

Feasibility Study for Developing Santari Island as a Natural Tourism Object in North Obi District, South Halmahera Regency

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Abstract

This study aims to analyze the feasibility of developing Santari Island as a natural tourism destination in North Obi District, South Halmahera Regency. The method used is descriptive with a mixed methods approach through observation, interviews, questionnaires, and documentation. Data analysis was conducted descriptively and used a SWOT analysis to formulate a development strategy. The results of the study indicate that Santari Island has great potential in terms of natural, socio-cultural, and economic aspects, with advantages such as beautiful beaches, pristine marine ecosystems, and support from the local community. However, there are several obstacles such as limited accessibility, minimal infrastructure, low human resource capacity, and weak promotion. Multidimensionally, Santari Island is considered feasible for development with the note that improvements in technical and managerial aspects are needed. Recommended development strategies include infrastructure development, community capacity building, promotion optimization, and the implementation of environmentally-based management. With an integrated and sustainable approach, Santari Island has the potential to become a leading tourist destination that can improve community welfare while preserving the environment.

Keywords

Feasibility, Natural Tourism Objects, Santari Island.



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INTRODUCTION

Nature tourism is a sector that plays a strategic role in driving regional economic growth while preserving the environment. Both globally and nationally, current tourism trends indicate a shift in tourist preferences toward nature-based tourism, which offers authentic experiences, beautiful natural landscapes, and direct interaction with the environment. One of the most popular forms of nature tourism is beach tourism. Beaches not only offer beautiful ocean views but also offer a variety of recreational activities such as swimming, snorkeling, diving, and environmental education. The uniqueness of coastal ecosystems, including coral reefs, mangroves,

and marine life, is a unique attraction that can increase the selling value of a tourist destination (Yuniarti et al., 2024).

As an archipelagic nation, Indonesia has enormous coastal tourism potential, boasting the second-longest coastline in the world. Its marine biodiversity, beautiful coastal scenery, and the rich culture of its coastal communities make it a leading global tourism destination. However, this potential has not been fully utilized, particularly in remote areas and small islands (Khumairah et al., 2021). Many coastal tourism destinations have not been developed in a planned and sustainable manner, thus failing to make a maximum contribution to improving the welfare of local communities. Therefore, an in-depth feasibility study is necessary to ensure that the development of coastal tourism areas can be carried out effectively, efficiently, and sustainably.

Coastal tourism development should not only focus on natural beauty, but also consider other important aspects such as accessibility, supporting facilities, human resource readiness, and the impact on the environment and socio-cultural community. A sustainable tourism development approach is crucial to ensure that tourism activities do not damage the environment but instead protect and preserve existing natural resources. Furthermore, local community involvement in tourism management is also a key success factor, as the community is the closest stakeholder and has a direct stake in the sustainability of the area (Dewi et al., 2017).

One area with significant potential for development as a natural tourist attraction is Santari Island, located in North Obi District, South Halmahera Regency. This island's geographical characteristics include a small island with pristine coastal panoramas, clear seawater, and a rich marine ecosystem. Its natural beauty, relatively untouched by development, makes Santari Island a highly promising destination for development as a leading tourist attraction in the region. Furthermore, its strategic location in the Obi archipelago offers the potential to be developed as part of a network of marine tourism destinations in North Maluku. To date, the development of Santari Island as a tourist attraction still faces various obstacles (Aisyah et al., 2022). Limited infrastructure, such as transportation access, accommodation facilities, and other supporting infrastructure, poses a major challenge to the area's development. Furthermore, the lack of thorough and integrated planning has prevented its tourism potential from being optimally utilized. Therefore, a comprehensive feasibility study is needed to assess the suitability of Santari Island for development as a natural tourist attraction, from an economic, environmental, social, and technical perspective.

This feasibility study is crucial as a basis for decision-making in the planning and development of tourism areas. Through this study, various potentials and constraints can be identified, and appropriate and sustainable development strategies can be formulated. The feasibility study can also provide an overview of the potential impacts of tourism development, allowing mitigation measures to minimize potential negative impacts. In the context of the development of Santari Island, environmental aspects are a primary concern, given that the area has a coastal ecosystem that is vulnerable to damage (Artika, 2020). Poorly managed tourism activities can lead to environmental degradation such as pollution, coral reef damage, and biodiversity loss. A conservation-based development concept needs to be implemented to maintain environmental sustainability while enhancing tourist appeal. An ecotourism approach can be an appropriate alternative in the development of Santari Island, where tourism activities are carried out while still adhering to the principles of environmental conservation and local community empowerment.

In addition to environmental aspects, social and economic aspects of the community are also important considerations in developing tourism areas. The presence of tourism is expected to have positive impacts in the form of increased community income, job creation, and the development of micro, small, and medium enterprises (MSMEs). However, tourism development also has the potential to cause negative impacts such as socio-cultural changes, conflicts of interest, and economic inequality if not managed properly. Therefore, local community involvement in every stage of development is crucial to ensure that the benefits of tourism are felt equally (Rahman et al., 2024).

The development of Santari Island as a natural tourist attraction also requires support from local government policies that support sustainable tourism development. Synergy between the government, community, and private sector is key to realizing successful tourism development. The local government plays a role in providing basic infrastructure, regulations, and destination promotion, while the community plays a key role in tourism management and services. The private sector can also contribute through investment and the development of necessary supporting facilities. Considering the various potentials and challenges, a feasibility study on the development of Santari Island as a natural tourist attraction in North Obi District, South Halmahera Regency is highly relevant. This study is expected to provide a comprehensive overview of the existing conditions, development potential, and strategies that can be implemented to realize Santari Island as a

competitive, sustainable tourist destination that benefits the community and the surrounding environment..

METHOD

The research method used in the feasibility study for the development of Santari Island is a descriptive method with a qualitative and quantitative approach (mixed methods). This approach was chosen to obtain a comprehensive picture of the potential, field conditions, and the feasibility of developing a tourism area. Data collection was carried out through several techniques, namely field observation, interviews, questionnaires, and documentation. Observations were conducted directly to identify the physical conditions of Santari Island, including natural beauty, accessibility, facilities and infrastructure, and environmental carrying capacity. Interviews were conducted with key informants such as the village government, local communities, and related parties to obtain information on perceptions, support, and potential for tourism management. Questionnaires were distributed to respondents, especially visitors or local residents, to obtain quantitative data related to the level of interest and assessment of tourist attractions. Documentation was used to supplement the data in the form of photos, maps, and other supporting archives. The data analysis techniques used were descriptive analysis and SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Descriptive analysis was used to explain the conditions and potential of the area, while SWOT analysis was used to formulate an appropriate development strategy based on internal and external factors. The results of this analysis are then used to determine the level of suitability of Santari Island as a sustainable natural tourism object.

RESULTS AND DISCUSSION

Feasibility Study of Developing Santari Island as a Natural Tourism Object in North Obi District, South Halmahera Regency.

Overview of Research Location

Santari Island is a small island with significant coastal natural resource potential, particularly in the context of ecotourism development. Geographically, the island is located in the North Obi District, characterized by a coastal ecosystem that includes white sandy beaches, clear waters, coral reefs, and coastal vegetation such as mangroves and coconut palms. These resources provide added value as a potential tourist attraction.

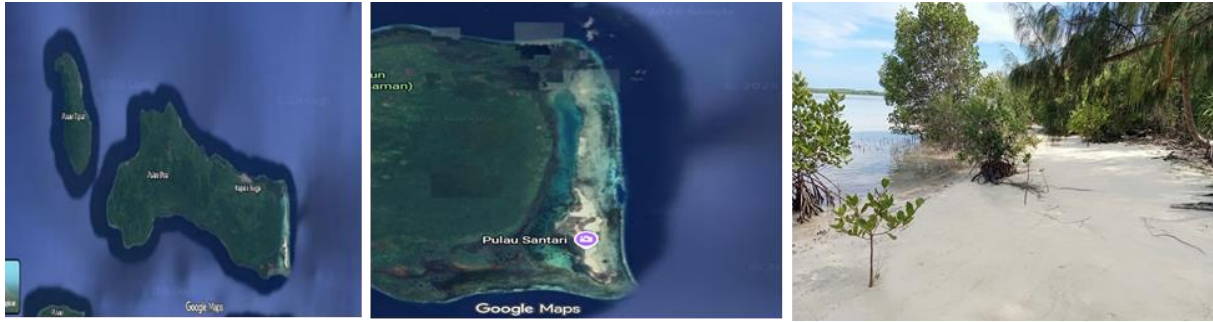


Figure 1. The natural beauty of Santari Island tourism (field observation results, March 22, 2026)

Based on field observations, Santari Island remains relatively pristine and has not experienced overexploitation. This presents both an advantage and a challenge, as tourism development must consider sustainability principles to avoid damaging the existing ecosystem. Accessibility to the site remains limited, with the primary mode of transportation being motorboats from the North Obi mainland.

Analysis of Santari Island Tourism Potential

The research results show that Santari Island has tourism potential that can be categorized into three main aspects, namely natural potential, socio-cultural potential, and economic potential. a) Natural Potential, Santari Island has a beautiful, pristine coastal landscape with fine white sand and clear seawater. In addition, there are coral reefs that are still in good condition and have the potential to be developed as snorkeling and diving locations. The pristine coastal vegetation also supports the development of environmental education tourism. b) Socio-Cultural Potential, The community around Santari Island has well-preserved local wisdom, including in maintaining environmental sustainability (Nurlina et al., 2022). The traditions and culture of coastal communities can be an additional attraction for tourists, especially in the concept of community-based tourism. c) Economic Potential, The development of Santari Island as a tourist attraction has the potential to increase local community income through economic activities such as boat rentals, homestays, and the sale of seafood. Despite its great potential, the research results indicate a number of problems that hinder the development of Santari Island as a tourist attraction. These problems are summarized in the following table:

Table 1. Main Problems in the Development of Santari Island

No	Aspect	Problems	Impact
1	Accessibility	Transportation is limited and unscheduled	Declining interest of tourists to visit

3	Promotion	Lack of tourism promotion and information	Less widely known island
4	HR	Limited community skills in tourism management	Management is not optimal
5	Environment	Potential damage to the ecosystem if not managed properly	Declining environmental quality and tourist attractions

Table 1 shows that the development of Santari Island as a natural tourist attraction still faces a number of interrelated structural obstacles. In terms of accessibility, limited and irregular transportation makes it difficult for tourists to plan their visits, thus directly impacting low visitation rates. In terms of promotion, limited information dissemination and the lack of digital and conventional marketing strategies have kept Santari Island from becoming widely known to both domestic and international tourists. Human resources (HR) are a significant challenge, as the local community lacks adequate skills in tourism management, such as service delivery, destination management, and tourism product development. This results in suboptimal management. Environmentally, there is potential for ecosystem damage if not managed sustainably. The impact is a decline in environmental quality, which could actually reduce Santari Island's long-term tourist appeal.

Development Feasibility Analysis

In the feasibility study, this study uses a multidimensional approach that includes economic, social, environmental, and technical aspects. a) Economic Feasibility, From an economic perspective, the development of Santari Island is considered feasible because it has the potential to increase the income of the local community. Interview results indicate that the community supports tourism development because it is considered to open new job opportunities. However, initial investment is required for the development of basic infrastructure. b) Social Feasibility, Socially, the community has a fairly positive attitude towards the tourism development plan. The level of community participation is quite high, although capacity building through training and mentoring is still needed. b) Environmental Feasibility, From an environmental aspect, Santari Island has a fairly good carrying capacity. However, management based on the principles of sustainability is necessary to prevent environmental damage due to tourism activities. c) Technical Feasibility, Technically, tourism development can be carried out by strengthening transportation access and providing basic facilities. However, limited infrastructure is a major challenge that must be addressed immediately. To strengthen the feasibility analysis, a SWOT analysis was conducted that includes strengths, weaknesses, opportunities, and threats as follows:

Table 2. SWOT Analysis of Santari Island Development

Factor	Description
Strengths	Natural beauty, pristine ecosystem, marine tourism potential
Weaknesses	Limited infrastructure, untrained human resources, difficult access
Opportunities	Increasing nature tourism trend, government support, investment potential
Threats	Environmental damage, competition from other destinations, climate change

Table 2 of the SWOT analysis illustrates the objective conditions of Santari Island in the context of its development as a natural tourist destination. In terms of strengths, natural beauty is the main attraction, including panoramic coastal views, clear seawater, and preserved marine biodiversity. The relatively pristine ecosystem provides added value, as tourists currently tend to seek out untouched destinations. Marine tourism potential, such as snorkeling, diving, and ecotourism, is a crucial asset in developing nature-based destinations. However, in terms of weaknesses, several fundamental obstacles remain. Limited infrastructure, such as the lack of transportation, accommodation, and tourism support facilities, is a major obstacle. Furthermore, the lack of trained human resources (HR) in tourism management can impact service quality. Difficult accessibility, both in terms of transportation and connectivity, also has the potential to reduce tourist interest.

On the other hand, opportunities represent significant potential. The growing trend of nature tourism offers bright prospects for Santari Island's development. Government support for the tourism sector, both through policies and regional development programs, can be a key driver. Furthermore, investment opportunities from the private sector offer the potential for accelerated development of infrastructure and tourism facilities. Regarding threats, there are risks that need to be anticipated. Environmental damage from uncontrolled tourism activities can threaten the sustainability of the ecosystem. Competition with other, more established tourist destinations also poses a challenge. Furthermore, climate change, which impacts coastal and marine conditions, can impact tourism attractiveness in the long term.

Development Strategy

Based on the analysis results, several strategies that can be implemented include: (1) Basic Infrastructure Development, Basic infrastructure development on Santari Island is a crucial aspect in supporting its feasibility as a natural tourist attraction. The infrastructure in question includes scheduled sea transportation

access, the construction of a representative pier, and the provision of safe and environmentally friendly footpaths. In addition, the availability of basic facilities such as clean water, sanitation, electricity, and communication networks must also be considered to support tourist comfort. This development needs to be carried out in an integrated and sustainable manner by considering the environmental carrying capacity, so as not to damage the island's natural ecosystem. With adequate infrastructure, Santari Island's tourism potential can develop optimally and be competitive. (2) Increasing Human Resource Capacity, (Musoffan & Holis, 2020) Increasing human resource (HR) capacity is a crucial aspect in supporting the successful development of Santari Island as a natural tourist attraction. Local HR plays a direct role in providing services, managing facilities, and maintaining the sustainability of the tourist environment. Therefore, a targeted and sustainable training program is needed, such as training for tour guides, homestay management, hospitality services, and environmental cleanliness and conservation management. Capacity building can also be done through mentoring tourism-based micro-enterprises, such as local culinary, handicrafts, and transportation services.

This aims to improve the community's entrepreneurial skills while simultaneously encouraging local economic growth. Strengthening community institutions, such as tourism awareness groups (Pokdarwis), is also important so that tourism management can be carried out professionally and in an organized manner. Collaboration with local governments, educational institutions, and the private sector is an important strategy in supporting the transfer of knowledge and technology to the community. With competent and competitive human resources, Santari Island will not only be able to attract tourists, but also provide a quality, sustainable, and local wisdom-based tourism experience. (3) Tourism Promotion, Tourism promotion is one of the key aspects in supporting the successful development of Santari Island as a competitive natural tourist attraction. Promotional efforts must be designed strategically, integrated, and sustainably to increase visibility and attract tourists, both domestic and international. Promotional strategies can be implemented through the use of digital media such as the official website, social media, and online tourism platforms that showcase the natural beauty, unique ecosystems, and local cultural potential of Santari Island. In addition, promotion can also be carried out through collaboration with local governments, travel agents, and tourism communities to expand marketing networks. Local events or festivals are also an effective means of introducing tourist attractions and increasing tourist visits. Creating engaging visual content such as professional photos and videos is crucial for building an image of an

exotic and worthwhile destination. Effective promotion focuses not only on increasing the number of visits, but also on providing accurate information regarding accessibility, facilities, and available tourist activities. This way, tourists have clear expectations before visiting. Through optimal promotion, Santari Island has the potential to become a leading destination that can provide a positive economic impact on the local community and support sustainable tourism development. (5) Environmentally Based Management, Environmentally based management in the development of Santari Island as a natural tourist attraction is an approach that emphasizes a balance between the use of natural resources and ecosystem preservation.

This concept aims to ensure that tourism activities do not damage the environment but instead support long-term environmental sustainability. Its implementation includes proper waste management, limiting the number of tourist visits (carrying capacity), and protecting natural habitats such as coral reefs, mangrove forests, and marine life. Furthermore, environmentally-based management involves the active participation of local communities in maintaining and monitoring environmental sustainability. Educating tourists about the importance of maintaining cleanliness and avoiding environmental damage is a crucial part of this strategy. The application of ecotourism principles, such as the use of environmentally friendly materials and the construction of facilities with minimal ecological impact, must also be prioritized. With proper management, Santari Island will not only become an attractive tourist destination but will also be able to maintain the authenticity and sustainability of its environment. This will provide economic benefits to the local community without sacrificing environmental quality, thus creating a sustainable balance between economic, social, and ecological aspects. To clarify the existing conditions, the following table presents an in-depth analysis of the problems faced:

Table 3. In-depth Analysis of Problems and Solutions

No	Problems	The main cause	Long-Term Impact	Strategic Solutions
1	Limited access	Minimal sea transportation	Low tourist visits	Provision of regular transportation
2	Inadequate facilities	Lack of investment	Tourists are not comfortable	Development of tourist facilities
3	Less competent human resources	Minimal training	Unprofessional service	Training and

				mentoring
4	Weak promotion	Lack of marketing strategy	Unknown destination	Digital marketing
5	Risk of environmental damage	Absence of management regulations	Ecosystem degradation	Strict regulation and supervision

Table 3 illustrates the systematic relationship between the problems, underlying causes, long-term impacts, and strategic solutions for developing Santari Island as a natural tourist destination. The first problem, limited access, is caused by the lack of regularly available sea transportation. This directly impacts low tourist visits, as destination accessibility is a crucial factor in travel decisions. Therefore, a strategic solution, providing regular transportation, is a top priority. The second problem relates to inadequate facilities due to a lack of investment. This makes tourists uncomfortable because basic needs such as accommodation, sanitation, and recreational facilities are not met. Developing tourism facilities is a crucial step to improve tourist comfort and length of stay.

Furthermore, limited human resource competency is caused by a lack of training. This results in unprofessional service quality, which reduces visitor satisfaction. Training and mentoring efforts are solutions to increase the capacity of local communities. Weak promotion is also a significant obstacle. The lack of a marketing strategy results in destinations being unknown to the wider public. Implementing digital marketing is an effective solution to increase visibility. Finally, the risk of environmental damage due to a lack of regulation can lead to ecosystem degradation. Therefore, strict regulations and oversight are needed to maintain environmental sustainability while supporting sustainable tourism.

Discussion

The development of Santari Island as a natural tourism destination in North Obi District, South Halmahera Regency, represents a strategic step in sustainably utilizing coastal resource potential. Based on the research findings outlined previously, this discussion will integrate empirical findings with the theoretical framework of tourism development, particularly from the perspective of ecotourism and sustainable development. Conceptually, the development of natural tourism destinations focuses not only on exploiting the beauty of the landscape but also on maintaining a balance between economic, social, and environmental aspects. In this context, Santari Island possesses a strong foundation, particularly in terms of its relatively pristine natural resources.



Figure 2. The beauty of the coast and sea of Santari Island (field observation results, March 22, 2026)

The white sandy beaches, crystal clear waters, coral reef ecosystems, and coastal vegetation are key attractions that can be developed into superior tourism products. This is in line with global tourism trends showing increasing tourist interest in nature-based destinations and authentic experiences. However, this potential has not been fully utilized due to various structural constraints. One of the main issues identified is limited accessibility. In tourism development theory, accessibility is a crucial component, alongside attractions and amenities. Without adequate access, a high-quality tourist attraction will not be able to attract significant tourist visits. The limited and unscheduled transportation to Santari Island is a major limiting factor. This has resulted in low tourist visits, as tourists tend to choose destinations that are easily accessible and have a secure travel schedule.

Infrastructure limitations also pose a significant challenge. Basic infrastructure such as piers, sanitation facilities, clean water, electricity, and accommodations are crucial elements in supporting tourist comfort. Without these facilities, the tourism experience is less than optimal, thus reducing visitor satisfaction. In the long term, this can impact the destination's image and the sustainability of tourism development itself. Infrastructure development must be a top priority in the Santari Island development strategy. From a human resources (HR) perspective, research shows that the local community has a fairly high level of participation in supporting tourism development. This constitutes crucial social capital in the concept of community-based tourism. However, limited skills and knowledge in tourism management are obstacles that need to be addressed immediately. The community lacks adequate capacity in tourism services, destination management, and tourism

product development. This situation indicates a gap between potential and existing management capabilities.

Human resource capacity is a key to success. Targeted training and mentoring programs are essential to improving the competency of local communities. This training can cover various aspects, such as hospitality, tour guiding, homestay management, and tourism-based entrepreneurship. Thus, the community is not only the object of development but also the main subject, actively participating in the management of the tourist destination. Furthermore, promotion is also a crucial factor influencing tourist visitation rates (Yuliardi et al., 2021). Research shows that Santari Island remains poorly known, both regionally and nationally. This is due to a lack of promotional strategies. In today's digital era, tourism promotion is no longer limited to conventional media but has evolved into more effective and efficient digital marketing. Utilizing social media, official websites, and online tourism platforms can be effective tools to increase destination visibility. Good promotion not only showcases visual beauty but also provides comprehensive and accurate information regarding accessibility, facilities, and available tourist activities. This is crucial for building tourist trust and assisting them in planning their trips. In addition, cooperation with various parties, such as local governments, travel agents, and tourism communities, also needs to be improved to expand the marketing network.

Santari Island boasts the advantage of a relatively well-preserved ecosystem. However, the potential for environmental damage remains a threat that must be anticipated. Unplanned tourism development that is not based on sustainable principles can lead to ecosystem degradation, such as coral reef damage, environmental pollution, and biodiversity loss. Therefore, environmentally-based management is essential for the development of Santari Island. Implementing the concept of environmental carrying capacity is crucial to control the number of visitors so that it does not exceed the ecosystem's capacity. Furthermore, clear regulations are needed regarding environmental management, including waste management, habitat protection, and zoning of tourist areas. Community participation in preserving the environment must also be continuously encouraged through education and outreach.

The SWOT analysis provides a fairly comprehensive overview of the condition of Santari Island. In terms of strengths, the natural beauty and authenticity of the ecosystem are key assets that must be maintained. However, in terms of weaknesses,

limited infrastructure, accessibility, and human resource quality are challenges that must be addressed immediately. On the other hand, the available opportunities are quite significant, particularly with the increasing trend of nature tourism and government support for the tourism sector. However, threats such as environmental damage, destination competition, and climate change remain a serious concern. Based on this analysis, the development strategy for Santari Island must be implemented in an integrated and sustainable manner. Infrastructure development must be carried out with environmental aspects in mind to avoid damaging the existing ecosystem (Island, 2024). Human resource capacity building must be a priority to ensure that local communities are able to manage the destination professionally. Tourism promotion must be carried out intensively and innovatively to increase the destination's visibility. Furthermore, environmentally-based management must be a key foundation in all development activities. The development of Santari Island also requires support from various parties, including the government, the private sector, and the community. The government plays a crucial role in providing regulations, infrastructure, and policy support. The private sector can play a role in investment and development of tourism facilities. Meanwhile, local communities must be the primary actors in the management and utilization of tourism resources.

In the long term, the success of developing Santari Island as a natural tourism destination will be measured not only by the number of tourist visits, but also by the impact it has on community well-being and environmental sustainability. Therefore, an inclusive and sustainable development approach must be a key principle at every stage of development. Considering all the aspects discussed, it can be concluded that Santari Island has significant potential to be developed as a leading natural tourism destination. However, its success depends heavily on the ability to overcome various existing obstacles and implement appropriate strategies. The synergy between natural potential, community participation, government support, and sustainable management is key to realizing Santari Island as a tourist destination that is not only attractive but also competitive and sustainable.

CONCLUSION

Santari Island has enormous potential for development as a natural ecotourism destination, with its main attractions being the beautiful coastal landscape and pristine ecosystem. Multidimensionally, this area is considered feasible for development from an economic, social, environmental, and technical perspective.

However, successful development depends heavily on addressing key constraints such as limited accessibility, infrastructure, human resource quality, and promotion. Therefore, an integrated and sustainable development strategy is needed, involving synergy between the government, community, and private sector to create a competitive and sustainable tourism destination.

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