

TRANSFORMING TOURISM POTENTIAL THROUGH SUSTAINABLE RESORT HOTEL LANDSCAPE DESIGN AT WAECICU BEACH

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ABSTRACT

Waecicu Beach, located north of Labuan Bajo in West Manggarai Regency, East Nusa Tenggara Province, is renowned for its tourism potential and resort accommodations. However, the increasing number of visitors to Labuan Bajo has not been accompanied by adequate growth in resort hotel facilities, presenting a key challenge. This research analyzes the tourism potential of Waecicu Beach, focusing on the area's only resort hotel. The objective is to identify tourism aspects that should be prioritized to develop a sustainable resort hotel landscape. The study employs a mixed-method approach, combining qualitative and quantitative methods, with variables based on the Analysis of Operational Areas of Objects and Natural Tourism Attractions (Analisis Daerah Operasi Obyek dan Daya Tarik Wisata Alam, ADO-ODTWA). Data collection methods include focus group discussions, interviews, questionnaires, and observations. The analysis integrates ADO-ODTWA with the Likert Scale to identify development priorities. The results reveal six key variables to prioritize: tourist attractions, accessibility, amenities, surrounding area conditions, security, and management and services. Emphasizing these variables in resort hotel development can enhance local community involvement, from the initial planning stage to management and service delivery. Additionally, early identification of



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maintenance needs can help increase visitor loyalty, ensure the availability of maintenance funding, and contribute to community welfare.

Keywords: *Tourism potential, ADO-OTWA, Landscape design, Resort hotel sustainability*

INTRODUCTION

Waecicu Beach, located north of Labuan Bajo in West Manggarai Regency, East Nusa Tenggara Province, is a prime tourist destination known for its extraordinary natural attractions. The beauty of the beach and its surrounding areas have captivated both local and international tourists, contributing to a steady increase in visitor numbers. Despite a dip in 2019 due to the COVID-19 pandemic (Diwyarthi & Prabawati, 2020), tourism recovery has been evident, with 80,580 visits recorded from January to July 2023 (Taris & Prasetya, 2023).

However, the development of the tourism sector has not been matched by the growth of the accommodation sector, particularly hotels and resorts. Data from the Central Statistics Agency (BPS) for the 2020–2022 period show a decrease in the number of hotels in West Manggarai from 116 to 85. One contributing factor is the declining quality of products and services provided by resort hotels. The success of a resort hotel heavily depends on visitor satisfaction, which is influenced by the quality of its offerings (De Guzman et al., 2021). Two important aspects that affect product quality, thereby enhancing visitor satisfaction and loyalty, are the availability of diverse facilities (Khairi & Darmawan, 2021) and the friendliness of service (Kwon et al., 2017; Abrudan, Pop, & Lazăr, 2021).

A resort located at Waecicu Beach plays a crucial role in the region's tourism development, offering facilities that allow visitors to explore the area's natural beauty and enjoy the unique culinary experiences of Labuan Bajo. Its presence calls for a landscape design that prioritizes environmental sustainability while incorporating local cultural values to ensure long-term operational viability. In this context, integrating landscape design with tourist needs is essential for maintaining competitiveness and providing an unforgettable experience. This research aims to assess the tourism

potential of Waecicu Beach as a foundation for designing a sustainable resort landscape that attracts visitors and delivers economic and social benefits to the local community..

LITERATURE REVIEW

Tourism Development in Labuan Bajo

Labuan Bajo has become one of the leading destinations in Indonesia, with significant tourism growth. According to data from the Central Statistics Agency (BPS), the number of tourists visiting Labuan Bajo increased from 107,711 in 2016 to 176,835 in 2018, reflecting an annual average growth of 18%. In addition, this region is expected to contribute 12% of the total tourism contribution of East Nusa Tenggara Province in 2022, positioning it as one of the main engines of the regional economy. This destination is known as the gateway to Komodo National Park, one of the world's seven wonders. However, the COVID-19 pandemic presented significant challenges to this sector, drastically decreasing tourist visits in 2019 significant challenges to this sector, drastically declining tourist visits in 2019 (Diwyarthi & Prabawati, 2020). After the pandemic, the tourism sector began to recover, supported by intensive promotion and the development of tourist facilities (Taris & Prasetya, 2023). However, limited accommodation facilities, such as hotels and resorts, remain an obstacle to meeting the increasing needs of tourists (BPS, 2022)

The local government has made significant strides in enhancing the attractiveness of Labuan Bajo, including infrastructure improvements such as road upgrades, airport expansions, and port accessibility. For example, the renovation of Komodo Airport into an international airport in 2020 now enables direct international flights, enhancing tourist convenience. Developing a new marina port in Labuan Bajo will also offer better facilities for cruise ships, fostering marine tourism and providing a more immersive experience for visitors. Furthermore, the improved road network to key tourist destinations, including Waecicu Beach, has reduced travel time, making it easier for domestic and international tourists to access the area. However, while these efforts are commendable, their long-

term success hinges on the sustainable management of tourist facilities, especially in the accommodation sector, which must provide unique and eco-friendly experiences. It is also important to critically assess whether these developments align with Indonesia's Sustainable Tourism Roadmap (2021–2025). This national policy emphasizes the need for environmentally responsible tourism growth, and current developments should be evaluated for their compliance with these sustainability goals, ensuring that they contribute to the preservation of local ecosystems and cultural heritage while promoting economic growth.

A critique should also be made regarding whether Labuan Bajo's hotels are focusing on traditional customer satisfaction models, such as luxury, comfort, and immediate convenience, at the expense of sustainable tourism practices. While many hotels and resorts may prioritize high-end services to meet customer expectations, they may fall short in implementing sustainable practices like energy efficiency, waste management, or supporting local conservation efforts. It's essential to evaluate whether these hotels are balancing customer satisfaction with the environmental responsibility outlined in Indonesia's Sustainable Tourism Roadmap (2021–2025). Sustainability should not be seen as a secondary concern but as an integral part of their operations, ensuring that the growth of the tourism industry also contributes positively to the local environment and culture in the long run..

Quality of Resort Hotel Services and Facilities

The success of a resort hotel depends significantly on the quality of services and facilities provided. For example, The Datai Langkawi Hotel in Malaysia is internationally renowned for combining friendly service, world-class facilities, and a sustainable operation approach. The hotel successfully integrates eco-friendly practices, such as utilizing the biodiversity of the local rainforest to create a unique experience for visitors while maintaining the surrounding natural ecosystem. These sustainable efforts contribute to environmental conservation and enhance guest satisfaction, with eco-conscious travelers increasingly seeking hotels that align with their values. The hotel's commitment to sustainability helped it win prestigious awards such as "World's Leading Green Resort" at the World Travel Awards. Research shows that the main factors influencing customer satisfaction are friendliness in service, variety of facilities, and location attractiveness

(Khairi & Darmawan, 2021; Kwon et al., 2017). Moreover, unique and sustainable outdoor facilities in resort hotels can increase tourist attraction and become a competitive advantage (Arianto & Muhammad, 2018).

Outdoor facilities such as parks, swimming pools, recreation areas, and local wisdom-based design elements play an important role in creating a different visitor experience. Research by De Guzman et al. (2021) emphasizes that integrating local elements in facility design can increase customer loyalty while preserving local culture. For example, local elements such as traditional architecture, regional carvings, and local materials such as natural stone or bamboo can be included in the design of buildings and facilities. A concrete example of this application can be found at a resort in Bali, which uses the concept of "Bale Bengong," a traditional Balinese pavilion, for guest relaxation areas. Apart from that, local culinary delights such as specialty foods and local cultural-themed decorations in the restaurant area can also provide an authentic experience that strengthens the attraction for tourists .

Sustainable Landscape Design Concept

Sustainable landscape design is essential for creating a visitor-friendly and ecologically responsible environment. This concept encompasses several key elements, such as promoting biodiversity, using environmentally friendly materials, and integrating local cultural potential. Additionally, sustainability in landscape design also involves energy efficiency, water conservation, and waste management to minimize the environmental impact. According to (Gee, 1988), a well-designed landscape should balance aesthetics, functionality, and environmental conservation, ensuring it benefits both the environment and the people interacting.

Research by Olu et al. (2018) shows that landscape design that integrates local elements, such as typical flora and fauna and local community culture, can increase tourist attraction while supporting cultural preservation. For example, using local plants not only supports biodiversity but also reduces the need for intensive maintenance, impacting operational cost efficiency.

A study by Yuslim et al. (2023) emphasizes the importance of community involvement in the landscape design process. By involving local communities, landscape design reflects local cultural identity and ensures community support for long-term maintenance. Apart from that, this strategy can increase the sense of ownership of tourist facilities and encourage the community to be actively involved in preserving the environment.

Important factors to consider in sustainable landscape design include:

1. **Nature-Based Tourism Attractions:** Utilizing the beauty of the surrounding nature as the central element in the design.
2. **Accessibility:** Providing a circulation path that is environmentally friendly and easily accessible to all visitors.
3. **Security and Comfort:** Ensure facilities that support visitor safety without damaging the environment.
4. **Utilization of Local Wisdom:** Using materials and design patterns that reflect local culture.

A holistic approach to landscape design focuses on aesthetic needs and ecological and social sustainability. A landscape designed with these elements in mind can be an attraction in itself and support the sustainability of future hotel operations.

MATERIAL AND METHODS

The purpose of this research is to examine how the utilization of tourism potential can be integrated into landscape design to support the sustainability of resort hotels on Waecicu Beach. The research method used is a mixed-methods approach, starting with a qualitative descriptive method. This approach aims to understand the phenomenon experienced by the subject holistically (Moleong, 2017). The study will focus on a 3-star hotel located on Waecicu Beach Road, Labuan Bajo, Komodo District, West Manggarai Regency, East Nusa Tenggara (Figure 1). The hotel is approximately 4.6 km from the Labuan Bajo activity center. The research was conducted over six months, from September 2023 to February 2024.

The data collection techniques utilised were Focus Group Discussion (FGD) and observation. Interviews were conducted through FGDs, with

questionnaires and questions from respondents representing stakeholder groups (Kusumastuti, Busana, & Khoiron, 2019). The resource persons were selected based on specific criteria (purposive sampling), namely, stakeholders involved in the management and development of Resort Hotels at Waecicu Beach. The FGD participants included hotel managers, professional landscape architects, community leaders, and visitors. The questionnaire was prepared based on the Directorate General of Forest Protection and Nature Conservation's (DG PHKA) 2003 Guidelines for the Analysis of Operational Areas for Natural Tourism Objects and Attractions (Analisis Daerah Operasi Obyek dan Daya Tarik Wisata Alam ADO-ODTWA). The observation technique was carried out by referring to the Decree of the Director General of Tourism No.14/U/II/88 concerning the Implementation of Business Provisions and Hotel Classification and Indonesian Law No.10/2009 concerning Tourism. Observations were made to ensure the research objectives were met by thoroughly examining the research site (Murdiyanto, 2020)



Figure 1. The Location of Resort Hotel at Waecicu Beach

Source: Google Earth, (2023)

The quantitative method was carried out by combining the analysis of tourism potential referring to ADO-ODTWA with an assessment using a Likert scale ranging from 1 to 3 (Table 1)

Table 1. Rating Scale and Criteria

Value	Criteria
1	No potential
2	Less potential
3	Potentially

Source: Author, 2025

These categories are based on previous studies and established practices for evaluating tourism potential. The values are assigned based on expert assessments, field observations, and stakeholder input, reflecting the relative importance and contribution of each variable to the overall tourism landscape. This approach ensures that each aspect of tourism potential is categorized according to its feasibility and relevance for the development of the resort hotel.

In this analysis, the weighting of each variable that is the criterion for assessing the 2003 ADO ODTWA PHKA is different for each location. The weighting is determined based on the importance of tourism objects and attractions. (Ardiansyah & Iskandar, 2022). The FGD results show that there are 9 variables (Table 2) as the basis for assessing prioritization in the development of landscape design for hotel sustainability.

Table 2. Variable Weight Value for Prioritization in Hotel Landscape Design Development

No.	Variables	Weight
1	Tourist Attractions	6
2	Accessibility	6
3	Amenities	6
4	Accommodation	5
5	Clean water availability	5
6	Management and service	4
7	Security	4
8	Conditions around the area	3
9	Marketing	3

Source: Author, 2025

The score for each variable in the ADO-OTWA analysis is calculated using a modified equation from previous studies. The data from questionnaires, interviews, and observations were analyzed using the ADO-ODTWA and Likert scales. These scores were then processed using basic statistical methods to categorize and prioritize the tourism potential variables, helping to guide the landscape design for the resort hotel's sustainability (Muin & Wulandari, 2014; Mapa, Hardiansyah, & Siahaan, 2018; Novianty, Nisa, & Asyisyifa, 2021; Putri, Riyono, & Herawatiningsih, 2019; Aisyah, Sastrawati, & Ekawati, 2022). It can be seen on Equation (1), where each variable consists of several indicators (Table 3)

$$S = \sum N \times B \quad (1)$$

Description:

S=total score of variable assessment

N=the sum of the scores of each indicator from all interviewees

B=value weight

Table 3. Weighted Variables for Prioritizing Hotel Landscape Design Development

No.	Variables	Weight
1.	Tourist Attractions	1. Natural beauty
		2. Uniqueness of natural resources
		3. Many types of natural resources stand out
		4. Natural resource integrity
		5. Natural resource sensitivity
		6. Types of nature tourism activities
		7. Site cleanliness
		8. Regional security
2.	Accessibility	1. Road conditions and distance from the district capital
		2. Domestic/international air gateway
		3. Travel time from district capital
		4. Frequency of vehicles to attractions
3.	Amenities	1. Means
		2. Infrastructure
4.	Accommodation	Number of Rooms

5.	Clean water availability	1. Volume
		2. Distance of clean water location to tourist attraction
		3. Whether or not water can be channelled to the attraction
		4. Consumability
		5. Availability
6.	Management and service	1. Management
		2. Language skills
		3. Visitor Servicesby involving local communities
7.	Safety	1. Visitor Safety
		2. Fire
		3. Illegal logging
		4. Encroachment
8.	Surrounding conditions	1. Object area layout
		2. Unemployment rate
		3. People's livelihoods
		4. Visitor movement space
		5. Education
		6. Soil fertility level
		7. Natural Resources
		8. Community response to the development of Nature Tourism Objects
9.	Marketing	Marketing mix

Source: Author, 2025

The calculation results are classified into three categories: 1) Not Prioritized, 2) Moderately Prioritized, and 3) Highly Prioritized—based on the assessment range shown in Table 4. This classification helps guide the Resort Hotel landscape design development at Waecicu Beach. The categorization process begins with calculating the maximum (N.Max) and minimum (N.Min) values based on the following steps:

- Step 1: To determine the maximum value (N.Max), we multiply the number of resource persons, the number of indicators, the highest N value, and the weight assigned to each indicator. This provides the upper limit for the range.
- Step 2: The minimum value (N.Min) is calculated by multiplying the same factors but with the lowest N value and weight. This sets the lower limit for the range.

- Step 3: To create the assessment interval (N interval), we subtract the minimum value from the maximum value and divide the result by three. This interval divides the range into three categories, helping prioritize variables in the landscape design.

By following these steps, the calculated values determine how each tourism potential variable is categorized, which in turn informs the design priorities for the resort.

Table 4. Variable Weight Value for Prioritization in Hotel Landscape Design Development

No.	Variable	Score Range	Category
1.	Tourist Attractions	720 - 1200	Not prioritized
		1201 - 1680	Moderately Prioritized
		1681 - 2160	Highly prioritized
2	Accessibility	360 - 600	Not prioritized
		601 – 840	Moderately Prioritized
		841 - 1080	Highly prioritized
3	Amenities	180 - 300	Not prioritized
		301 - 420	Moderately Prioritized
		421 – 540	Highly prioritized
4	Clean water availability	75 – 125	Not prioritized
		126 – 175	Moderately Prioritized
		176 -225	Highly prioritized
5	Accommodation	375 - 625	Not prioritized
		626 – 875	Moderately Prioritized
		876 – 1125	Highly prioritized
6	Management and service	215 -330	Not prioritized
		331 – 435	Moderately Prioritized
		436 -540	Highly prioritized
7	Safety	240- 400	Not prioritized
		401 – 560	Moderately Prioritized
		561 – 720	Highly prioritized
8	Surrounding conditions	360 - 600	Not prioritized
		601 – 840	Moderately Prioritized
		841 - 1080	Highly prioritized

9	Marketing	45 – 75	Not prioritized
		76 – 105	Moderately Prioritized
		106 - 135	Highly prioritized

Source: Author, 2025

Triangulation was conducted by integrating the results of questionnaires, interviews, observations, and the analysis of tourism potential. This approach strengthens the validity of the findings, ensuring that the landscape design is effective and that the sustainability of the resort hotel can be planned from the outset .

RESULT AND DISCUSSION

Analysis of Tourism Potential

The results of the assessment of tourism potential in the Resort Hotel area at Waecicu Beach are in Table 5.

Table 5. Evaluation of Variables and Indicators of Tourism Potential and their Categories

No	Variable	Indicator	Assessment			Category
			Value	Weight	Score	
1.	Tourist attraction	1.Natural beauty	44	6	264	Highly prioritized
		2.Uniqueness of natural resources	44	6	264	
		3.The many types of natural resources that stand out	45	6	270	
		4.Natural resource integrity	43	6	258	
		5.Natural resource sensitivity	43	6	258	
		6.Types of nature tourism activities	44	6	264	
		7.Site cleanliness	44	6	264	
		8.Regional security	44	6	264	
Total			351	6	2106	

2	Accessibility	1.Road conditions and distance from the district capital	44	6	264	Highly prioritized
		2.Domestic/international air gates	42	6	252	
		3.Travel time from the district capital	40	6	240	
		4.Frequency of vehicles to attractions	40	6	240	
		Total	166	6	996	
3.	Amenities	1.Facilities	45	6	270	
		2.Infrastructure	45	6	270	
		Total	90	6	540	
4.	Accommodation	Number and condition of rooms	42	4	168	Moderately Prioritized
		Total	34	5	170	
5	Availability of clean water	1.Volume	40	5	200	Moderately Prioritized
		2.Distance of clean water location to tourist attraction	40	5	200	
		3.Whether or not water can be channeled to the attraction	44	5	220	
		4.Consumability	44	5	220	
		5.Availability	42	5	210	
		Total	210	5	840	
6.	Management and service	1.Management	42	4	168	Highly prioritized
		2.Language skills	40	4	160	
		3.Visitor Services	45	4	180	
		Total	127	4	508	
7.	Safety	1.Visitor Safety	40	4	160	Highly prioritized
		2.Fire	34	4	136	
		3.Illegal logging	30	4	120	
		4.Encroachment	43	4	172	
		Total	147	4	588	

8.	Surrounding conditions	1.Object area layout	32	3	96	Highly prioritized
		2.Unemployment rate	40	3	120	
		3.People's livelihoods	40	3	120	
		4.Visitor movement space	35	3	105	
		5.Education	30	3	90	
		6.Soil fertility level	40	3	120	
		7.Natural Resources	35	3	105	
		8.Community response to the development of Nature Tourism Objects	38	3	114	
Total			290	3	870	Moderately Prioritized
9.	Marketing	Marketing mix	35	3	105	
Total			35	3	105	

Source: Author, 2025

Based on Table 5, six of the nine tourism potential variables are identified as high priorities for hotel landscape design: tourist attractions, accessibility, amenities, safety, management and services, and surrounding area conditions. The design process should emphasize these variables to enhance the overall visitor experience and promote sustainability. The remaining three variables, accommodation, clean water availability, and marketing—are considered moderate priorities. Although not as urgent, these areas still play an important role in supporting the resort's success. Improving accommodation quality, water supply systems, and marketing strategies will contribute to long-term sustainability and a better guest experience. As identified in this research, the priority scale for utilizing nature tourism aims to guide the development of hotel landscape design towards achieving sustainability, aligning both ecological goals and the welfare of the local community .

Outdoor Facility Analysis

The results of observations on outdoor facilities, in relation to the provisions of the Decree of the Director General of Tourism No. 14/U/II/88 and Indonesian Law No. 10 of 2009, are presented in Table 6. It shows that while the hotel's outdoor space facilities partially meet these requirements, the design does not yet reflect the uniqueness of the area's nature, culture, and local wisdom, which are key tourism potentials. Additionally, the observations indicate that Labuan Bajo's natural environment holds

significant potential for landscape design, which could help increase tourist visits and improve the welfare of the surrounding community.

Table 6. Evaluation of Variables and Indicators of Tourism Potential and their Categories

Outdoor Facilities	Observation Results
Outdoor facilities for 3-star resorts	
The existence of the park	
	Parks already exist, but still need to be improved in terms of arrangement and utilization of local wisdom for plants and local specialties.
Adult and children's swimming pools	
	Swimming pools are available, but have not utilized local forms and cultural patterns, so they do not provide local distinctiveness. Supporting facilities with local cultural nuances can be improved.
Pool deck around the pool	
	Pool decks are readily available, but patterns of form and material use can draw on local culture and materials.
Water sports facilities	
	Sports facilities are available, such as boating, diving, surfing, water skiing; however, utilization and services as well as supporting facilities, could be improved.

Separate male/female lockers	Not yet available, it is necessary to consider its provision in the hotel landscape design by utilizing forms that refer to local culture and wisdom.
Foot rinse/wash station	
Watchtower for visitor safety	
Lifesaving equipment	
Beach sports facilities	
Beach recreation facilities	
Natural and Cultural Potential	
The beauty of nature	Sunset, ocean and beach views.
Natural resources	Underwater ecosystems and horses.
Culinary	Labuan Bajo specialties with cultural distinctiveness and local wisdom.

Source: Author, 2025

Based on the results of the interview, it shows that: The triangulation of tourism potential analysis, interview findings, and observations indicates that the natural and cultural potential of the area has not been optimally utilized (Table 6).

Utilization of Tourism Potential for Landscape Design for Sustainable Existence

Triangulation of the results of the analysis of tourism potential, the results of interviews and observations showed that natural and cultural potential have not been optimally utilized (Table 7). Based on the results of the analysis in Table 7, it can be seen that the utilization of tourism potential is associated with 1) Tourist attractions (natural and cultural potential); 2) Amenities (availability of facilities, facilities, and infrastructure); 3) Accessibility (achievement to the hotel and in the hotel environment and circulation patterns); 4) Safety for visitors, the community and the hotel environment; 5) Surrounding conditions, and 6) management and services (efficiency and quality in service to visitors and hotel management) in the development of hotel landscape design to achieve the sustainability of the hotel's existence. Through the wise utilization of tourism potential in hotel landscape design, maintenance costs and stakeholder involvement can be planned early.

Table 7. Triangulation of Tourism Potential Analysis Results, Interview Results, and Observation Results

Tourism potential developed	Observation Results	Interview Results
Tourist Attractions	Outdoor facilities have not utilized tourist attractions related to the utilization of natural and cultural potential (natural beauty, wild ecosystems, and culinary).	Attractions at Waecicu Beach remain underutilized and lack integration into the resort experience .
Accessibility	Access to the hotel, as well as access to areas within the hotel environment and circulation are not optimally available.	Access to the hotel is quite close, but the condition is not good. Circulation patterns within the site are not well integrated.
Amenities	Facilities, amenities, and infrastructure are still very limited and do not utilize the potential of nature and local culture.	Facilities are still limited; facilities and infrastructure are less diverse and have not utilized the potential of nature and local culture.
Safety	Available landscape design lacks safety aspects	Safety is not currently a key consideration in design and operations.
Surrounding conditions	The existence of the hotel still seems exclusive, not specifically incorporating the surrounding conditions of the area as a consideration in the hotel landscape design.	The surrounding conditions of the area need to be considered, Considering that the success of the hotel landscape design and the sustainability of its development are greatly influenced by the existence of the surrounding nature and the participation of local communities.
Management and Services	Management and services have not been running optimally because it has not been specifically considered in making the hotel landscape design.	Management and services should be considered since the hotel landscape design is made, so that predictions of the need for plans, costs, stakeholder involvement in management, and services can be anticipated early.

Source: Author, 2025

Management and Services Management and services have not been running optimally because it has not been specifically considered in making the hotel landscape design. Management and services should be considered

since the hotel landscape design is made, so that predictions of the need for plans, costs, stakeholder involvement in management, and services can be anticipated early.

Based on the results of the triangulation, the utilization of tourism potential for the design of the resort hotel landscape at Waecicu Beach is listed in Table 8.

Table 8. Utilization of Tourism Potential for Landscape Design of Hotel Resort at Waecicu Beach

Prioritized tourism potential	Landscape Design
1.Tourist attractions 2.Accessibility 3.Amenities 4.Safety	1.Outdoor facilities should be strategically placed to maximize the surrounding natural beauty while supporting nature-based tourism, such as marine parks and eco-tourism activities, with a strong emphasis on safety. 2.Building facades should utilize local materials and shape patterns that refer to forms in the local culture. 3.The arrangement of green patterns and circulation patterns can utilize the potential of natural beauty that can provide modulation of existing visuals (providing a series of experiences of natural beauty). 4.Utilization of local wisdom through the use of soft and hard materials. 5.Use of local ornaments that are oriented towards local culture.
1.Surrounding conditions 2.Management and service	1.Utilization of culinary tourism provides opportunities for local communities to participate. 2.The landscape design should take into account the management and service needs of the resort hotel, in relation to the effectiveness of its future maintenance, so that plans and costs for management and service can be predicted.

Source: Author, 2025

By incorporating these six key tourism potentials into the resort’s landscape design, the hotel can enhance its uniqueness, visitor experience, and sustainability. Additionally, involving local communities in management and services can foster economic growth and cultural preservation, ensuring long-term hotel success. The combination of strategic design, eco-friendly initiatives, and community participation will contribute to both visitor loyalty and the availability of resources needed for sustainable operations.

CONCLUSION

The research results show that the tourism potential in the resort hotel area on Waecicu Beach has not been utilized optimally. The landscape composition, related to the availability and quality of facilities and infrastructure, indicates that while some elements are present, they have not fully utilized the existing tourism potential, such as natural resources, culture, and local wisdom, resulting in the lack of a distinct and unique hotel landscape composition. Six variables are highly prioritized for development in the landscape design, namely tourist attractions, accommodation, amenities, security, conditions around the area, and management and services. With the priority of tourism potential to be developed, the landscape design will refer to and consider environmental sustainability and the welfare of local communities, which will ultimately contribute to the sustainability of the resort hotel.

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All authors contributed to the design of the research, the questionnaire, and the write-up. All authors have read and approved the final manuscript.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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