



Development strategy for natural tourism attractions: A SWOT analysis for sustainable growth

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ABSTRACT

Background: This research aims to find Development Strategy Te'ekuea Baths as a Natural Tourism Attraction in Maleko Village, Wangi-Wangi District, Wakatobi Regency. **Methods:** This research was conducted in October-November 2023 using interview observation, documentation and literature study methods. The population in this research is the entire community in Maleko Village. The population in this research is the community, related agencies and visitors who carry out activities at the Te'ekuea Bathing Tour. The sample chosen in this study was 10% of 177 heads of families (KK), so 10% of the number of family heads is 17.7 or rounded up to 18 families. Meanwhile, for sample determination, the method can be used as accidental sampling. Respondents who have been determined using the method purposive sampling. In this research purposive sampling addressed to the Tourism Department, Bappeda (planning agency development regional), village heads, sub-district heads and community leaders. The data analysis carried out in this research is qualitative and quantitative descriptive analysis to describe the SWOT analysis so as to obtain a tourism development strategy. **Findings:** The Te'ekuea Baths development strategy shows the highest opportunity in income increase (0.62) and the lowest threat in visitor disruptions (0.17). The SWOT matrix suggests four main strategies: S-O (maximize strengths for visitor attraction), W-O (improve promotion and facilities), S-T (manage eco-friendly waste and public awareness), and W-T (enhance cleanliness and facilities). The IFE matrix average score is 2.9, and EFE matrix is 2.78, indicating growth potential. **Conclusions:** The research emphasizes the vital role of modern digital promotion techniques, especially social media, in enhancing the visibility of Te'ekuea Baths as a tourism destination, ultimately driving greater engagement and visitor growth. **Novelty/Originality of this article:** This study highlights the role of modern digital promotion methods, such as websites and social media, in advancing local tourism, focusing on their effectiveness in engaging younger generations and broadening the reach of the Te'ekuea Baths tourism destination.

KEYWORDS: te'ekuea baths, development strategy, nature tourism, Wakatobi.

1. Introduction

Indonesia has a variety of riches that can become tourism assets, such as cultural diversity, customs, ethnic and tribal diversity, as well as artificial tourism potential that has extraordinary opportunities to be developed, as well as natural tourist destinations that are numerous and have not yet been exploited. Tourism potential is all objects (natural,

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cultural, artificial) that require handling in order to provide attractive value for tourists (Swain, & Mishra, 2017). Regional potential is a wealth of natural, cultural and human resources that exist in an area and have certain characteristics. An area that has natural potential is very dependent on geographical conditions, such as climate and natural landscape in that area (Aditiawati et al, 2016). Differences in natural conditions can cause unique regional potential characteristics in each region (Rusyidi & Fedryansah, 2018). The unique characteristics of the landscape, local community culture and behavior, and community welfare can form interrelated interactions (Paramita et al, 2018). These four elements are important things to pay attention to in the development and development of regional potential.

Wakatobi is a tourism area and national park area located in the world's coral reef triangle area with a high level of marine biodiversity. The Wakatobi marine area has 750 species of shellfish and 942 species of fish. Marine biodiversity is the basis for forming Wakatobi into a tourism area and national park area which has various types. Now Wakatobi has developed into one of Indonesia's leading tourist destinations and is included in the national tourism strategic area (Kementerian Pariwisata Republik Indonesia, 2015). The number of tourist visits is divided into 2 types, namely: a) the highest domestic tourist visits were in 2019 with a total of 32,093 people and the lowest visits were in 2020, namely 3,096 people. b) The highest number of foreign tourist visits was in 2016 with a total of 7,820 people and the lowest number of visits was in 2020, namely 415 people, due to the decline in tourists in 2020 caused by the spread of Covid-19, as a result all tourist activities began to decrease. Wakatobi is not only known for its marine tourism, one of which is the potential that exists in Maleko Village.

Geographically, Maleko Village is in the highlands of Wangi-Wangi Island which is a residential area with a ratio of ± 5 KM from the coast because it is on a cliff. In general, the condition of Maleko Village has a flat surface. This is based on existing slope data, which ranges from 0-2%, then rises in hilly areas. Maleko Village is a village located in the mountains, precisely at the top of the mountains in Wangi-Wangi sub-district with a long historical background, so that Maleko has a historical tourist attraction, namely the Maleko Fort. Apart from Puncak tourism, Maleko Village also has several tourist attractions that can be visited. One of them is the Te'ekuea Water Tour or commonly called Te'ekuea Baths, the word te'ekuea itself is taken from water and bird where Te'e means water while kuea means quail, the reason local people say Te'ekuea is because at the top there is a stream The water that comes from the peak flows towards the plains and people also often find kuea/quail birds in the area around the water flow.

Te'ekuea is administratively located in Maleko Village, which is one of the freshwater bathing tourist destinations in Wangi-Wangi District. This bath is located far from the Regency City Center but can be accessed using two-wheeled vehicles. Te'ekuea is a spring and rainwater that flows through solid rocks and the water flow only occurs when the rainy season arrives, here the nature is still maintained, the trees are still shady and stretch naturally. The coolness of this place makes tourists forget the hustle and bustle of the city. When the rainy season arrives, sometimes tourists come to Te'ekuea to swim or just watch the view of the spring which is still preserved in its natural state, the trees next to the spring are still considered natural, the beauty of the spring from the top of the hill adds to the beauty of visiting Te'ekuea . In the long dry season, the water will decrease and only leave rock gaps formed from sedimentation.

The potential of the Te'ekuea baths attracts attention because they have great opportunities to be realized as a tourist area but still have problems in its development. To determine a development strategy, a basic analysis is needed relating to internal and external factors, namely by using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Based on the above background, it is necessary to carry out research on "Strategy for the Development of Te'ekuea Baths as a Natural Tourism Attraction in Maleko Village, Wangi-Wangi District, Wakatobi Regency". This research aims to determine the strategy for developing Te'ekuea baths as a tourist attraction in Maleko Village, Wangi-Wangi District, Wakatobi Regency.

1.1 Literature review

Natural resources are defined as everything on earth that is produced by nature and not by humans, so the production of goods and services is impossible without involving natural resources in their production process. As the population increases, it means that more goods and services are needed to meet the needs of that population (Suparmoko, 2008). Natural resources are utilized for the greatest prosperity of people while still paying attention to the preservation of environmental functions. Natural resources have a dual role, namely as capital for economic growth (resource-based economy) and support for life systems (life support system). Based on this dual function, natural resources must always be managed in a balanced manner to ensure the sustainability of national development (Qu'ran, 2017).

Tourism is travel from one place to another, temporary in nature, carried out by individuals or groups as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions (Prastika & Sunarta, 2018). Tourism in the modern sense is a symptom of the present era which is based on the need for health and change of air, a conscious and growing appreciation of the beauty of nature, pleasure and enjoyment of the universe, and in particular caused by the increasing interaction of various nations and classes in society as a result of development of the results of developments in commerce, industry and transportation (Qur'an, 2017; Riani, 2021). According to Republic of Indonesia Law No. 10 of 2009 concerning Tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Tourism as an industry is very dependent on human existence. The realization of tourism is an interaction between humans who travel who act as consumers, namely the parties who travel/tourists and humans as producers, namely the parties who offer tourism products and services. So, one of the human aspects acts as a driving force for the continuity of the tourism industry in a country (Satrio, 2018).

Tourism potential is a variety of resources found in a particular area that can be developed into a tourist attraction (Setiono et al., 2020). In other words, tourism potential is a variety of resources that a place has and can be developed into a tourist attraction that can be utilized for economic purposes while still paying attention to other aspects (Paramita et al 1999). According to Indrianeu & Singkawijaya, (2021). Tourism potential here is divided into three types, namely as follows: natural potential, cultural potential, and human potential (Syamsu, 2018). It is explained that the tourism potential is explained below as follows. What is meant by natural potential is the condition and type of flora and fauna of an area, the natural landscape of an area, for example beaches, forests, etc. Cultural potential, what is meant by cultural potential, is all the results of human creativity, feeling and initiative in the form of customs, handicrafts, arts, and historic improvements in the form of buildings or monuments. Human potential: humans also have potential that can be used as a tourist attraction, through dance/performance performances and cultural arts performances in a region.

To attract tourist visits to a destination (tourist destination area), the tourist objects in that destination must meet three (3) attractive requirements, including what to see, what to do and what to buy. And can manage tourist objects and attractions along with the necessary facilities and infrastructure or activities to manage tourist objects and attractions (Yoeti, 1996). Tourism development has a very broad economic driving force, not solely related to increasing tourist visits, but what is more important is the development of tourism which is able to build a national spirit and appreciation for the nation's artistic and cultural riches (Heryati, 2019). A tourism development strategy is a comprehensive and integrated plan from elements of the government, private sector, community and academics to examine the constraints, internal and external environmental conditions of a tourist attraction so that it can become a sustainable and highly competitive tourism destination (Saputra & Rodhiyah, 2016). A development sector that spurs economic growth in a region, tourism is considered a strategic asset to encourage development in areas that have

potential tourist attractions. Because tourism has three aspects of influence, namely the economic aspect (source of foreign exchange, taxes), the social aspect (creating jobs) and the cultural aspect, it explains that the tourism sector increases foreign exchange earnings, creates jobs, stimulates the growth of the tourism industry, therefore it can trigger economic growth. Moreover, this is what encourages various countries to develop the tourism sector (Rahmatica, 2021).

2. Methods

This research was carried out at the Te'ekuea Baths in Maleko Village, Wangi-wangi District, Wakatobi Regency, which is located at coordinates 5°17'51" South Latitude and 123°35'43" East Longitude. This research was conducted in October-November 2023. The materials used in this research were a questionnaire and a map of the research location. The questionnaire plays a role in data collection activities using the interview method to obtain data related to internal and external factors in Te'ekuea bathing tourism, Maleko Village, Wangi-Wangi District, Wakatobi Regency.

The tools used in this research were writing instruments used to record research results, a camera (cellphone) used as a documentation tool for research activities, voice recorder (cellphone) is used to record sound during interviews. According to Sugiyono (2018), population is a unit of time with certain qualities that will be observed/researched, while the sample is part of the number and characteristics possessed by the population. The population in this research is the community, related agencies and visitors who carry out activities at the Te'ekuea Bathing Tour.

According to Sugiyono (2018) a sample is part of the total number of characteristics that the population has, where samples taken from the population must truly represent the population being studied. The sample used in this research was 177 families, related agencies and visitors to the Te'ekuea Baths. According to Arikunto (2006), if there are less than 100 subjects, it is better to take all of them so that the research is population research. But if the number of subjects is large (more than 100 people) it can be taken between 10-15% or 20-25% or more. The number of people in Maleko Village is 177 families with 676 people. Therefore, the sample chosen in this study was 10% of 177 heads of families (KK), so 10% of the number of family heads is 17.7 or rounded up to 18 families.

The method used in sampling for visitors to tourist attractions is the method of accidental sampling. Where the sampling technique is based on a chance encounter with the researcher and can be used as a sample, based on information from the Village Head that the number of visits in 1 month is 50 people so that the sample taken is 20% of 50 people, so the sample of visitors taken is 10 people. Meanwhile, for respondents who have been determined using the method purposive sampling. Method purposive sampling is a sampling technique by determining certain criteria. According to Sugiyono (2018), purposive sampling can be called research or experts. In purposive sampling who represents Stakeholder/stakeholders who are used as respondents, namely 1 representative who will be taken, consisting of the Tourism Office, Bappeda (Regional Development Planning Agency), Village Head, Subdistrict Head and community leaders.

The types of data used in this research are qualitative data and quantitative data. Qualitative data is data that is presented in verbal or verbal form, not in numerical form. Meanwhile, Qualitative Data in this research is data from interviews obtained directly from respondents. The data sources used in this research are primary data and secondary data. Primary data used in this research is the results of direct interviews at the researcher's location, while secondary data is data obtained from publications, namely libraries, related agencies and other related agencies.

The data collection techniques in this research are as follows observation (observation) is collecting data by making direct observations of the object to be studied. The interview technique is to use a list of questions as a guide for conducting interviews with the public to obtain data in processing research results. Documentation techniques are techniques for taking pictures as evidence in collecting research data. Literature study,

namely carrying out the results of previous research in the form of journals, theses and books as well as other scientific works that support research data management.

Table 1. Variable observed in this study

No	Variable	Indicator	Data Type	Method
1.	Attractiveness	Economy Beauty Water and Environmental Cleanliness Specificity.	First	Interview/Literature Study
2.	Business Potential	Facility Rental	First	Direct Observation
3.	Affordability/Ac- cessibility	Road Conditions Road Area Road Type	First	Interview
4.	Environmental Conditions	Cleanliness Comfort	First	Interview
5.	Amenities	Facilities and infrastructure	First	Interview/Literature Study
6.	Security	Area Security Regional Comfort	First	Interview
7.	Traveler	Age, Gender, Education and Occupation	Data Primer/Data Seconds	Interview

The data analysis carried out in this research is qualitative and quantitative descriptive analysis to describe the SWOT analysis to obtain a Tourism Development Strategy. SWOT analysis is used to formulate a comprehensive tourism development strategy. SWOT analysis is also used to design strategic steps for developing Te'ekuea Baths tourism. For an assessment of strengths, weaknesses, opportunities and threats using the IFE matrix (Internal Factor Evaluation) to EFE (External Factor Evaluation) (Freddy, 2006) regarding the condition of the Te'ekuea Baths from the results of observations and interviews at the research location.

2.1 General description of the research area

Maleko Village is one of the villages located in Wangi-Wangi District, Wakatobi Regency with an area of 56.08 km². Geographically, Maleko Village is located "5°17'51.8" South Latitude to "123°35'43.3" East Latitude. The height of the area in Maleko Village is 14 meters above sea level. The distance from Maleko Village to the District Capital is ±6 km. Maleko Village has regional boundaries, namely: 1) To the north it borders Tindoi Village. 2) To the east it borders Pookambua Village. 3) To the south it borders Pongo Village. 4) To the west it borders Posalu Village.

The climate in Maleko Village is like the climate in other villages, in Indonesia it has a dry climate and a rainy climate. The rainy climate in Maleko Village usually occurs from April to September, while the dry climate occurs from October to November. This climate directly affects the income of local communities. Topography is the condition of the earth's surface in an area or area in 3 dimensions which includes differences in the height and low of the earth's surface. Maleko Village is a hilly area or undulating plateau with a height of around 14 meters above the earth's surface as seen from sea level. Maleko Village is an area that has varying degrees of slope, namely plains, gentle slopes, steep slopes and depressions.

The type of soil in Maleko Village only consists of one type of soil, namely lithosol soil with an area of 368 ha (100%). Latosol soil is a type of soil that is formed from igneous rocks originating from volcanic eruptions and hard sediments through imperfect chemical (using the help of living organisms) and physical (with the help of sunlight and rain) weathering processes. Litosol soil is also called the youngest soil, so the parent material is shallow and is very often seen on the surface as solid solid rock. The content of lithosol soil is nutrients,

but the nutrients contained in this soil are only small (Widiasmadi, 2023) This is what causes lithosol soil not to be fertile soil.

The culture in Maleko Village is of course very diverse, such as people holding circumcisions, thanksgivings, weddings which will be enlivened by displays. *mansa'a* (silat) when there are residents who are going to carry out a *hajat* event. Usually silat will also be displayed after Eid. *Karia'a* (Circumcision) is a unique traditional ceremony for girls and boys where a line of girls who have been circumcised will be paraded around the village using a stretcher or *Kasonda'a* (in regional language) accompanied by singing from a group of mothers. -mother, while boys who have been circumcised will line up in the front row while jogging with fans swinging. Apart from that, there is also a bamboo rice making event in the evening which will be carried out by the people of Maleko Village, especially if there is a big celebration or celebration which will be held by one of the people accompanied by a dancing event which will be enlivened by mothers, fathers and young people. This tradition is not just a cultural inheritance from ancestors, but it contains aspects of social science that are closely related to society, which in its continuity there is social interaction within society and as a culture that is still preserved today.

3. Results and Discussion

3.1 Attractiveness

Results Attraction is something that has beauty, uniqueness and convenience in the form of an area that has natural, cultural and man-made diversity which becomes the facilities and infrastructure in tourism. Based on the results of interviews with the respondent, RHL as an Infrastructure Development Analyst, it can be explained that the attractiveness of the Te'ekuea Baths in terms of economic value is still managed by the village government or local self-help which is still quite lacking in terms of funding and development so that it has an impact on increasing the village economy. However, in terms of beauty, the Te'ekuea Baths have their own charm because they are in a hilly area so tourists can see the view from the bottom of the hill, the water is still clear, the trees are still shady so that tourists who are at the Te'ekuea Baths will feel the coolness when they are there. on location.

In terms of social and cultural values, it will have an impact on tourism development, for example the attractiveness of show attractions. Te'ekuea bathing has several cultural variations such as, *mansa'a* (traditional martial arts), *pajaga* dance, traditional culinary delights and several traditional crafts that are still used today. Based on observations, potential businesses that can be carried out at the Te'ekuea Bathing location include rental of float tubes, toilet services, photo spots, gazebo rentals and as a seller. The potential of this business is very helpful in increasing the income of local people. The potential for this business will be very busy during holidays such as New Year's Day and when school children receive their report cards they can go for recreation and bathe while enjoying the scenery at the Te'ekuea baths.

3.1.2 Affordability/accessibility and environmental conditions

Based on the results of the interview with the respondent Y as Head of Maleko Village, it can be explained that the distance to the Te'ekuea Baths is 20 minutes from the district. Transportation conditions to the Te'ekuea Baths tourist attraction are quite adequate. The journey from the district to Te'ekuea Baths, which is 5 km away, can be reached using two-wheeled vehicles, however, the Te'ekuea Baths Road is quite difficult to reach because the road is still rocky and very narrow when using two-wheeled vehicles. Usually those who come to visit the Te'ekuea Baths are dominated by visitors who use private vehicles.

Based on the results of direct observations in the field, it can be explained that cleanliness at the Te'ekuea Baths is still maintained, but on the way to the bathing location there is rubbish behind local people's houses. This makes the Te'ekuea Baths less

comfortable due to the scattered rubbish in the Te'ekuea Baths. Therefore, it is necessary to make improvements, especially physical facilities and environmental cleanliness. Efforts that the government must make to clean the Te'ekuea Baths by carrying out activities at every tourist attraction, one of which is the Te'ekuea Baths. This cleaning activity is good to do on holidays. By carrying out this activity, the Te'ekuea Baths will be kept clean every week and can make visiting tourists feel comfortable because the environment is clean and cool.

3.1.3 Amenities, security, traveler

Based on the results of an interview with the respondent S as one of the people of Maleko Village, it can be explained that the Te'ekuea Baths still lack sufficient facilities and infrastructure for tourists who come to visit the Te'ekuea Baths. Facilities at the Te'ekuea Baths still need development, such as a place to relax and rental of flotation equipment. The facilities at the Te'ekuea Baths include: gazebo, toilet, parking area, while the facilities that do not yet exist at the Te'ekuea Baths are electricity, clean water, trash cans. Security at tourist locations is certainly one of the things that must be considered when traveling, because this concerns the issue of comfort and satisfaction in enjoying the natural atmosphere while traveling to tourist locations.

As a result of an interview with Sis Hanili as one of the residents of Maleko Village, it can be explained that Te'ekuea Baths has chosen a sufficient level of security because the baths are still located in the Color residential area so that tourists who visit do not need to worry when they are around Te'Ekuea Baths. ekuea. Based on direct observation, tourists who come to visit the Te'ekuea Baths are dominated by tourists aged 15-25 years. Tourists who usually visit the Te'ekuea Baths are male tourists and female tourists, but it is dominated by female tourists. Some tourists who visit the Te'ekuea Baths are still students and some have even graduated from school. Tourists visiting the Te'ekuea Baths are dominated by two-wheeled vehicles

3.1.4 Respondent characteristics & characteristics of community respondents

Te'ekuea Baths is one of the tourist attractions located in Maleko Village, Wangi-Wangi District, where most of the population work as farmers. Visitors to the Te'ekuea Bathing area are dominated by local tourists, if they are quite far from this tourist attraction area. Respondents consisted of 10 residents of the Maleko Village community who were taken by chance from 177 families and visitors to the Te'ekuea Baths tourist attraction as many as 10 respondents who were chosen by chance (accidental sampling). Respondents in this study were grouped based on gender, age, education and occupation.

Based on the research results, the number of respondents was 18 respondents, consisting of 8 male respondents and a total of 10 female respondents. Based on the research results, the education level of respondents for the community in Maleko Village varies from elementary school, middle school, high school, and bachelor's degree. Based on the research results, the types of work of respondents in the community are quite diverse, including working as a farmer, carpenter, self-employed and 1 student.

3.1.5 Characteristics of visitor respondents & cultural potential

Based on the research results, the number of respondents for visitors was 10 people consisting of 4 male and 6 female respondents. The age component of respondents for visitors was recorded as 3 people aged 15-19, while 7 people aged 20-25 years and over. Based on the research results, the educational level of visitor respondents ranged from junior high school graduates, high school graduates, and students.

The culture that can be enjoyed by tourists in Maleko Village has several cultural potentials, namely: mansa'a (traditional martial arts) which will be displayed when residents are holding a hajjat event. Usually silat will also be displayed after Eid. Karia'a

(Circumcision) is a unique traditional ceremony for girls and boys where a line of girls who have been circumcised will be paraded around the village using a stretcher or Kasonda'a (in regional language) accompanied by singing from a group of mothers. -mother, while boys who have been circumcised will line up in the front row while jogging with a fan that is swinging. The aim of this tradition is to understand the essence of maturity as well as strengthen ties between neighbors who attend, even relatives who are far away or who are outside the city are also invited to enliven this event. Traditional Pajogi dance which is used to open events or welcome important guests, traditional culinary delights; Kambolu, soami/kasoami, luluta (bamboo rice), susuru (cucur), apart from that there are handicrafts; keleu (bamboo basket), humbu (coconut leaf basket), tapea (strainer) and agumana (bamboo sieve), kulu-kulu and polo (traditional fish traps) made of bamboo and historical relics, namely the Maleko fort.

3.1.6 Development strategy (swot analysis) & internal factors (strengths and weaknesses)

Strategy is a plan that is prepared in the long term in order to achieve certain means and goals. Strategy is a comprehensive and integrated plan that links strategic advantages to environmental challenges. Facing various problems to achieve goals, you must be able to determine the right strategy to put yourself in an advantageous position. In order to determine the right strategy, by identifying the internal and external factors that influence efforts to develop the Te'ekuea Baths, through external factors the opportunities and threats that exist in the Te'ekuea Baths environment can be identified.

Analysis The internal environment carried out is on internal strategic factors consisting of strengths and weaknesses in the development of the Te'ekuea Bathing Ecosystem. These internal strategy factors include strengths (S) cover and weaknesses (W) cover. For strengths (S) cover are the beauty of tourist attractions; coldness in the area tourist attraction; the friendliness of the people around Maleko Village; cleanliness of tourist attractions; security on location tourist attractions. Then for weaknesses (W) cover are lack of information and promotion. Lack of facilities and infrastructure. Lack of tourist attractions. Lack of availability of food stalls and difficulty accessing location. After knowing the internal and external factors in the Te'ekuea Baths development strategy in the research area, the next stage was data collection. The model used was the strategy factors matrix (IFAS). From various internal factors in the Te'ekuea Baths development strategy, the SWOT quadrant can be determined which can be seen in Table 2.

Table 2. IFAS Matrix.

No	Internal Factors	Weight	Rating	Score
	Strength	(a)	(b)	(c = a x b)
1	The beauty of tourist attractions	0.11	3.27	0.35
2	Coldness in the area tourist attraction	0.12	3.63	0.43
3	The friendliness of the people around Maleko Village	0.11	3.12	0.34
4	Cleanliness of tourist attractions	0.10	2.03	0.20
5	Security on location tourist attraction	0.09	2.87	0.25
	Sub Total Strength	0.53	14.92	1.57
	Weaknesses			
1	Lack of information and promotion	0.11	3.48	0.38
2	Lack of facilities and infrastructure	0.08	2.57	0.20
3	Lack of tourist attractions	0.10	2.93	0.29
4	Lack of availability of food stalls	0.10	3.15	0.31
5	Difficult to access location	0.07	2.15	0.15
	Sub Total Weaknesses	0.46	14.28	1.33
	Strengths and Weaknesses			2.9
	Strengths and Weaknesses Score	1		0.24

Table 2 shows that the internal factors on the strength of each criterion mean that coolness in the tourist attraction area occupies the highest value with a score of 0.43, which is a strength in the development of the Te'ekuea Baths. Meanwhile, the criterion with the lowest score is the cleanliness of the tourist attraction, which is 0.20. Then the highest weakness is lack of information and promotion with a score of 0.38, while the criteria with the lowest score are locations that are difficult to access, namely 0.15. The weight and rating calculations are attached in attachment 6.

3.1.7 External factors (opportunities and threats)

Analysis of external conditions was carried out on strategic factors consisting of opportunities and threats in developing Te'ekuea Bathing ecotourism. The external strategic factors referred to include (a) opportunities include creating jobs, many visitors, and the comfort of visiting, local government support, helps in increasing income. (b) Threats include creating environmental pollution by tourists. Disruption of natural resource potential by activity visitors. There are similar tourist attractions in other places. The lack of accessibility makes it difficult for tourists to visit the Te'ekuea Baths.

External factors in the Te'ekuea Baths development strategy in the research area, the next stage is the data collection stage. The model used is the external strategy factor matrix (EFAS). From various external factors in the Te'ekuea Baths development strategy, the SWOT quadrant can be determined which can be seen in Table 3.

Table 3. EFAS Matrix.

No	Factors External	Weight	Rating	Score
	Opportunity	(a)	(b)	(c = a x b)
1	Create jobs	0.13	3.42	0.44
2	Many visitors	0.09	2.48	0.22
3	Comfort of visiting	0.11	2.87	0.27
4	Local government support	0.09	2.33	0.20
5	Help in adding income	0.18	3.48	0.62
	Sub Total Odds	0.60	14.58	1.75
	Threat			
1	Environmental pollution tourists	0.11	2.87	0.31
2	Disruption of resource potential nature by visitor activities	0.08	2.21	0.17
3	There are the same tourist attractions in another place	0.14	3.72	0.38
4	Absence accessibility make tourists have difficulty visiting Te'ekuea Baths	0.08	2.24	0.17
	Sub Total Threat	0.41	11.04	1.03
	Opportunities and Threats	1		2.78
	Opportunity and Threat Score			0.72

Based on Table 3, it shows that the external factors in the opportunities for each criterion that help in increasing income occupy the highest value with a score of 0.62, which is an opportunity for developing Te'ekuea Baths. The criterion with the lowest score is local government support, namely 0.20. Then the highest threat is the presence of the same tourist attraction in another place with a score of 0.38, while the criteria with the lowest score are potential disruption of natural resources by visitor activities and tourists have difficulty visiting Bath Te'ekuea the same, namely 0.17.

3.1.7.1 Internal and external analysis (IE)

The average score on the IFE matrix was 2.9. Meanwhile, the EFE matrix obtained a total average score of 2.78. These results place Te'ekuea Bathing in cell II which is called a

growth and development strategy. Medium scale for the IFE matrix and medium scale for the EFE matrix in this position it is possible for Permandian Te'ekuea to carry out intensive strategies and integrity.

From the results of matrix 5.10. It is known that the tourist attraction is in a strategic position, namely in cell V (five) where cell V is a strategy Growth (concentration through horizontal integration). In this case, it means that the strategy that must be developed at the Te'ekuea Bath is carrying out promotions using media such as website or social media that uses modern technology which is often used by today's young people so that other people can see it intensively, so that they can visit and discover the Te'ekuea Baths by utilizing the power of the Te'ekuea Baths, this can be an opportunity to public.

Table 4. IE Matrix

	Strong 3.00-4.00	Currently 2.00-2.99	Low 1.00-1.99
	4	3	2
High (3.00-4.00)	3	I II	II I
Medium (2.00-2.99)	2	IV	V 2.9 : 2.78
Low (1.00-1.99)	1	VII I	IX

3.1.8 Te'ekuea bathing tourism object development strategy

Based on the results of identifying strengths, weaknesses, opportunities and threats, a SWOT matrix can be prepared. The SWOT matrix formulation will provide various alternative strategies including S-O strategy, W-O strategy, S-T strategy and W-T strategy (Putra, 2017). In formulating the SWOT matrix carried out for the development of the Te'ekuea Baths, one must be able to formulate strategies that can be applied in the development of the Te'ekuea Baths. The development strategy carried out in this research aims to provide a strategy for developing the Te'ekuea Baths tourist attraction in solving the problems faced. Based on the research that has been carried out, the Te'ekuea Baths ecotourism development strategy can be presented in Table 5.

Table 5. Matrix

Which external factor	Internal factor	
Opportunity	Strength	Weaknesses
1. Opening job opportunities for the community	1. Has potential flora and fauna	1. There is no development yet
2. Many visitors Helps in increasing income	2. Coolness in the tourist attraction area	2. Facilities are not yet adequate
	3. Beautiful attraction and beautiful scenery	3. The land still belongs to several communities
	4. Cleanliness of tourist attractions	4. Lack of availability of food stalls
		5. Location which is difficult to access
Threat	S-O strategy	W-O strategies
Environmental pollution by tourists	1. Adding make tourist attractions more attractive and support the beauty of tourist attractions so that the attraction exists in a sustainable manner	1. Carry out good promotions to the community nationally and internationally.
Disruption of potential natural resources by visitor activities	2. Improve security on location tour	2. Propose to the local government to finance facility maintenance and increase existing facilities and infrastructure at tourist attractions
There are similar tourist attractions in other places		
1. The lack of accessibility makes it difficult for tourists to visit the te'ekuea baths		

3. Maintaining cultural activities and traditions	3. Increasing the diversity of tourist attractions by utilizing some of the available land 4. Maximizing budget costs for developing the te'ekuea baths tourist attraction 5. Improving road conditions to help tourists travel to tourist attraction locations
S-T Strategy Providing awareness to all parties of the importance of the Te'ekuea Baths as a tourist attraction Environmentally friendly waste management Cooperation between the government and public in developing Te'ekuea Baths tourism	W-T Strategies Increase promotion of tourist attractions and create supporting facilities so that tourists feel comfortable Provide education for local communities

Based on Table 5, the SWOT matrix above can be structured with 4 main strategies, namely S-O Strategy (strength-opportunities), W-O (weaknesses-opportunities), S-T Strategy (strengths-threats), and W-T Strategy (weaknesses-treats). The S-O strategy is to utilize all strengths to seize and exploit opportunities. Based on strengths and opportunities, there is a strategy, namely, to make the best use of the beauty and advantages of Te'ekuea Baths so that it can attract the attention of visitors and increase the number of visitors, both domestic and foreign visitors and community-based ecotourism management. W-O's strategy is to minimize existing weaknesses by taking advantage of opportunities that exist at tourist locations. Based on the weaknesses and opportunities, there is a strategy to increase promotion of the beauty of the Te'ekuea Baths and build facilities such as resting places and can make it a recreational alternative for families and can become a destination of choice for tourists who are traveling, both domestic and foreign tourists, improving Bathing facilities and infrastructure. Te'ekuea and the government and agencies related to tourism must provide special tourism vehicles.

The S-T strategy is to use the power it has to overcome threats. Based on the strengths and threats, there are strategies, namely managing environmentally friendly waste, increasing public awareness and providing education on the benefits of tourist attractions for the community, cooperation between the community and the Maleko Village government and the Wakatobi Regency Government in developing Te'ekuea Baths ecotourism and the Government must providing food stalls for the community, so that visitors can easily find food stalls. The W-T strategy is to try to minimize weaknesses and avoid threats. Based on weaknesses and threats, there is a strategy, namely making boards announcement about keeping clean environment at tourist attractions as well as facilitating support in the form of waste disposal in place travel and utilize technology as a promotional media in developing technology-based tourism and paying more attention to the development of the Te'ekuea Bathing tourist area in terms of construction and maintenance of facilities.

3.2 Discussion

Based on the results of direct observations (observations) in the field, there are several potential potential Tours at Te'ekuea Baths include flora and fauna. The types of flora found include komba-komba leaves, bamboo, teak, coconut, aloes, palm palm and banyan. The

benefits of komba-komba leaves help heal wounds on the skin, bamboo is useful for making craft materials such as making musical instruments, the benefits of teak tree leaves can be used to dye clothes and the wood of the tree can be used as a building material for making houses, the benefits of coconut trees can be used as fruit. cooking ingredients (coconut milk), coconut blocks can be made into handicrafts, coconut leaves can be used as roofs for houses and the stems of the leaves can be made into broomsticks, the benefits of aloes can be used as a raw material for preservatives for accessories, ingredients for making perfume and the fruit is often used as a mixture of traditional medicinal ingredients (herbal medicine), palm oil It can be used as sugar and palm wine, palm oil can also be used as sticks and fibers to make brooms. Meanwhile, the types of fauna that are often found throughout the area are several types of insects, such as: spiders, butterflies, types of birds, one of which is the walking animal, namely the spectacled bird, the hune bird, then reptile types, namely tree lizards and monitor lizards.

First natural tourism as beauty of location, the Te'ekuea Baths are in a hilly/highland area that can be seen view from below it looks beautiful to the eye with trees that are still shady and can be used as an opportunity for tourists to do trekking and explore nature in depth. The Te'ekuea Baths also have added value such as rock formations/cliffs and there are caves and there is a forest which is home for flora and fauna and the water flow creates water activities that are suitable for swimming. This bath is very suitable as a place for recreation and refreshing at the end weekend with friends and family. Then, cliff, if we walk up to the bathing area we will find a fairly high cliff which is usually called the Kampar cliff. This cliff is quite steep and suitable as a sport climbing venue for visiting tourists on a location bathing site. The Te'ekuea baths can increase income for the government and local communities, such as from the rental of facilities at the Te'ekuea baths, namely parking rentals and toilet rentals. From an ecological perspective, we must pay attention to ecological interests such as biodiversity (flora and fauna) and manage waste properly so that the public and tourists see the importance of paying attention to ecological sustainability in developing the Te'ekuea Baths. From a social and cultural perspective, the Te'ekuea baths have their own charm in the cultural attractions they perform so that they can attract tourists to visit, such as sports performances that attract tourists to visit, such as cliff sports performances in the area around the baths.

In addition, there are other attractions that are characteristic of the Wangi-Wangi District including: Mansa'a (traditional martial arts), Pajogi dance, Traditional culinary: kambolu, kasoami, luluta (bamboo rice), kiss (shave), Traditional games : he'kansalu, sara pingku (pull the areca nuts), rhombus-rhombus (kite). Te'ekuea Bathing Tourism is located in Maleko Village. Its processing requires very important attention from both the government and the local community. So that its existence can be utilized by local communities for economic activities. Business activities at the Te'ekuea Baths include renting float tubes, renting toilets and selling.

The road conditions to the Te'ekuea Baths are quite difficult when using vehicles, but tourists can get to the location on foot while looking at the trees and other views in the area around the baths. And access to the Te'ekuea Baths is quite affordable because it is still in a residential area. Access to tourist locations is an important, basic need that must be met by the government or local community. Because easy access to tourist locations will make visitors feel comfortable and easy to reach when traveling to tourist locations

The actions taken by the government in developing the Te'ekuea Baths are still not enough to maintain the sustainability of the facilities at the Te'ekuea Baths so that the local community pays little attention to the location of the baths. As a result of the lack of cooperation between the government and the community in developing facilities that still do not exist in tourist areas, visitors are less interested in visiting these tourist locations. One of the aspects needed to develop tourism is whether or not there is a joint will from the government and the community to develop local tourism, in this case nature-based development in Maleko Village.

An overview of the development strategy for the actual respondents' assessment of the Te'ekuea Baths tourist attraction in Maleko Village. Where the beauty of the tourist

attraction, the coolness in the tourist attraction area, the friendliness of the people around Maleko village, the cleanliness of the tourist attraction, the security at the tourist attraction location, the support of the area and the arrangement of visitors received the highest rating, multiplied by the weight so that the score obtained was 2.44. Thus, the internal factors of the Te'ekuea Bathing tourism area show high potential that needs to be developed and utilized optimally without ignoring the negative impacts that arise. Meanwhile, for external factors, introducing community culture and government policies in the development of the tourism sector can be used as a good opportunity for development because it can be seen from the highest score, namely 2.86, with a rating of 4. It is hoped that this opportunity can overcome threats from various tourist activities. In this way, the development of tourist attractions can be carried out optimally by involving all management parties, especially the local community and the government, which is very necessary in developing a tourist area so that it provides optimal benefits and does not cause harm to the community itself.

Cooperation between the government and village communities in managing the Te'ekuea Baths is very much needed in development. By looking at the SWOT analysis approach model regarding the development of Te'ekuea Baths tourism by considering the perceptions of the community and tourists, a strategy for developing Te'ekuea Baths tourism in Maleko Village, District The fragrances of Wakatobi Regency are as follows first is hoped that the development of Te'ekuea Baths tourism will help increase regional income. Second, becoming one of the regional tourist destinations that is realized in a real way in the context of developing national tourism. Third, realizing a good management system Fourth, meeting the needs for facilities and infrastructure at the Te'ekuea Baths.

Based on the results of research using SWOT analysis which shows the opportunities and strategies for developing the Te'ekuea Baths tourist attraction as a tourist destination in Wakatobi district, namely by exploiting all the potential of the Te'ekuea Baths. First, S-O Strategy, adding tourist attractions to make them more attractive and supporting the beauty of tourist objects so as to make attractions exist in a sustainable manner and increase security at tourist locations and maintain activities and traditions. Second, W-O strategy, carry out good promotions to the community nationally and internationally, propose to local governments to finance facility maintenance and increase existing facilities and infrastructure at tourist attractions, increase the diversity of tourist attractions by utilizing some of the available land, maximize budget costs for developing the Te Bathing tourist attraction 'ekuea, improving road conditions to help tourists travel to tourist attraction locations. Third, S-T Strategy, providing awareness to all parties about the importance of the Te'ekuea Baths as a tourist attraction, environmentally friendly waste management and cooperation between the government and the community in developing the Te'ekuea Baths. Fourth, W-T strategy, increase the promotion of tourist attractions and create supporting facilities so that tourists feel comfortable and provide education for the surrounding community.

4. Conclusions

Based on the discussion in the research, it can be concluded that the development strategy can be carried out in this way. S-O's strategy is to increase the number of visitors, both domestic and foreign, and manage community-based ecotourism. W-O's strategy is to increase promotion of the beauty of the Te'ekuea Baths and build facilities such as resting places that can provide alternative recreation for families/tourists. S-T's strategy is to carry out environmentally friendly waste management at the location, to provide public awareness of how important the benefits of natural tourist attractions are.

W-T's strategy is to create notice boards regarding maintaining environmental cleanliness at tourist attractions, facilitating waste disposal sites and utilizing technology as promotional media in developing technology-based tourism. The suggestions that can be conveyed to the government and the community are by adding facilities and infrastructure to tourist attractions. Improving roads to tourist locations so that they are easier to reach and planning marketing strategies, so that the number of tourists who visit continues.

Meanwhile, increase and increase tourist attractions so that tourists who visit will feel interested when you are at a tourist attraction location.

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