior and is considered the foundational step in initiating tourists' decision-making processes and subsequent purchasing behavior [69][73]. This perspective aligns with the view that tourist motivation is a complex interplay of biological and cultural forces that direct travel choices and experiences, ultimately influencing travel patterns [72]. Furthermore, motivation encompasses both intrinsic and extrinsic factors that guide destination choice, with internal desires often leading to a general desire to travel and external elements like destination characteristics influencing specific selections [68].

Internal Factors (Driving Factors) Motivation of Turtle Ecotourism in Pariaman City

The internal factors or motivational factors of tourists in the turtle ecosystem in the city of Pariaman are: (1) The desire to seek new experiences, (2) interest in learning, (3) fill your free time, (4) increase the sense of caring for the environment, and (5) refreshing/releasing fatigue.

External Factors (Attraction Factors) Motivation of Turtle Ecotourism in Pariaman City

The external factors or factors that attract tourist motivation in the turtle ecosystem in the city of Pariaman are: (1) the uniqueness of turtle ecotourism, (2) the beauty of the beach. 3) availability of hatchling releases, (4) easy access, and (5) information from social media.

3.3. SWOT Analysis Results

SWOT analysis is an important strategic framework to assess the potential as well as

challenges in ecotourism development, taking into account the internal and external factors that affect it [45]. In qualitative data, the analysis technique used is SWOT analysis, which is the process of identifying various key factors to formulate strategies in solving a problem. The results of the analysis show that optimal use of strengths and opportunities can help reduce weaknesses and face emerging threats [50]. This approach facilitates the development of effective strategies to strengthen advantages and opportunities while minimizing various potential barriers in ecotourism development [46]. This study has also conducted a SWOT calculation on the motivation of tourists in visiting turtle ecotourism in Pariaman City, which is presented in the following Table 4.

Table 4. Internal score (S&W) SWOT turtle ecotourism

Factor	Weight	Ratings (1-4)	Score
S1	0.15	4	0.60
S2	0.10	3	0.30
S3	0.10	3	0.30
S4	0.15	4	0.60
W1	0.15	2	0.30
W2	0.10	2	0.20
W3	0.10	1	0.10
W4	0.15	2	0.30

Based on Table 4, the results of the SWOT analysis on the strength and weakness factors show variations in weights and scores that reflect the level of influence of each indicator. In the strength factor, S1 has a weight of 0.15 with a rating of 4 resulting in a score of 0.60, followed by S2 with a weight of 0.10 and a rating of 3 which produces a score of 0.30. The S3 factor also has a weight of 0.10 with a rating of 3 and produces a score of 0.30, while S4 gets a weight of 0.15 with a rating of 4 so that the score reaches 0.60. On the weakness factor, W1 has a weight of 0.15 with a rating of 2 and produces a score of 0.30. Furthermore, W2 has a weight of 0.10 with a rating of 2 so that it produces a score of 0.20, followed by W3 which has a weight of 0.10 with a rating of 1 and obtains a score of 0.10. Finally, W4 has a weight of 0.15 with a rating of 2 so that the score reaches 0.30. These results provide an overview of the contribution of each factor in influencing the internal conditions of turtle ecotourism in Pariaman City.

Table 5. External score (O & T) SWOT turtle ecotourism

Factor	Weight	Ratings (1-4)	Score
O1	0.15	4	0.60
O2	0.10	3	0.30
O3	0.15	4	0.60
O4	0.10	3	0.30

T1	0.15	2	0.30
T2	0.10	2	0.20
T3	0.10	1	0.10
T4	0.15	2	0.30

Based on Table 5, the results of the SWOT analysis on the opportunity and threat factors show the amount of weight and score that describes the level of influence of each external aspect. In the chance factor, O1 has a weight of 0.15 with a rating of 4 resulting in a score of 0.60. Then, O2 weighed 0.10 with a rating of 3 which resulted in a score of 0.30. The O3 factor obtained a weight of 0.15 with a rating of 4 resulting in a score of 0.60, while O4 had a weight of 0.10 with a rating of 3 so that the score reached 0.30. On the threat factor, T1 has a weight of 0.15 with a rating of 2 which results in a score of 0.30. Furthermore, T2 has a weight of 0.10 with a rating of 2 so that it produces a score of 0.20. The T3 factor has a weight of 0.10 with a rating of 1 and produces a score of 0.10, while T4 has a weight of 0.15 with a rating of 2 resulting in a score of 0.30. This finding provides an overview of the magnitude of the influence of opportunities and threats in determining the external conditions of turtle ecotourism development in Pariaman City.

So it is concluded that the total opportunity score is 1.80 while the total threats (threat factor is 0.90, which if totaled the internal score factor is 2.70. So, a score of 2.70 shows that the organization's response to threat opportunities is quite good.

3.4. SWOT Chart

The quantitative SWOT chart of strength – weakness is $1.80 - 0.90 = +0.90$. while opportunity – threat = $1.80 - 0.90 = +0.90$. The position is in Quadrant 1 of the Growth Strategy which means that high tourist motivation towards conservation education and attractive experiences of hatchling release is the main strength of turtle ecotourism in Pariaman City to develop. With aggressive strategy planning based on digital promotion, facility improvement, and educational collaboration, this destination has the potential to become a major ecotourism icon in West Sumatra. This analytical framework facilitates the planning and management of organizational resources to achieve specific goals within a defined timeframe [67].

This technique aids in aligning an organization with its environment and assessing its competitive posture, both presently and in the future [76]. This comprehensive approach allows management to develop a roadmap that capitalizes on

strengths, mitigates weaknesses, neutralizes threats, and exploits opportunities [77][75]. In essence, a SWOT analysis is a critical instrument for identifying various factors that contribute to the formulation of corporate strategy, ensuring that strategic decisions consider both internal capabilities and external market dynamics [78][75]. Specifically, strengths are core competencies, such as a skilled workforce or advanced technology, while weaknesses are internal limitations, such as outdated infrastructure or fiscal constraints [79]. Conversely, opportunities represent external favorable conditions, such as emerging markets or technological advancements, whereas threats are external challenges, like new competitors or regulatory changes [80]. This analytical process is crucial for aligning strategic initiatives with market dynamics and for enhancing competitive advantage in the long term [81]. Furthermore, SWOT analysis aids in positioning organizations strategically by enabling proactive adaptation to environmental changes, rather than merely reacting to external shocks [82].

4. CONCLUSION

In general, the majority of visitors consider the facilities to be adequate, but the percentage who consider them inadequate is still quite large, so improving facilities is still needed. Overall, turtle ecotourism facilities in Pariaman City are quite adequate, but not optimal. Tourists' internal motivation is dominated by the drive to have a hands-on experience that is educational and enjoyable, while increasing concern for the environment. Tourists' external motivation is mainly determined by the unique attractiveness of the destination, ease of access, and the opportunity to interact directly with conservation activities. Overall, the motivation of tourists to visit turtle ecotourism in Pariaman City is influenced by a combination of internal and external factors. Internal factors emphasize a desire to learn, new experiences, and environmental concerns, while external factors emphasize uniqueness, natural beauty, ease of access, and interactive activities such as hatchling releases. The synergy between these two factors is key in the development of marketing strategies and effective management of turtle ecotourism destinations.

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