

Analysis of The Development Strategy of The Nosarara Nosabatutu Peace Monument Tourist Attraction in Tondo Village, Palu City

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(Received: January 03, 2026; Revised: February 21, 2026; Accepted: February 30, 2026)

ABSTRACT

The tourism sector is one of the potential drivers of the regional economy that is worth developing. The Nosarara Nosabatutu Peace Monument tourist attraction in Tondo Village, Palu City, is a destination that portrays the cultural and religious diversity of Indonesia, with the number of tourist visits recorded at 731 people and the highest visits occurring in January and October. This study aims to identify internal and external factors and to formulate a development strategy for the attraction. The study uses a qualitative method with SWOT analysis through the Internal Strategy Factors Analysis Summary (IFAS) matrix and the External Strategy Factors Analysis Summary (EFAS) matrix. Data were collected through observation, interviews, documentation, and questionnaires directed at informants selected by purposive sampling, namely managers and tourists. The analysis shows a total IFAS score of 3.04 with a strengths-weaknesses difference of 1.72, and a total EFAS score of 2.82 with an opportunities-threats difference of 1.62. The coordinate point (1.72; 1.62) is located in Quadrant I of the SWOT diagram, so that the most appropriate strategy is an aggressive strategy or a Strengths-Opportunities (SO) strategy, namely leveraging strengths to seize opportunities through the improvement of area management and service quality as well as increased government support in the form of providing facilities and infrastructure and pleasant spatial arrangement. These findings are expected to serve as input for the regional government and managers in the development of tourism in Palu City.

Keywords: Internal-external factors, Peace Monument, SWOT analysis, Tourism development

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INTRODUCTION

The tourism sector as an economic activity has become a potential mainstay and a development priority for many countries, especially for developing countries such as Indonesia, which has a vast territory with substantial tourist appeal, natural beauty, various historical and cultural heritages, and a diverse society. Tourism in Indonesia is one of the leading sectors with great potential to be developed, both natural heritage and cultural tourism, because Indonesia has a wide variety of ethnicities, customs, and cultures.

Tourism makes an important contribution to the national and regional economy through job creation, increased community income, and the generation of foreign exchange and regional own-source revenue. This sector also has broad linkages with other sectors such as trade, transportation, and accommodation services, so that its development is able to drive various economic activities around it. Therefore, planned tourism development becomes one of the important strategies in encouraging sustainable regional economic growth.

Tourism development is essentially an effort to develop and utilize tourist attractions as a source of income for both the region and the state. To enhance the role of tourism, linkages are needed between the tourist attractions that can be offered and their supporting facilities and infrastructure. There are five basic elements that must be present in a tourist destination area, namely tourist attractions, tourism infrastructure, management, general infrastructure, and the condition of the community or environment (Nawangsari, 2018). Synergy between the central

government and regional governments is the key so that the utilization of the tourism sector at the national level can be realized.

Central Sulawesi Province is one of the provinces that has many interesting tourism destinations spread across 12 regencies/cities, ranging from beach destinations to inland waters and mountains. Palu City, as the provincial capital, is the main gateway to Central Sulawesi by land, sea, and air, supported by infrastructure and adequate availability of hotels and restaurants. A number of tourist destinations in Palu City are well known to the public, including Talise Beach, Taipa Beach, Souraja, and the Palu City Peace Monument (Palu City Tourism Strategic Plan, 2021).

The Nosarara Nosabatutu Peace Monument is a tourist destination in Palu City that attracts many visitors. This monument is a symbol of peace in the form of a Peace Gong located on the hilly area of Tondo Village. It was built during 1998-2000 as a symbol of unity and peace of the people of Central Sulawesi, and was officially designated as a tourist area on 11 March 2014. The monument stands on a structure covering 800 square meters. The name "Nosarara Nosabatutu" comes from the Kaili language, meaning "we are siblings, we are united." Visitors are treated to exotic views of Palu City from an elevation, which becomes even more beautiful at night with the decorative lights of the city.

The construction of the Nosarara Nosabatutu Peace Gong area was a creative breakthrough in achieving public security and order in Central Sulawesi, especially in Palu City, which at that time was known as an area prone to social conflict. The location, which was originally barren land, was transformed into a green and flowering area, making it a venue for positive and creative community activities as well as a cultural-education tourism park that instills the spirit of peace, harmony, and concord. In addition to its historical and cultural value, the area also contributes to Palu City's regional own-source revenue through taxes and fees, so that its development holds strategic value both socially and economically.

Based on visit data, the number of tourists at the Peace Monument was recorded at 731 people, with the highest visits occurring in January and October. Despite its great potential, the development of this area still faces several obstacles, such as inadequate facilities and infrastructure, insufficient promotion, poor road conditions, and limited supporting human resources. These conditions call for an appropriate development strategy so that the potential of the attraction can be utilized optimally.

The tourism sector in Palu City and Central Sulawesi Province has, in recent years, become one of the sectors receiving attention in efforts to diversify the regional economy. Following the earthquake and tsunami disaster in 2018, a number of tourist areas in Palu City experienced a decline in visit activity, and the recovery of the tourism sector became an important part of the city's economic recovery. In this context, the presence of the Nosarara Nosabatutu Peace Monument gains additional strategic value as a symbol of peace, togetherness, and the resilience of the people of Palu City. The development of this attraction has the potential not only to increase regional revenue from the tourism sector but also to strengthen the city's identity and encourage the growth of micro enterprises around the area. This study aims to identify the internal factors (strengths and weaknesses) and external factors (opportunities and threats) in the development of the Nosarara Nosabatutu Peace Monument tourist attraction, and to formulate an appropriate development strategy for the attraction in Tondo Village, Palu City.

LITERATURE REVIEW

Tourism development is an evaluation and planning process carried out to develop and improve the quality of tourist attractions. Suwantoro (2002) explains that the development of a tourist attraction needs to consider tourist appeal, accessibility, and supporting facilities and infrastructure in order to attract tourist visits. The success of tourism development is strongly determined by the integration of the potential of the attraction, the readiness of the community, and the support of regional government policies.

A tourist attraction is anything that possesses uniqueness, beauty, and value that becomes the target or purpose of tourist visits. The development of a tourist area generally rests on four main components, namely attraction, in the form of natural, cultural, or built-environment appeal; accessibility, in the form of ease of reaching the location; amenity, in the form of supporting facilities such as accommodation, restaurants, and public facilities; and ancillary, in the form of tourism organizations and governance. These four components complement one another in determining the competitiveness and sustainability of a tourist destination.

SWOT analysis is used as the main framework in this study. Rangkuti (2003) explains that SWOT analysis is the systematic identification of various factors to formulate a strategy, based on the logic of maximizing strengths and opportunities while simultaneously minimizing weaknesses and threats. Internal factors (strengths and weaknesses) relate to conditions within the tourist attraction, while external factors (opportunities and threats) relate to environmental conditions outside the attraction (Fahmi, 2013).

The analytical stage continues with the preparation of the Internal Strategy Factors Analysis Summary (IFAS) matrix and the External Strategy Factors Analysis Summary (EFAS) matrix (Nisak, 2013). The IFAS matrix is used to analyze internal factors comprising strengths and weaknesses, while the EFAS matrix is used to analyze external factors comprising opportunities and threats. Each factor is assigned a weight and a rating, which are then multiplied to obtain a weighted score. The difference between the strength and weakness scores and the difference between the opportunity and threat scores become the coordinates that determine the position of the strategy quadrant on the SWOT diagram.

The SWOT matrix is subsequently used to formulate four alternative strategies, namely the SO (Strengths-Opportunities) strategy that leverages strengths to seize opportunities, the WO (Weaknesses-Opportunities) strategy that minimizes weaknesses by capitalizing on opportunities, the ST (Strengths-Threats) strategy that uses strengths to overcome threats, and the WT (Weaknesses-Threats) strategy that minimizes weaknesses while avoiding threats.

Empirical Review

Several previous studies serve as references in this research. Angga (2013) examined the development strategy of the Waduk Gunung Rowo Indah tourist attraction in Pati Regency using SWOT analysis, and found that the development position was in a growth strategy, namely optimally leveraging strengths and opportunities. Ketut Giantari (2020) examined the development strategy of the hot spring attraction in Marobo Village, Timor, using descriptive analysis, SWOT, and the internal-external (IE) matrix, and recommended diversification of the attraction and modification of the system to make it easier for tourists to visit.

Riska and Sri (2009) studied the tourism development strategy along the Kapuas River in Pontianak City using SWOT analysis, and recommended a grand strategy based on regional characteristics. Rafiqi (2021) examined the tourism sector development strategy to increase regional own-source revenue during the Covid-19 pandemic in Banda Aceh City, and found that the development strategy had not been maximized due to limitations of personnel, understanding of business actors, and promotional budget. Riantoro and Aninam (2021) applied SWOT analysis to the development strategy of the mangrove forest tourist attraction in Manokwari. These various studies show that SWOT analysis is a common and relevant approach for formulating development strategies for tourist attractions in various regional contexts.

In addition, Dony (2018) analyzed the potential of the Equator Monument tourist attraction as a supporting element of Pontianak City's waterfront-city appeal using a spatial analysis approach based on attraction, amenity, activity, accessibility, and institutional aspects, and concluded that the area is sufficiently potential to be developed. Rinal (2021) studied the development strategy of coastal tourist attractions in Sluke Subdistrict, Rembang Regency, using SWOT analysis, and recommended seven strategic steps, including promotion, construction of facilities and infrastructure, cooperation, and environmental preservation. Hardjati and Rusdiana (2019) examined the development of the Wonorejo mangrove tourism destination in Surabaya, which underlines the importance of the institutional role and community participation in tourist-area development. Hudiattama (2020) also highlights the role of the regional government in developing tourism based on local potential, emphasizing that the success of tourist-attraction development depends heavily on synergy among policy, managers, and the local community. This study complements those studies by focusing on the Nosarara Nosabatutu Peace Monument tourist attraction in Palu City, which has unique characteristics as a symbol of peace and diversity.

METHOD

This study uses a qualitative research method, which emphasizes process and meaning by describing a problem based on qualitative information. The research location is in Tondo Village, Palu City, Central Sulawesi Province, with the research object being the Nosarara Nosabatutu Peace Monument tourist area.

The types of data used include primary data and secondary data. Primary data were collected directly from the main sources, while secondary data are information previously collected to complement the research data needs. Data collection was carried out through observation of the tourist area and its surrounding environment, semi-structured interviews with stakeholders, documentation of the physical condition of the area, and distribution of questionnaires to informants.

The informants were determined by purposive sampling, namely the selection of subjects based on specific characteristics and criteria and a strong understanding of the object being studied (Silalahi, 2009). The informants in this study were the group of managers of the Nosarara Nosabatutu Peace Monument tourist area and tourists.

The data analysis method used is SWOT analysis (Rangkuti, 2003), which is carried out in several stages. The first stage is the identification of internal factors (strengths and weaknesses) and external factors (opportunities and threats) through observation and interviews. The second stage is the preparation of the IFAS and EFAS matrices, by assigning weights to each factor (a scale of 0.0 to 1.0) and ratings (a scale of 1 to 4), then multiplying the weights by the ratings to obtain the weighted scores. The third stage is mapping the results on the SWOT diagram to determine the quadrant position, and the fourth stage is the preparation of the SWOT matrix to formulate alternative SO, WO, ST, and WT strategies.

The SWOT analysis diagram is divided into four quadrants. Quadrant I supports an aggressive strategy, namely when the object has substantial strengths and opportunities so that the appropriate strategy is to leverage strengths to seize opportunities (SO strategy). Quadrant II supports a diversification strategy, when the object has strengths but faces threats. Quadrant III supports a turn-around strategy, when the object has large opportunities but is constrained by internal weaknesses. Quadrant IV supports a defensive strategy, when the object faces weaknesses and threats simultaneously. The quadrant position is determined by the coordinate point resulting from the difference between the strengths and weaknesses scores (horizontal axis) and the difference between the opportunities and threats scores (vertical axis).

RESULTS AND DISCUSSION

Research Results

The Nosarara Nosabatutu Peace Monument tourist area is located in Tondo Village, Mantikulore Subdistrict, Palu City, specifically in the hilly area adjacent to Tadulako University and the Central Sulawesi Regional Police Headquarters. The strategic position of the area within Palu City makes this tourist attraction easily accessible and potentially developable as a leading regional destination.

Based on visit data, the number of tourists at the Nosarara Nosabatutu Peace Monument was recorded at 731 people, with the highest visits occurring in January and October. This increase in visits is in line with the growth of social media as a means of sharing photos and videos, making the tourist area increasingly known to the public.

The results of the identification of internal factors show four strengths of the tourist attraction. First, it possesses beautiful and cool scenery or panorama during the day and at night due to its position at an elevation that displays the panorama of Palu City as a whole. Second, the number of tourist visits continues to increase alongside the development of social media. Third, it is the only tourist attraction in Palu City that portrays the cultural and religious diversity of Indonesia through the emblems of the flags of provinces, regencies, cities, and religions spread across Indonesia. Fourth, it is a green tourist area that still maintains its natural beauty with shady trees and ornamental plants.

The four weaknesses identified are facilities and infrastructure that are still inadequate, such as the parking area, toilets, and canteen; promotion of the attraction that is still lacking because the manager has not carried out widespread promotion; poor road conditions because it is located in the hills with winding and steep terrain; and supporting human resources that are still limited, particularly the absence of tour guides who can explain the meaning of the symbols on the Gong and the Peace Monument. The results of the weighting of internal factors are presented in Table 1.

Table 1. Internal Strategy Factors Analysis Summary (IFAS) Matrix

No	Internal Factors	Weight	Rating	Score
Strengths				
1	Possesses beautiful and cool scenery/panorama during the day and at night	0.17	3.80	0.66
2	Large number of tourist visits	0.15	3.50	0.56
3	The only tourist attraction in Palu City that portrays cultural and religious diversity in Indonesia	0.18	3.90	0.69
4	It is a green tourist area	0.16	3.20	0.47
Sub Total Strengths		0.66	14.40	2.38
Weaknesses				
1	Facilities and infrastructure are still inadequate	0.09	1.90	0.16
2	Promotion of the tourist attraction is still lacking	0.07	1.60	0.12
3	Poor road conditions	0.10	2.10	0.20
4	Supporting human resources are still limited	0.08	2.00	0.18
Sub Total Weaknesses		0.34	7.60	0.66
Total IFAS		1.00	22.00	3.04

Source: Processed primary data (2023)

Table 1 shows that the total IFAS matrix score is 3.04. The analysis reveals that the Peace Monument attraction has been able to leverage its strength factors optimally compared to its

weaknesses, with a strengths score of 2.38 and a weaknesses score of 0.66. The difference between the strengths and weaknesses scores produces a value of 1.72 as the horizontal axis on the SWOT diagram.

The identification of external factors reveals four opportunities for the tourist attraction. First, there is attention from the regional government through the Palu City Tourism Office toward developing the area in the form of providing and improving infrastructure and enhancing promotion. Second, the availability of supporting infrastructure in Palu City, such as land, sea, and air transportation as well as accommodation. Third, the creation of a multiplier effect on other economic sectors, indicated by the emergence of food stalls and photography services around the area. Fourth, its location in a strategic area in the center of Palu City and adjacent to growth centers. The four threats identified are environmental damage caused by the behavior of some tourists, competition from other tourist attractions in Palu City, the lack of tourist awareness in preserving the attraction, and the entry of foreign cultures that can influence the culture of the surrounding community. The results of the weighting of external factors are presented in Table 2.

Table 2. External Strategy Factors Analysis Summary (EFAS) Matrix

No	External Factors	Weight	Rating	Score
Opportunities				
1	Attention from the regional government toward the development of the Peace Monument attraction	0.17	3.50	0.60
2	Availability of supporting infrastructure	0.16	3.30	0.53
3	Creation of a multiplier effect	0.17	3.40	0.56
4	Located in a strategic area in the center of Palu City	0.16	3.30	0.53
Sub Total Opportunities		0.66	13.50	2.22
Threats				
1	Environmental damage in the surroundings	0.09	1.80	0.16
2	Competition from other tourist attractions in Palu City	0.08	1.60	0.13
3	Lack of tourist awareness in preserving the attraction	0.08	1.70	0.14
4	Entry of foreign cultures that can influence the surrounding community culture	0.09	1.90	0.17
Sub Total Threats		0.34	7.00	0.60
Total EFAS		1.00	20.50	2.82

Source: Processed primary data (2023)

Table 2 shows that the total EFAS matrix score is 2.82. The analysis reveals that the attraction has been able to capitalize on the available opportunities and address the emerging threats, with an opportunities score of 2.22 and a threats score of 0.60. The difference between the opportunities and threats scores produces a value of 1.62 as the vertical axis on the SWOT diagram.

Based on these two calculations, the coordinate point (1.72; 1.62) is obtained on the SWOT analysis diagram. Because both values are positive, the coordinate point is located in Quadrant I, namely the quadrant that supports an aggressive strategy. This means that the development of the Nosarara Nosabatutu Peace Monument tourist attraction possesses strengths and opportunities that support its development, so that the most appropriate strategy is the Strengths-Opportunities (SO) strategy, that is, leveraging all strengths to seize the available

opportunities. The complete alternative strategies based on the SWOT matrix are presented in Table 4.

A comparison between driving factors and inhibiting factors further reinforces this finding. The average rating of the driving factors (strengths and opportunities) is greater than the average rating of the inhibiting factors (weaknesses and threats), namely 3.50 compared with 1.80. This condition confirms that the prospects for developing the Nosarara Nosabatutu Peace Monument tourist attraction are quite good, because the factors driving development contribute far more than the factors inhibiting it. The details of the comparison between driving and inhibiting factors are presented in Table 3.

Table 3. Driving and Inhibiting Factors of Tourist Attraction Development

No	Driving Factors (Strengths and Opportunities)	Score	Inhibiting Factors (Weaknesses and Threats)	Score
1	Possesses beautiful and cool scenery/panorama	3.80	Facilities and infrastructure are still inadequate	1.90
2	Large number of tourist visits	3.50	Promotion of the attraction is still lacking	1.60
3	The only attraction that portrays cultural and religious diversity	3.90	Poor road conditions	2.10
4	It is a green tourist area	3.20	Supporting human resources are still limited	2.00
5	Attention from the regional government	3.50	Environmental damage in the surroundings	1.80
6	Availability of supporting infrastructure	3.30	Competition from other tourist attractions	1.60
7	Creates a multiplier effect	3.40	Lack of tourist awareness in preserving the attraction	1.70
8	Located in a strategic area in the city center	3.30	Entry of foreign cultures	1.90

Source: Processed primary data (2023)

Table 4. SWOT Matrix of the Development Strategy for the Nosarara Nosabatutu Peace Monument Tourist Attraction

IFAS EFAS	STRENGTHS (S) 1. Beautiful and cool panorama 2. Large number of tourist visits 3. The only tourist attraction in Palu that portrays cultural and religious diversity 4. Green tourist area	WEAKNESSES (W) 1. Inadequate facilities and infrastructure 2. Promotion is still lacking 3. Poor road conditions 4. Limited supporting human resources
OPPORTUNITIES (O) 1. Attention from the regional government 2. Availability of infrastructure 3. Multiplier effect 4. Strategic area in the city center	SO Strategy 1. Improve area management by enhancing service quality 2. Provide assistance with facilities and infrastructure and pleasant spatial arrangement 3. Leverage ethnic diversity and community hospitality 4. Strengthen government support capacity	WO Strategy 1. Enhance promotion to make the area better known 2. Improve the roads leading to the area 3. Coordinate with related agencies 4. Train and develop tourism human resources
THREATS (T) 1. Environmental	ST Strategy 1. Increase security personnel and CCTV	WT Strategy 1. Enhance facilities, infrastructure, and

damage 2. Competition from other tourist attractions 3. Lack of tourist awareness 4. Entry of foreign cultures	availability 2. Enhance facilities 3. Supporting facilities and infrastructure 4. Involve the community in maintaining cleanliness	promotion 2. Enhance the quality of visitor security and comfort 3. Strengthen institutions to cope with tourism development
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Source: Processed primary data (2023)

Discussion

The SWOT analysis shows that the coordinate point (1.72; 1.62) is located in Quadrant I, so that the most appropriate strategy to apply in developing the Nosarara Nosabatutu Peace Monument tourist attraction is an aggressive strategy, namely the SO strategy. This strategy uses all strengths to leverage opportunities to the greatest extent. The results show that the strengths score is greater than the opportunities score ($2.38 > 2.22$), which confirms that the internal factors of the attraction are strong enough to support the utilization of the available opportunities.

The SO strategy formulated includes improving area management by enhancing service quality, providing assistance with tourism facilities and infrastructure accompanied by pleasant spatial arrangement, leveraging the ethnic diversity and hospitality of the surrounding community, and strengthening government support capacity. This strategy is in line with the findings of Angga (2013), who positioned the tourist attraction in a growth strategy, namely optimally leveraging strengths and opportunities, and is relevant to the approach used by Riantoro and Aninam (2021) and Rafiqi (2021) in formulating SWOT-based tourism development strategies.

In addition to the SO strategy, the SWOT matrix also produces three supporting alternative strategies. The ST strategy uses strengths to overcome threats, since the strengths score is far greater than the threats score ($2.38 > 0.60$), through enhancing security personnel and CCTV availability, improving facilities, and involving the community in maintaining cleanliness and creating regional flagship products. The WO strategy minimizes weaknesses by leveraging opportunities, since the weaknesses score is smaller than the opportunities score ($0.66 < 2.22$), through enhancing promotion, improving roads, coordinating with related agencies, and training tourism human resources.

The WT strategy aims to minimize weaknesses while avoiding threats through the enhancement of facilities and infrastructure, promotion, the quality of visitor security and comfort, and institutional strengthening. Although the SO strategy becomes the top priority in line with the quadrant position, the three supporting strategies remain important as a comprehensive development framework. Overall, the results of the analysis confirm that the development of the Nosarara Nosabatutu Peace Monument tourist attraction has good prospects because the driving factors (strengths and opportunities) are greater than the inhibiting factors (weaknesses and threats), so that the support of the regional government and managers becomes the key to the success of developing this area.

The implication of this finding is the need for synergy among stakeholders in the development of the area. The regional government plays a role in providing infrastructure, spatial arrangement, and policy support; the manager plays a role in enhancing service quality, promotion, and human resource development; while the community and tourists play a role in preserving the environment and the comfort of the area. Development that prioritizes sustainability will maintain the authenticity of the cultural and ecological values of the area while enhancing the competitiveness of the tourist attraction. Therefore, the integrated application of the SO strategy supported by the WO, ST, and WT strategies is expected to be able to make the Nosarara Nosabatutu Peace Monument a flagship destination that contributes to the regional economy of Palu City.

From the perspective of development economics, developing tourist attractions such as the Nosarara Nosabatutu Peace Monument has the potential to generate a multiplier effect on the local economy. The presence of tourists encourages the growth of micro enterprises around the area, such as food stalls, equipment rentals, and photography services, which contribute to the absorption of informal labor and increased household income. In addition, area retribution revenue that is well managed can become one of the sources of regional own-source revenue. On the demand side, the character of the attraction as a symbol of peace and diversity has the potential to reach niche-interest tourist segments, including educational visits and activities of religious or cultural communities, so that diversification of tourism products around the area becomes an opportunity that needs to be developed.

Furthermore, the sustainability of area development needs to be supported by a more organized managing institution. The role of a communication forum among the regional government, managers, and the surrounding community is needed to ensure the consistency of policies and development programs. Strengthening human resources through tour-guide training and digital literacy for micro enterprises around the area will reinforce the implementation of the SO strategy. In the long term, the development of the Nosarara Nosabatutu Peace Monument can be integrated into Palu City tourism packages that combine natural, cultural, and historical tourist attractions, so that the appeal value of the area increases and the length of tourist stay in the city becomes longer, which ultimately expands the economic impact for the local community.

CONCLUSION AND SUGGESTIONS

Based on the research results, the internal and external factors in the development of the Nosarara Nosabatutu Peace Monument tourist attraction in Tondo Village, Palu City, were identified through SWOT analysis with the preparation of the IFAS and EFAS matrices in Quadrant I with strategy SO (Strengths-Opportunities) strategy, namely improving area management by paying greater attention to service quality and enhancing government support capacity for the Nosarara Nosabatutu Peace Monument tourist attraction.

Based on these findings, it is recommended that managers and the regional government organize innovative and creative promotion programs, such as the arrangement of tour packages and promotion through the internet, especially for niche-interest tourist attractions that have a comparative advantage. Area development programs need to be improved with new innovations so as to be ready to face competition among tourist attractions. Tourists are expected to build awareness to preserve the cleanliness of the location so that it can be enjoyed by future generations. In addition, managers need to understand consumer characteristics and maintain the quality of the appeal, facilities, and services as important factors for the sustainability of the development of the Nosarara Nosabatutu Peace Monument tourist attraction.

This study has limitations, including the scope of informants that is limited to managers and tourists and the use of SWOT analysis, which is qualitative in nature, so that the assessment of weights and ratings may contain elements of subjectivity. Future research is advised to expand the number and variety of informants, to combine SWOT analysis with quantitative methods such as the Analytical Hierarchy Process (AHP) to reduce subjectivity, and to compare development strategies among tourist attractions in Palu City in order to obtain a more comprehensive perspective on regional tourism development.

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