

Review Of Smart Environment Tourism Indicator Policies In The Development Of The Likupang Tourism Special Economic Zone

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ABSTRAK

Penelitian ini untuk menganalisis implementasi kebijakan penerapan kebijakan smart environment tourism dalam pengembangan Kawasan Ekonomi Khusus (KEK) Pariwisata Likupang Sulawesi Utara Indonesia. Data publikasi kebijakan dianalisis menggunakan metode pendekatan kualitatif. Penilaian berdasarkan skor berdasarkan indikator smart environment tourism. Hasil penelitian menunjukkan bahwa potensi wisata di area Likupang tersebut maka pemerintah menempuh kebijakan dengan mengusulkan kawasan ini sebagai kawasan ekonomi khusus pariwisata. Kebijakan terbit dalam bentuk Peraturan Pemerintah nomor 84 Tahun 2019 sebagai Landasan Hukum dengan luasan area 197,4. Pertanyaan pertama menggambarkan temuan literatur yang dilakukan dalam artikel jurnal menunjukkan tinjauan kebijakan smart environment tourism dalam pengembangan Kawasan Ekonomi Khusus Pariwisata Likupang di era pandemi COVID-19 telah banyak dilakukan. Pertanyaan kedua Persepsi stakeholder coba ditelusuri peneliti kepada stakeholder menyangkut pemahaman mereka tentang diperlukan atau tidak pengembangan smart environment di kawasan KEK Likupang menggunakan pendekatan smart environment tourism berada pada level ekosentris atau mendukung. Pertanyaan ketiga dapat dilihat proses implemetasi KEK Likupang yang merupakan usaha pemerintah dalam mengembangkan potensi pariwisata daerah tentunya dengan pendekatan smart environment tourism juga dengan cara guna pengurangan emisi, pengelolaan sampah dan melibatkan peran partisipasi masyarakat.

ABSTRACT

This research is to analyze the application of tourism smart environment policies in the development of the Likupang Tourism Special Economic Zone (SEZ) in North Sulawesi, Indonesia. The data publication policy is explained by using a qualitative approach method. Assessment based on scores based on tourism smart environment indicators. The results of the study show that the tourism potential in the Likupang area is the government's policy by proposing this area as a tourism special economic zone. The policy was published in the form of Government Regulation number 84 of 2019 as a Legal Basis with an area of 197.4. The first question which describes the findings of the literature carried out in journal articles shows that the vision of a smart environment tourism policy in the development of the Likupang Tourism Special Economic Zone in the era of the COVID-19 pandemic has been carried out a lot. The second question is the researcher's attempts to trace the perception of stakeholders to the understanding of stakeholders about whether or not it is necessary to develop a smart environment in the Likupang SEZ area using a smart environment tourism approach at an ecocentrism or supportive level. The third question can be seen from the process of implementing the Likupang SEZ which is the government's effort to develop regional tourism potential, of course with a smart environment tourism approach as well as a way to reduce emissions, manage waste and involve community participation.

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INTRODUCTION

Indonesia comes to be an archipelagic country by the number of islands of more than 17,000. Indonesia's ocean area that is larger than its land area make sea potential really diverse (Saksono, 2013) . The country is known for its expansive beaches, magnificent coral reefs, diversity of marine life, and peculiar islets. Bali, Lombok, Komodo, Raja Ampat, and a number of other well-known tourist destinations can be found along Indonesia's coastline and islands. Potency diverse as an archipelagic country is area coast developed beach becoming area current tourist becoming reliable traveler destination either domestica or international. Development of the beach and sea as tourist destinations must inevitably be conducted in a way that is environmentally conscious and sustainable; and Indonesia is required for it. Continue to grow the tourism industry, which is directly tied to coastal and marine development. Through public policies that are focused on growth, this will involve all stakeholders. Therefore, the development of coastal and marine tourism requires a lot of attention from the Indonesian government in order to continue. The tourism business is now on the vacillate situation since the collapse of the coal industry, and the number of foreign visitors is also rising. Because of how the increase in travelers and tourism spending their money, would affect the economy; and this will help it grows (Siswahto & Muryani, 2020) .

The Indonesian government is working to expand the coastal and marine tourist industry, and it must be coordinated between policy and implementation. Tourism in coastal cities that emphasize the sustainability of tourist attractions must reflect environmentally sound indicators and be in line with the concept of environmental sustainability. Several policies relate to the current state of existing tours. This demonstrates the requirements of encouraging stakeholder engagement and participation as well as sensible environmental planning in general (Lee & Hsieh, 2016) . This also holds true for development. There is tremendous potential for coastal and marine tourism in Indonesia.

This tourism innovation resounded in the midst of the worldwide Covid-19 outbreak. The covid 19 virus forced the closure of several tourist sites in 2020, but in 2021 tourism operations will begin to pick up again, of course with strict adherence to rigorous health procedures For That analyze policy and execution tourist absolute done. Moment With a legislative foundation provided by Government Regulation number 84 of 2019, the central government initiated a regional development program through Special Economic Zones in an effort to propel the country's economy forward. The government urges local governments to use the environment's potential for growth in creating these special economic zones in order to give rise to the concept of intelligent environmental tourism. This is accomplished in order to boost investment and close the gaps that are now present across diverse regions.

An opportunity to discuss the rise of tourism as a potential investment is presented at this time by the sloping covid-19 (Jiricka-Pürerrer et al., 2020) . The tourist sector's potential is reshaping the Indonesian economy and giving people optimism to grow. Due to discovering the connection between strategy and execution in the sphere of development is crucial for a sustainable framework. In the current era of globalization, analysis of tourism industry policies can also be utilized as a method of development evaluation. Likupang Tourism SEZ unquestionably requires special attention, particularly in light of the connection between smart environment tourism and beach tourism development, since beaches are the main attraction for local tourists. CHAPTER XIV Article 31 of Law Number 25 of 2007 Concerning Investment (Law Number 25 of 2007 Concerning Investment, 2007) establishes the basic regulations governing Special Economic Zones.). The article sets forth the Special Economic Zones' strategic goals, which are used to balance regional and national economic

development. Then, in 2009, Law Number 39 of 2009 concerning Special Economic Zones (Regulation Number 39 of 2009 concerning about Special Economic Zones) was passed, enacting further regulations controlling Special Economic Zones. According to Presidential Regulation Number 10 of 2022, the government has given beach tourism special consideration by creating a special economic zone in Likupang that also includes tourism (Rahayu, 2022) . Government Regulation No. 84 of 2019 about the Likupang Special Economic Zone, which governs policy, must, of course, be escorted jointly.

One potential solution to solve well-known problems like unemployment, poverty, and economic expansion is tourism. However, this requires to be reversed by suitable regulations, cooperation between the government, the tourism sector, and local people, as well as the adoption of strict health protocols in order to preserve everyone's safety and health. (Saksono, 2012) . The enforcement of the health guidelines established to maintain tourism growth is crucial at this point in the industry's development. A country's foreign exchange revenues could rise dramatically as a result of tourism, which also fosters social, economic, and environmental advancement. Utilizing Indonesia's natural and cultural resources can assist with economic development, job creation, and reduction of unemployment and poverty. (Ross & Wall, 1999) . Although the COVID-19 pandemic has significantly impacted the tourism sector, with quick adaption, tourism can help the nation's economy recover. If visitors and residents are to keep safe, strict health laws requiring the use of masks, safe separation, and proper hygiene must be put into place (Roy et al., 2021) . In this perspective, tourism is crucial to eradicating poverty and unemployment because tourists are anticipated to be able to create jobs for locals, as well as to increase their skills and capacity. Taking into account the effects on society, the environment, and culture, it is crucial to make sure that tourism development is done in a sustainable way. Only with the involvement of local communities in tourism management can tourism, biodiversity, and community welfare is closely interconnected.

Infrastructure expansion and availability are crucial supporting aspects for drawing tourists to a location (Eichelberger et al., 2020) . An analysis of the entrepreneurial ecosystem approach to the establishment of smart destinations finds that this tactic aids in the promotion of sustainable urban development, which is a goal of smart destinations. Australia's Gold Coast serves as an illustration of how tourism-related economic activities have altered the character of spectacular locations. The nation upholds a neoliberal conception of the common good, wherein enhancing the ability of tourism locations to compete on a global scale is the primary objective that must be sought in conjunction with community empowerment (Dredge, 2010) . Tourism undoubtedly has an impact on a number of industries, including the growth of regional original income or PAD. If this keeps on, PAD will rise yearly. In addition to the present worldwide changes, the Covid-19 epidemic is also having an impact on the expansion of the tourism industry. Given the current Covid-19 pandemic crisis, a new standard must be set for tourism. It is remarkable that these modifications have been put into place, despite having little impact on cleanliness but being applicable to work events that must adhere to conventional health regulations. When tourists visit tourist attractions; both those who manage tourist sites and those who conduct tours must be reviewed in accordance with health certificate requirements that connect all tourism players. As a result, tourism development must adapt to reflect the current state of the world.

Search results include a variety of well-managed tourism destinations that offer basic quality, proper legislation, and a favorable investment climate. Industry tourism is practiced in a manner that properly manages and conserves its natural resources, assisting the government in maintaining the viability of coastal and marine ecosystems. The growth of coastal and marine tourism in Indonesia depends on the cooperation of the government, local

communities, and the corporate sector, where appropriate. In coastal and island regions, there are a lot of hotels and tourism-related businesses investing, creating jobs and improving the local economy. When promoting coastal and marine tourism, it is crucial to take potential problems with environmental degradation, conflicts with locals, and sustainable tourism into account. The Indonesian government must be able and make an effort to address the issue of inequality in the realm of policy and implementation through the introduction of laws and regulations that encourage ethical and sustainable tourism. By showcasing Indonesia's beauty and natural resources via environmental conservation, one may not only boost the economy but also draw both domestic and international tourists.

Literature Review

These studies are carried out for many reasons, including the identification, review, evaluation, and interpretation of all currently accessible research on pertinent contemporary events. When establishing research goals, writing dissertations, submitting funding requests, and undertaking collaborative research with numerous stakeholders, the use of policy review approaches is frequently required. The inquiry of expanding stakeholders' roles to boost tourism competition is akin to this (Wahidah & Suherman, 2022) This research also consulted a number of papers on the appraisal of tourism development (Renyaaan, 2023 ; (Susniwati & Kurhayadi, 2023) . The administration in Maluku is currently facing the necessity to implement a variety of tourism development plans (Madubun & Madubun, 2023) Participation from the community can be used to accomplish this (Ismanto et al., 2023) .

By combining various definitions, it is possible to determine that the characteristics of the implementation policies are not random but intentional actions, public policies are goal-based, public policies are made by public authorities, public policies consist of patterns of action, public policies are born from requests, government actions are to suppress a problem, and public policies can be positive or negative (Smith & Larimer, 2018:3). Public perception of a problem is the first step in the formulation of a public policy. There are three pre-policy stages: problem identification, policy requests, and agenda creation (Cochran, 1977) . There are a number of factors that need consideration while doing an analysis of a policy, including consumer requirements or customer (Syamsir et al., 2020) The need for a description of the public policy that will be analyzed; with the description of the public policy, it can be seen what the government did and did not do in areas of people's lives like defense, public welfare, energy, and education; it is necessary to trace the fundamentals or reasons for the government to issue a particular policy (Awad et al., 2020) . It should be obvious that there are distinctions between the individuals who create policies and the results of those policies when they are put into practice. Which variables, such as social, economic, political, and cultural influences, affect the policy; it is vital to research how policies affect society in order to see how a policy affects individuals who are directly or indirectly affected (Leckel et al., 2020) .

Public policy is a product from a certain organization that is the result of a process that goes through several stages (Valle-Cruz et al., 2019) . A public policy life cycle is created by the progression of these stages. Author can gain a clearer understanding of how a public policy works from its inception to its conclusion and back again by looking at its life cycle. Public policy cycles are another name for the stages of a policy.

There are various stages to the process of creating public policies. These phases are agenda setting, formulation of policies, creation of policies, application of policies, and

evaluation of policies. Additional information regarding each of these phases, including (Chaniago & Juwono, 2020) agenda setting is a step in the process of choosing which public concerns need to be resolved. Agenda-setting requires that individuals or groups identify a problem as critical, present solutions, and apply pressure on the government to take action to solve the issue. Policy formulation occurs at this stage when government officials observe and evaluate potential solutions to the issues that have been raised. At this stage, actors also start to take the stage, fighting for their opinions so that the policies adopted can serve their interests; policy making, at which point policies are created by the level of government, which results in policies that follow the approach of one or more parties; implementation, at which point the policy is put into action based on predetermined criteria, which will have an impact on the final result of the policy. A number of variables can have an impact, including the nature and complexity of the issue, the expected level of change in the policy's target audience, the availability of human and financial resources, and the administrative and regulatory structures. Evaluation, which takes place at this stage, considers how well the implementation aligns with the desired outcomes. Government officials, consultants or the community can conduct evaluations.

An analysis of policy implementation is also required in relation to public policy in order to comprehend the policy process (Labolo, 2022) . Understanding, elucidating, and identifying issues in changing implicit and explicit intentions into the desired changes are the motivations for research in the science of policy implementation (Nilsen & Cairney, 2020) The goal of implementation theory is to create conceptual tools that practitioners and scholars may use to pinpoint, define, and explain key components of the implementation procedure and its results. tied to the smart environment tourism policy (Patrão et al., 2020) .

Implementation theory, which combines numerous theories into a single unit and can more fully describe the policy implementation process, is used to better comprehend the implementation process. Howlett integrates the theory behind the multiple streams, advocacy coalition, and policy cycle models. According to this theory, implementation is viewed via the interactions of numerous actors who have an impact on how the policy is put into practice. Streams, which represent specific actions or players that interact to affect each phase of the policy cycle, from agenda setting to policy review, are used to visualize this process. The process of stream is the initial stream to serve as a guide for the movement of other streams. Each set of policy circles is based on a process stream, which is a succession of actions and events that result in the production of policies. In addition, there are four additional streams that represent various actors and interact with one another at various phases of the policy cycle, affecting the policy's outcome. The following is a description of each stream: The focus of the problem stream is on the actors involved in the definition of policy issues (policy problems) as well as the process through which policy issues are formed. Involving a range of actors at various levels of authority and scattered across numerous levels, policymaking has grown more complex. In the early stages of policy making, such as agenda setting and formulation, the players who define the problem continue to be involved through implementation. In addition to participating actively in seminars or debates about broad or narrow definitions of problems or implementation-related difficulties following the agenda-setting and formulation stages include scientists, party members, and other parties that may be considered actors.

Policy Stream: In contrast to the preceding actors who dealt with problem formulation, the actors in the policy stream concentrate more on policy tools and provide information to policy makers about the creation and operation of these policy tools. These actors include a wide range of individuals from academia, policy consultants, public policy and administration, business, and society. These parties are the ones who propose the tools or tool combinations utilized to address different types of problems.

The actors in the politics stream compete with one another to define the problem, come up with solutions that they believe can be adopted, and then actively participate in the implementation process. In comparison to other actors, these political figures frequently command greater public attention. They may originate with political parties, legislators, government officials, or other implementers.

In the phase of implementing policies, the program stream is the most crucial flow. Actors in this flow are those who carry out implementation, typically in the form of administrators, but they can also be members of the public or stakeholders who transfer, distribute, or use government services or goods. Civil employees and administrative staff are undoubtedly necessary to carry out and control the required actions in order to implement policies. It is crucial that these actors, who are the center of the program stream, influence the formulation and assessment of decisions on the implementation of policies by drawing on their knowledge, competence, and moral principles. The majority of policy implementations do involve bureaucrats the most, and they also cause tensions between and within public agencies during this phase. When it comes to the implementation process, numerous bureaucratic agencies at various levels of government typically carry with them particular interests, aspirations, and traditions that might have an impact on the process and the final impact (outcome). The policy subsystem can include actors from outside of the government who can participate in implementation processes like joint production or service collaboration.

Understanding policy implementation is crucial because it is a crucial step in the policy-making process, and it will help you create institutions that will ensure that policies fulfil their objectives (Birkland, 2007) . The performance of a policy's implementation can be divided into three categories: the policy's production and outcome, its impact, and an evaluation of the policy's influence on the growth of the nation or society as a whole. Creating an efficient framework and overseeing policy implementation are both necessary for successful policy outcomes (Khan & Khandaker, 2016) . The performance of implementing the policy might be impacted by a number of factors during the process. Several models for the implementation of policy theories arose during its development. In models, a phenomenon or its components are typically simplified. One of the models developed is by Van Metre and Van Horn, which outlines six factors that affect how public policy is implemented, including the scope and objectives of the policy, resources, the traits of the agents who will carry it out, attitudes towards doing it, inter-organizational communication, activities, and politics. Additionally, Khan and Khandaker created a model known as the rational model. The rational model includes metrics that affect the effectiveness of a policy's implementation or performance.

The Rational Model is built on the premise that effective policy implementation necessitates precise and consistent planning, clear work division, competent supervision, and measurable standardization. By implementing these indicators, policy implementation will perform better, and vice versa. (Islam et al., 2021) .

Health protocols must be a priority in the tourism development model, thus the integration between the current tourism development model and health protocol rules merits careful consideration. Using the data gathered, an information system development magazine for 2019–2023 will be published. This data was discovered using a process for reviewing policies based on the literature. an innovative approach to public administration (Indahsari & Raharja, 2020) . This method makes it feasible to methodically examine and pinpoint public practices that follow predetermined guidelines or protocols for each step and have been documented in scholarly publications. Additionally, this approach can avoid subjective identification, and it is believed that the identification results will advance understanding of how to apply it to locate journals and publications pertinent to the research topic. In order to review and put into practice policies, it is possible to grasp development policy through literary research. This study's main focus is on how to develop policies that will encourage environmentally friendly, smart travel.

Managing and developing based on a smart environment must, of course, take conservation principles into account (Utami & Pancasilawan, 2017) . As a concept, the smart environment Tourism will also assist resident activities for site development as a result of the distribution of policies that influence the periphery (Ningrum & Setiawan, 2017) .

This study focuses on how the Likupang Special Economic Zone in North Sulawesi, Indonesia, may develop and become a form that meets the criteria for the chosen topic by implementing smart environment tourist strategy.

RESEARCH METHODS

The research was carried out primarily through analysis. to employ three-question research as a response. This study begins by reviewing the policy literature on the creation of the Likupang Tourism Special Economic Zone in North Sulawesi, Indonesia. This study bases its findings on a review of the literature, which is then contrasted with the outcomes of current field implementations. When examined in light of its research goals, this study falls under the category of descriptive research. Descriptive approaches are used to investigate the causes of a specific symptom and characterize the nature of anything that was operating at the time the research was being conducted. So, in this study descriptive research was used to describe the implementation of the Likupang Tourism Special Economic Zone policy in North Sulawesi, Indonesia. Novelty or recent research on policy implementation in local governments is more focused on smart environment tourism policies. Research on smart environment tourism policies require special attention to growth over the previous five years.

The research questions have been made. These are the research questions for this study:

- RQ1. Has the 2019–2023 Likupang Tourism SEZ already used smart environment tourism as an indicator tourism development policy?
- RQ 2 How perception implementing the development of the Likupang tourism special economic zone using smart environment tourism instruments?
- RQ 2 How implementing the development of the Likupang tourism special economic zone using smart environment tourism instruments?

The Publish or Perish application is used to find relevant sources for the purpose of responding to research questions (RQ) and other related references, and the Vos-viewer application version 7 is used to map the search process using a search engine (Google Chrome).

RESULTS AND DISCUSSIONS

Research findings and manuscript evaluation 100 academic publications and journals generate a wide range of information. It needs to be broken down into smaller parts so that the outcome doesn't cause an imbalance. Over the past five years, a number of researches have focused on the topic of intelligent eco-tourism. It can be seen at from several angles. The data in this study were analyzed in accordance with the grouping. The initial criterion for classification is the year of publication. Secondly, according to the nation in which the study's findings were reported. Thirdly, according to the outcomes of the distribution analysis of the two indicators are given in the concept definition.

In this study, 100 journal papers were examined using *Publish or Perish* based on pre-existing indicators. The goal of this analysis, which is based on a survey of pertinent literature, is to pinpoint metrics that can be applied to Indonesia's urban coastal tourism in order to execute smart ecotourism. Along with information on the primary components, study data on smart eco-tourism, a component of the smart city idea, was discovered throughout the analytical process.

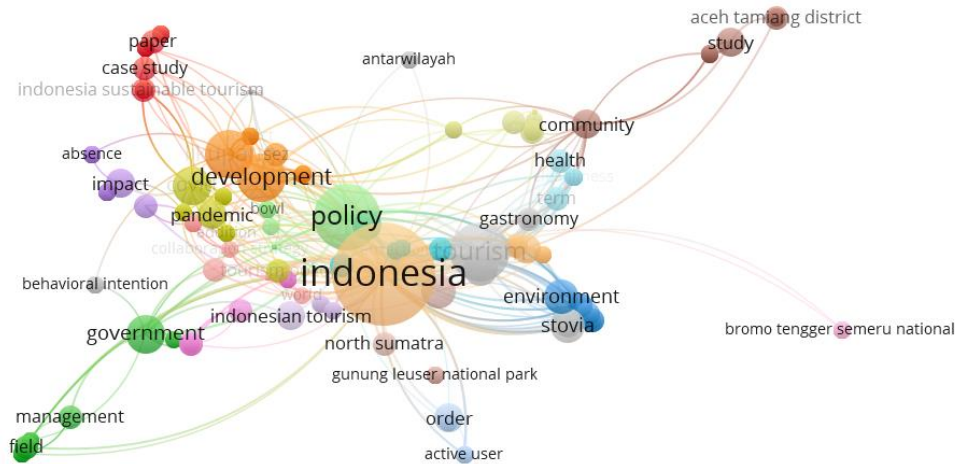
These are the results of data collection, observation to documentation, from application sources, published or deleted by adding the phrase Smart Environment Tourism Coastal Tourism in the Era of the Covid 19 Pandemic. More than 100 linked publications with topical coverage of policy formation were discovered using a methodical search. Use the heading "Smart Tourism City Environment Coastal Areas in the Era of the Covid 19 Pandemic," and list the criteria that were used to include and exclude certain data. In order to respond to the following (RQ) questions, mapping was done between "Smart Environment Tourism City Coastal" and "Smart Environment Tourism Coastal Areas in the Era of the Covid 19 Pandemic."

Policy Publication Literature Analysis

RQ1. Has the Likupang Tourism SEZ 2019–2023 used smart environment tourism as an indicator of tourism development?

The term "smart environment" refers to a variety of metrics that are used to measure development and promote sustainable tourism. SMART indicators, which stand for "Specific, Measurable, Achievable, Relevant, Time-bound," are helpful tools for creating precise and quantifiable goals in a variety of sectors, including the development of sustainable tourism (Rahmayanti et al., 2018) . Tourism environment indicators seek to quantify the effects of tourism on the environment in a way that is precise, quantifiable, doable, pertinent, and limited in time. The indicators for smart environment tourism that are applied in the context of tourism are: (1) Reducing Carbon (CO₂) Emissions; (2) Managing Plastic Waste; (3) Increasing the Area of Green Areas; and (4) Participation of Local Communities. The needs and features of a certain tourism region can be catered to using this intelligent indicator (D'Amico et al., 2020). When trying to safeguard the environment while engaging in tourism activities, it is crucial to have clear, quantifiable indicators and to review progress on a regular basis.

Figure 1.
The results of mapping the keywords "Policy, Environmentally Smart Tourism, Likupang, Indonesia".



Source: Maintained by author using Vosviewer 2023

Attitude and Understanding Analysis

RQ2 . How perception implementing the development of the Likupang tourism special economic zone using smart environment tourism instruments?

Implementation of development based on three fundamental inquiries from stakeholders on how they perceive the growth of the Likupang Tourism SEZ. According to research findings, maintaining social order through the execution of policies, especially those that promote environmental protection, is essential for maintaining the perception that one is socially responsible. The role of stakeholders in the planning, organizing, and implementation of environmentally friendly materials, as well as in the perception of the development of the Likupang Tourism SEZ, can promote social order (Purnaweni, 2014, p. 63) . Individual support for environmental issues can take at least three different forms, particularly when considering how the Likupang Tourism SEZ is perceived (Lingkungan et al., 2016, p. 44) . To evaluate people's perspectives of the environment, the ecocentrism, anthropocentric, and apathetic components of environmental evaluation are used, namely:

- a) The ecocentrism point of view contends that the natural world has to be protected due to the inherent values it contains. Growth of the Likupang SEZ.
- b) Anthropocentricity is the belief that the environment is a resource that may be used for human advantage. Enough is required for the implementation of the policy. Development of the Likupang SEZ.
- c) Apathy is the misinterpretation of the natural world as a valuable resource. No need for a development policy like the Likupang SEZ.

Attempt stakeholder perspective traced researcher to stakeholders regarding their comprehension of the need or no smart environment development in the Likupang SEZ area utilise the smart environment tourism technique is at an ecocentric level. The findings are shown in the table below.

Table 1.
Stakeholder Understanding The Need Smart Environment Tourism Policy in Likupang

| No | Criteria | Number of people) | Presentation |
|----|-------------------------------|-------------------|--------------|
| 1. | ecocentrism / Required | 20 | 77 % |
| 2. | Anthocentric/ Enough Required | 6 | 23 % |
| 3. | Apathy/ Unnecessary | - | 0 % |
| | Amount | 26 | 100 % |

Source: Data processed from research results 2023

Policy Implementation Analysis

RQ 3 . How is the implementation of the development of the Likupang tourism special economic zone using the smart environment tourism indicator instrument?

For discussing how results identification based on policy indicators implemented with indicators of smart environment tourism as well influential factors _ in implementation done in a manner qualitative through observation field . The result shows that there are several influencing factors results implementation, and elaborated as in the table under this .

Table 1.
Research Results Indicator Implementation Policy Collaborated With Indicators of Smart Environment Tourism

Policy Indicators Collaboration Results with Smart Environment Indicator Approach

Problem Streams A project launched by the Regional Government of North Sulawesi and developed through the Builder and Management Business Entity in issue is tourism SEZ Likupang. This PT. Minahasa Permai Resort Development is seeking government incentives for engaging in commercial endeavours that the local government believes have the potential to grow North Sulawesi tourism. In addition to the insufficient location and accessibility of North Sulawesi far from the State Capital, problems with SEZ implementation include the slow realization of investment induced by investors' decision to wait and see. In the present, this is also a tour attraction that draws visitors to Likupang. Even less that affects an investor's desire to embed capital. The Following Tourism Indicators are for Implementation In A Smart Environment;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Policy Stream Without consulting academics or consultants, the Development and Management Business Entity (BUPP) worked with the local government to submit the Likupang SEZ. Here are several indicators for smart

environment tourism implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic enter in policy
- 3) Green Area Increase in entry in policy
- 4) Local Community Participation enter in policy

Political Stream The success of the SEZ in encouraging investor investment and for the SEZ to embrace local wisdom and the surrounding community are the two things to be achieved in order for the community to benefit from the SEZ, particularly in the economic sector, which may be felt by a larger community. Here are some examples of indicators for smart environment tourism implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic enter in policy
- 3) Green Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Program Stream Many parties participate in implementation, including the local government, which is in responsibility of carrying out infrastructure development outside the SEZ as well as planning, permitting, overseeing the KEK, and the BUPP, whose job it is to manage and develop inside the SEZ. Here are several indicators for smart environment tourism implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Clarity of vision, mission and targets The regional government notably lacks a shared vision and purpose that is used as a benchmark for execution, whereas BUPP has a vision and goal but is not accessible to the general public, therefore the existence of a clear vision and mission is not fulfilled. Here are several indicators for smart environment tourism implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Accurate and consistent planning The majority of the targets have been met, with the exception of the investment targets, which were not met because they were set without taking into account the barriers to tourism in Likupang. The local government and BUPP both have clear plans for the development and

development of the SEZ. The Following Tourism Indicators Are For Smart Environment Implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Standardization The implementation of standardisation takes the shape of operational standards for KEK administrators and BUPP KEK. In addition, standardisation also takes the form of minimal service standards for travel destinations based on smart environment tourism. Tourism Indicators Described Here for Smart Environment Implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Source : Research Results 2023

CONCLUSIONS

Likupang SEZ's policy development includes a number of implementations, such as providing incentives and ease of obtaining licenses, as well as facility assistance for private organisations to order activities business, notably in the field of tourism, which is naturally required. KEK Likupang needs to be enhanced from the perspective of actors involved in tourism. Government areas promote tourism as a means of fostering the growth of the Economic Area Special (SEZ) Tourism Likupang in keeping with societal ideals. The implementation of SEZ is done through the Builder and Management Business Entity (BUPP), which is responsible for party development and management within KEK, while the government area is in charge of supporting party infrastructure outside of KEK. In addition, it provides licencing and oversight for the implementation process. The issues in KEK are the lack of facilities for direct flights from abroad to cake Likupang, the lack of attractions or Power pull tour Economic Area Special (SEZ) Tourism Likupang, which is more dependent on Power pull the beach alone, and the slow realisation of investments caused by waiting investors. The second issue is the effect of fewer visitors, especially foreign visitors.

The local government should continue to improve the creation of tourism attractions in the villages by examining the distinctiveness of each village inside the Likupang SEZ area. This area has attractions besides the beach, and the local government works to educate the locals about tourism so they can get ready to become SEZ tourist hotspots. This can be accomplished by providing cash and training to communities with tourism potential.

In order to make the Likupang SEZ more accessible to visitors who want to come, the government must strengthen air links to and from Ke Likupang for international tourist domicile countries. The Ministry of Transportation, Angkasa Pura, private airlines BUMN and BUMD, and other aviation-related government and private sector entities can be negotiated with in order to accomplish this.

A clear vision and mission for the development of SEZs that can be carried out by local government agencies must be established by regional governments so that in practice each player has objectives and can better cooperate amongst sectors. In order to make the investment targets contained in the plan more likely to be realized, BUPP must re-plan with regard to the investment target it wishes to realize and take into account the Likupang Tourism Special Economic Zone (SEZ)'s hindrances factors.

It can be inferred the following from the research's findings. The primary sustainable tourism development strategies are identified in this report as smart environmental tourism strategies. Results of research for the first question (RQ1), it was determined from research findings in journal articles that a review of smart environment tourism policies was necessary to the growth of the tourism sector in North Sulawesi, Indonesia, Likupang Tourism Special Economic Zone (SEZ), during the COVID-19 pandemic. This is now included in the literature policy. Furthermore, For the second question (RQ2), see whether you can determine stakeholders' perceptions of how well they understand the necessary or In the Likupang SEZ area, there is no smart environment development that uses an tourism approach to tourism. Additionally, based on results analysis for question three (RQ3), it is possible to see the implementation process. Economic region Special (SEZ) Tourism Likupang, a business-government initiative to establish a viable tourist region naturally and with a smart environment tourism strategy, can be concluded starting with Subtraction. The management of carbon emissions has been integrated into policy. Green Area Increase, Rubbish Plastic Has Entered Policy Both local community participation and policy entry have not yet been made.

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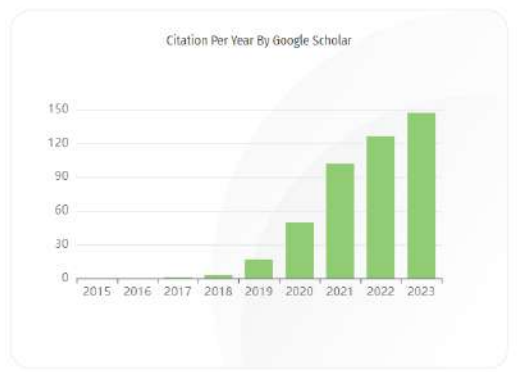
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Berkenaan dengan akan diterbitkannya Jurnal Manajemen Pelayanan Publik Vol. 7 Edisi 1 di bulan Agustus 2023 secara online, Dewan Redaksi JMPP dengan ini mengajukan permohonan pembayaran sebesar Rp. 4.000.000; (Empat juta rupiah) untuk biaya penerbitan dengan **No. Rekening BNI 0161414757 a/n Yogi Suprayogi Sugandi**. Setelah melakukan pembayaran, harap melakukan **konfirmasi ke Nomor HP/Whatsapp: Shafyra (082262183468)**. Dan jika penulis ingin mencetak artikelnya harap menghubungi kontak yang tertera diatas.

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Tembusan:

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Review Of Smart Environment Tourism Indicator Policies In The Development Of The Likupang Tourism Special Economic Zone

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ABSTRAK

Penelitian ini untuk menganalisis implementasi kebijakan penerapan kebijakan smart environment tourism dalam pengembangan Kawasan Ekonomi Khusus (KEK) Pariwisata Likupang Sulawesi Utara Indonesia. Data publikasi kebijakan dianalisis menggunakan metode pendekatan kualitatif. Penilaian berdasarkan skor berdasarkan indikator smart environment tourism. Hasil penelitian menunjukkan bahwa potensi wisata di area Likupang tersebut maka pemerintah menempuh kebijakan dengan mengusulkan kawasan ini sebagai kawasan ekonomi khusus pariwisata. Kebijakan terbit dalam bentuk Peraturan Pemerintah nomor 84 Tahun 2019 sebagai Landasan Hukum dengan luasan area 197,4. Pertanyaan pertama menggambarkan temuan literatur yang dilakukan dalam artikel jurnal menunjukkan tinjauan kebijakan smart environment tourism dalam pengembangan Kawasan Ekonomi Khusus Pariwisata Likupang di era pandemi COVID-19 telah banyak dilakukan. Pertanyaan kedua Persepsi stakeholder coba ditelusuri peneliti kepada stakeholder menyangkut pemahaman mereka tentang diperlukan atau tidak pengembangan smart environment di kawasan KEK Likupang menggunakan pendekatan smart environment tourism berada pada level ekosentris atau mendukung. Pertanyaan ketiga dapat dilihat proses implemetasi KEK Likupang yang merupakan usaha pemerintah dalam mengembangkan potensi pariwisata daerah tentunya dengan pendekatan smart environment tourism juga dengan cara guna pengurangan emisi, pengelolaan sampah dan melibatkan peran partisipasi masyarakat.

ABSTRACT

This research is to analyze the application of tourism smart environment policies in the development of the Likupang Tourism Special Economic Zone (SEZ) in North Sulawesi, Indonesia. The data publication policy is explained by using a qualitative approach method. Assessment based on scores based on tourism smart environment indicators. The results of the study show that the tourism potential in the Likupang area is the government's policy by proposing this area as a tourism special economic zone. The policy was published in the form of Government Regulation number 84 of 2019 as a Legal Basis with an area of 197.4. The first question which describes the findings of the literature carried out in journal articles shows that the vision of a smart environment tourism policy in the development of the Likupang Tourism Special Economic Zone in the era of the COVID-19 pandemic has been carried out a lot. The second question is the researcher's attempts to trace the perception of stakeholders to the understanding of stakeholders about whether or not it is necessary to develop a smart environment in the Likupang SEZ area using a smart environment tourism approach at an ecocentrism or supportive level. The third question can be seen from the process of implementing the Likupang SEZ which is the government's effort to develop regional tourism potential, of course with a smart environment tourism approach as well as a way to reduce emissions, manage waste and involve community participation.

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INTRODUCTION

Indonesia comes to be an archipelagic country by the number of islands of more than 17,000. Indonesia's ocean area that is larger than its land area make sea potential really diverse (Saksono, 2013) . The country is known for its expansive beaches, magnificent coral reefs, diversity of marine life, and peculiar islets. Bali, Lombok, Komodo, Raja Ampat, and a number of other well-known tourist destinations can be found along Indonesia's coastline and islands. Potency diverse as an archipelagic country is area coast developed beach becoming area current tourist becoming reliable traveler destination either domestica or international. Development of the beach and sea as tourist destinations must inevitably be conducted in a way that is environmentally conscious and sustainable; and Indonesia is required for it. Continue to grow the tourism industry, which is directly tied to coastal and marine development. Through public policies that are focused on growth, this will involve all stakeholders. Therefore, the development of coastal and marine tourism requires a lot of attention from the Indonesian government in order to continue. The tourism business is now on the vacillate situation since the collapse of the coal industry, and the number of foreign visitors is also rising. Because of how the increase in travelers and tourism spending their money, would affect the economy; and this will help it grows (Siswahto & Muryani, 2020) .

The Indonesian government is working to expand the coastal and marine tourist industry, and it must be coordinated between policy and implementation. Tourism in coastal cities that emphasize the sustainability of tourist attractions must reflect environmentally sound indicators and be in line with the concept of environmental sustainability. Several policies relate to the current state of existing tours. This demonstrates the requirements of encouraging stakeholder engagement and participation as well as sensible environmental planning in general (Lee & Hsieh, 2016) . This also holds true for development. There is tremendous potential for coastal and marine tourism in Indonesia.

This tourism innovation resounded in the midst of the worldwide Covid-19 outbreak. The covid 19 virus forced the closure of several tourist sites in 2020, but in 2021 tourism operations will begin to pick up again, of course with strict adherence to rigorous health procedures For That analyze policy and execution tourist absolute done. Moment With a legislative foundation provided by Government Regulation number 84 of 2019, the central government initiated a regional development program through Special Economic Zones in an effort to propel the country's economy forward. The government urges local governments to use the environment's potential for growth in creating these special economic zones in order to give rise to the concept of intelligent environmental tourism. This is accomplished in order to boost investment and close the gaps that are now present across diverse regions.

An opportunity to discuss the rise of tourism as a potential investment is presented at this time by the sloping covid-19 (Jiricka-Pürerrer et al., 2020) . The tourist sector's potential is reshaping the Indonesian economy and giving people optimism to grow. Due to discovering the connection between strategy and execution in the sphere of development is crucial for a sustainable framework. In the current era of globalization, analysis of tourism industry policies can also be utilized as a method of development evaluation. Likupang Tourism SEZ unquestionably requires special attention, particularly in light of the connection between smart environment tourism and beach tourism development, since beaches are the main attraction for local tourists. CHAPTER XIV Article 31 of Law Number 25 of 2007 Concerning Investment (Law Number 25 of 2007 Concerning Investment, 2007) establishes the basic regulations governing Special Economic Zones.). The article sets forth the Special Economic Zones' strategic goals, which are used to balance regional and national economic

development. Then, in 2009, Law Number 39 of 2009 concerning Special Economic Zones (Regulation Number 39 of 2009 concerning about Special Economic Zones) was passed, enacting further regulations controlling Special Economic Zones. According to Presidential Regulation Number 10 of 2022, the government has given beach tourism special consideration by creating a special economic zone in Likupang that also includes tourism (Rahayu, 2022) . Government Regulation No. 84 of 2019 about the Likupang Special Economic Zone, which governs policy, must, of course, be escorted jointly.

One potential solution to solve well-known problems like unemployment, poverty, and economic expansion is tourism. However, this requires to be reversed by suitable regulations, cooperation between the government, the tourism sector, and local people, as well as the adoption of strict health protocols in order to preserve everyone's safety and health. (Saksono, 2012) . The enforcement of the health guidelines established to maintain tourism growth is crucial at this point in the industry's development. A country's foreign exchange revenues could rise dramatically as a result of tourism, which also fosters social, economic, and environmental advancement. Utilizing Indonesia's natural and cultural resources can assist with economic development, job creation, and reduction of unemployment and poverty. (Ross & Wall, 1999) . Although the COVID-19 pandemic has significantly impacted the tourism sector, with quick adaption, tourism can help the nation's economy recover. If visitors and residents are to keep safe, strict health laws requiring the use of masks, safe separation, and proper hygiene must be put into place (Roy et al., 2021) . In this perspective, tourism is crucial to eradicating poverty and unemployment because tourists are anticipated to be able to create jobs for locals, as well as to increase their skills and capacity. Taking into account the effects on society, the environment, and culture, it is crucial to make sure that tourism development is done in a sustainable way. Only with the involvement of local communities in tourism management can tourism, biodiversity, and community welfare is closely interconnected.

Infrastructure expansion and availability are crucial supporting aspects for drawing tourists to a location (Eichelberger et al., 2020) . An analysis of the entrepreneurial ecosystem approach to the establishment of smart destinations finds that this tactic aids in the promotion of sustainable urban development, which is a goal of smart destinations. Australia's Gold Coast serves as an illustration of how tourism-related economic activities have altered the character of spectacular locations. The nation upholds a neoliberal conception of the common good, wherein enhancing the ability of tourism locations to compete on a global scale is the primary objective that must be sought in conjunction with community empowerment (Dredge, 2010) . Tourism undoubtedly has an impact on a number of industries, including the growth of regional original income or PAD. If this keeps on, PAD will rise yearly. In addition to the present worldwide changes, the Covid-19 epidemic is also having an impact on the expansion of the tourism industry. Given the current Covid-19 pandemic crisis, a new standard must be set for tourism. It is remarkable that these modifications have been put into place, despite having little impact on cleanliness but being applicable to work events that must adhere to conventional health regulations. When tourists visit tourist attractions; both those who manage tourist sites and those who conduct tours must be reviewed in accordance with health certificate requirements that connect all tourism players. As a result, tourism development must adapt to reflect the current state of the world.

Search results include a variety of well-managed tourism destinations that offer basic quality, proper legislation, and a favorable investment climate. Industry tourism is practiced in a manner that properly manages and conserves its natural resources, assisting the government in maintaining the viability of coastal and marine ecosystems. The growth of coastal and marine tourism in Indonesia depends on the cooperation of the government, local

communities, and the corporate sector, where appropriate. In coastal and island regions, there are a lot of hotels and tourism-related businesses investing, creating jobs and improving the local economy. When promoting coastal and marine tourism, it is crucial to take potential problems with environmental degradation, conflicts with locals, and sustainable tourism into account. The Indonesian government must be able and make an effort to address the issue of inequality in the realm of policy and implementation through the introduction of laws and regulations that encourage ethical and sustainable tourism. By showcasing Indonesia's beauty and natural resources via environmental conservation, one may not only boost the economy but also draw both domestic and international tourists.

Literature Review

These studies are carried out for many reasons, including the identification, review, evaluation, and interpretation of all currently accessible research on pertinent contemporary events. When establishing research goals, writing dissertations, submitting funding requests, and undertaking collaborative research with numerous stakeholders, the use of policy review approaches is frequently required. The inquiry of expanding stakeholders' roles to boost tourism competition is akin to this (Wahidah & Suherman, 2022) This research also consulted a number of papers on the appraisal of tourism development (Renyaaan, 2023 ; (Susniwati & Kurhayadi, 2023) . The administration in Maluku is currently facing the necessity to implement a variety of tourism development plans (Madubun & Madubun, 2023) Participation from the community can be used to accomplish this (Ismanto et al., 2023) .

By combining various definitions, it is possible to determine that the characteristics of the implementation policies are not random but intentional actions, public policies are goal-based, public policies are made by public authorities, public policies consist of patterns of action, public policies are born from requests, government actions are to suppress a problem, and public policies can be positive or negative (Smith & Larimer, 2018:3). Public perception of a problem is the first step in the formulation of a public policy. There are three pre-policy stages: problem identification, policy requests, and agenda creation (Cochran, 1977) . There are a number of factors that need consideration while doing an analysis of a policy, including consumer requirements or customer (Syamsir et al., 2020) The need for a description of the public policy that will be analyzed; with the description of the public policy, it can be seen what the government did and did not do in areas of people's lives like defense, public welfare, energy, and education; it is necessary to trace the fundamentals or reasons for the government to issue a particular policy (Awad et al., 2020) . It should be obvious that there are distinctions between the individuals who create policies and the results of those policies when they are put into practice. Which variables, such as social, economic, political, and cultural influences, affect the policy; it is vital to research how policies affect society in order to see how a policy affects individuals who are directly or indirectly affected (Leckel et al., 2020) .

Public policy is a product from a certain organization that is the result of a process that goes through several stages (Valle-Cruz et al., 2019) . A public policy life cycle is created by the progression of these stages. Author can gain a clearer understanding of how a public policy works from its inception to its conclusion and back again by looking at its life cycle. Public policy cycles are another name for the stages of a policy.

There are various stages to the process of creating public policies. These phases are agenda setting, formulation of policies, creation of policies, application of policies, and

evaluation of policies. Additional information regarding each of these phases, including (Chaniago & Juwono, 2020) agenda setting is a step in the process of choosing which public concerns need to be resolved. Agenda-setting requires that individuals or groups identify a problem as critical, present solutions, and apply pressure on the government to take action to solve the issue. Policy formulation occurs at this stage when government officials observe and evaluate potential solutions to the issues that have been raised. At this stage, actors also start to take the stage, fighting for their opinions so that the policies adopted can serve their interests; policy making, at which point policies are created by the level of government, which results in policies that follow the approach of one or more parties; implementation, at which point the policy is put into action based on predetermined criteria, which will have an impact on the final result of the policy. A number of variables can have an impact, including the nature and complexity of the issue, the expected level of change in the policy's target audience, the availability of human and financial resources, and the administrative and regulatory structures. Evaluation, which takes place at this stage, considers how well the implementation aligns with the desired outcomes. Government officials, consultants or the community can conduct evaluations.

An analysis of policy implementation is also required in relation to public policy in order to comprehend the policy process (Labolo, 2022) . Understanding, elucidating, and identifying issues in changing implicit and explicit intentions into the desired changes are the motivations for research in the science of policy implementation (Nilsen & Cairney, 2020) The goal of implementation theory is to create conceptual tools that practitioners and scholars may use to pinpoint, define, and explain key components of the implementation procedure and its results. tied to the smart environment tourism policy (Patrão et al., 2020) .

Implementation theory, which combines numerous theories into a single unit and can more fully describe the policy implementation process, is used to better comprehend the implementation process. Howlett integrates the theory behind the multiple streams, advocacy coalition, and policy cycle models. According to this theory, implementation is viewed via the interactions of numerous actors who have an impact on how the policy is put into practice. Streams, which represent specific actions or players that interact to affect each phase of the policy cycle, from agenda setting to policy review, are used to visualize this process. The process of stream is the initial stream to serve as a guide for the movement of other streams. Each set of policy circles is based on a process stream, which is a succession of actions and events that result in the production of policies. In addition, there are four additional streams that represent various actors and interact with one another at various phases of the policy cycle, affecting the policy's outcome. The following is a description of each stream: The focus of the problem stream is on the actors involved in the definition of policy issues (policy problems) as well as the process through which policy issues are formed. Involving a range of actors at various levels of authority and scattered across numerous levels, policymaking has grown more complex. In the early stages of policy making, such as agenda setting and formulation, the players who define the problem continue to be involved through implementation. In addition to participating actively in seminars or debates about broad or narrow definitions of problems or implementation-related difficulties following the agenda-setting and formulation stages include scientists, party members, and other parties that may be considered actors.

Policy Stream: In contrast to the preceding actors who dealt with problem formulation, the actors in the policy stream concentrate more on policy tools and provide information to policy makers about the creation and operation of these policy tools. These actors include a wide range of individuals from academia, policy consultants, public policy and administration, business, and society. These parties are the ones who propose the tools or tool combinations utilized to address different types of problems.

The actors in the politics stream compete with one another to define the problem, come up with solutions that they believe can be adopted, and then actively participate in the implementation process. In comparison to other actors, these political figures frequently command greater public attention. They may originate with political parties, legislators, government officials, or other implementers.

In the phase of implementing policies, the program stream is the most crucial flow. Actors in this flow are those who carry out implementation, typically in the form of administrators, but they can also be members of the public or stakeholders who transfer, distribute, or use government services or goods. Civil employees and administrative staff are undoubtedly necessary to carry out and control the required actions in order to implement policies. It is crucial that these actors, who are the center of the program stream, influence the formulation and assessment of decisions on the implementation of policies by drawing on their knowledge, competence, and moral principles. The majority of policy implementations do involve bureaucrats the most, and they also cause tensions between and within public agencies during this phase. When it comes to the implementation process, numerous bureaucratic agencies at various levels of government typically carry with them particular interests, aspirations, and traditions that might have an impact on the process and the final impact (outcome). The policy subsystem can include actors from outside of the government who can participate in implementation processes like joint production or service collaboration.

Understanding policy implementation is crucial because it is a crucial step in the policy-making process, and it will help you create institutions that will ensure that policies fulfil their objectives (Birkland, 2007) . The performance of a policy's implementation can be divided into three categories: the policy's production and outcome, its impact, and an evaluation of the policy's influence on the growth of the nation or society as a whole. Creating an efficient framework and overseeing policy implementation are both necessary for successful policy outcomes (Khan & Khandaker, 2016) . The performance of implementing the policy might be impacted by a number of factors during the process. Several models for the implementation of policy theories arose during its development. In models, a phenomenon or its components are typically simplified. One of the models developed is by Van Metre and Van Horn, which outlines six factors that affect how public policy is implemented, including the scope and objectives of the policy, resources, the traits of the agents who will carry it out, attitudes towards doing it, inter-organizational communication, activities, and politics. Additionally, Khan and Khandaker created a model known as the rational model. The rational model includes metrics that affect the effectiveness of a policy's implementation or performance.

The Rational Model is built on the premise that effective policy implementation necessitates precise and consistent planning, clear work division, competent supervision, and measurable standardization. By implementing these indicators, policy implementation will perform better, and vice versa. (Islam et al., 2021) .

Health protocols must be a priority in the tourism development model, thus the integration between the current tourism development model and health protocol rules merits careful consideration. Using the data gathered, an information system development magazine for 2019–2023 will be published. This data was discovered using a process for reviewing policies based on the literature. an innovative approach to public administration (Indahsari & Raharja, 2020) . This method makes it feasible to methodically examine and pinpoint public practices that follow predetermined guidelines or protocols for each step and have been documented in scholarly publications. Additionally, this approach can avoid subjective identification, and it is believed that the identification results will advance understanding of how to apply it to locate journals and publications pertinent to the research topic. In order to review and put into practice policies, it is possible to grasp development policy through literary research. This study's main focus is on how to develop policies that will encourage environmentally friendly, smart travel.

Managing and developing based on a smart environment must, of course, take conservation principles into account (Utami & Pancasilawan, 2017) . As a concept, the smart environment Tourism will also assist resident activities for site development as a result of the distribution of policies that influence the periphery (Ningrum & Setiawan, 2017) .

This study focuses on how the Likupang Special Economic Zone in North Sulawesi, Indonesia, may develop and become a form that meets the criteria for the chosen topic by implementing smart environment tourist strategy.

RESEARCH METHODS

The research was carried out primarily through analysis. to employ three-question research as a response. This study begins by reviewing the policy literature on the creation of the Likupang Tourism Special Economic Zone in North Sulawesi, Indonesia. This study bases its findings on a review of the literature, which is then contrasted with the outcomes of current field implementations. When examined in light of its research goals, this study falls under the category of descriptive research. Descriptive approaches are used to investigate the causes of a specific symptom and characterize the nature of anything that was operating at the time the research was being conducted. So, in this study descriptive research was used to describe the implementation of the Likupang Tourism Special Economic Zone policy in North Sulawesi, Indonesia. Novelty or recent research on policy implementation in local governments is more focused on smart environment tourism policies. Research on smart environment tourism policies require special attention to growth over the previous five years.

The research questions have been made. These are the research questions for this study:

- RQ1. Has the 2019–2023 Likupang Tourism SEZ already used smart environment tourism as an indicator tourism development policy?
- RQ 2 How perception implementing the development of the Likupang tourism special economic zone using smart environment tourism instruments?
- RQ 2 . How implementing the development of the Likupang tourism special economic zone using smart environment tourism instruments?

The Publish or Perish application is used to find relevant sources for the purpose of responding to research questions (RQ) and other related references, and the Vos-viewer application version 7 is used to map the search process using a search engine (Google Chrome).

RESULTS AND DISCUSSIONS

Research findings and manuscript evaluation 100 academic publications and journals generate a wide range of information. It needs to be broken down into smaller parts so that the outcome doesn't cause an imbalance. Over the past five years, a number of researches have focused on the topic of intelligent eco-tourism. It can be seen at from several angles. The data in this study were analyzed in accordance with the grouping. The initial criterion for classification is the year of publication. Secondly, according to the nation in which the study's findings were reported. Thirdly, according to the outcomes of the distribution analysis of the two indicators are given in the concept definition.

In this study, 100 journal papers were examined using *Publish or Perish* based on pre-existing indicators. The goal of this analysis, which is based on a survey of pertinent literature, is to pinpoint metrics that can be applied to Indonesia's urban coastal tourism in order to execute smart ecotourism. Along with information on the primary components, study data on smart eco-tourism, a component of the smart city idea, was discovered throughout the analytical process.

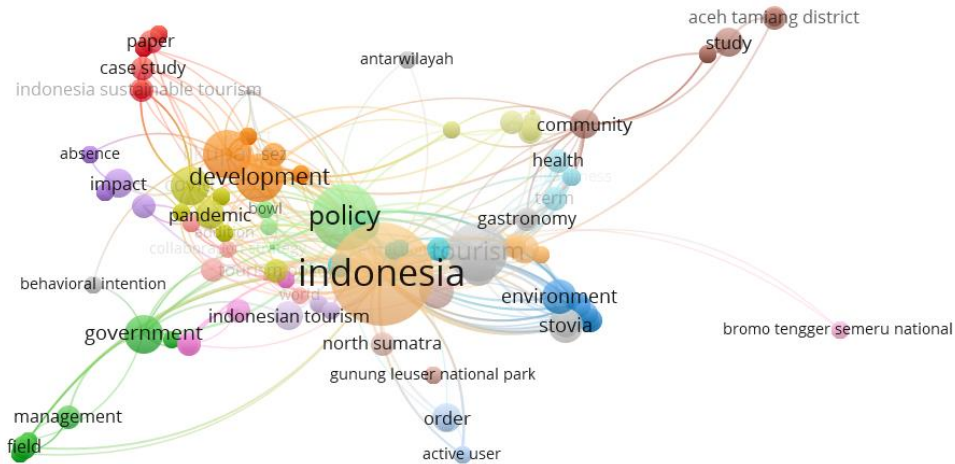
These are the results of data collection, observation to documentation, from application sources, published or deleted by adding the phrase Smart Environment Tourism Coastal Tourism in the Era of the Covid 19 Pandemic. More than 100 linked publications with topical coverage of policy formation were discovered using a methodical search. Use the heading "Smart Tourism City Environment Coastal Areas in the Era of the Covid 19 Pandemic," and list the criteria that were used to include and exclude certain data. In order to respond to the following (RQ) questions, mapping was done between "Smart Environment Tourism City Coastal" and "Smart Environment Tourism Coastal Areas in the Era of the Covid 19 Pandemic."

Policy Publication Literature Analysis

RQ1. Has the Likupang Tourism SEZ 2019–2023 used smart environment tourism as an indicator of tourism development?

The term "smart environment" refers to a variety of metrics that are used to measure development and promote sustainable tourism. SMART indicators, which stand for "Specific, Measurable, Achievable, Relevant, Time-bound," are helpful tools for creating precise and quantifiable goals in a variety of sectors, including the development of sustainable tourism (Rahmayanti et al., 2018) . Tourism environment indicators seek to quantify the effects of tourism on the environment in a way that is precise, quantifiable, doable, pertinent, and limited in time. The indicators for smart environment tourism that are applied in the context of tourism are: (1) Reducing Carbon (CO2) Emissions; (2) Managing Plastic Waste; (3) Increasing the Area of Green Areas; and (4) Participation of Local Communities. The needs and features of a certain tourism region can be catered to using this intelligent indicator (D'Amico et al., 2020) . When trying to safeguard the environment while engaging in tourism activities, it is crucial to have clear, quantifiable indicators and to review progress on a regular basis.

Figure 1.
The results of mapping the keywords "Policy, Environmentally Smart Tourism, Likupang, Indonesia". Source: Maintained by author using Vosviewer, 2023



Attitude and Understanding Analysis

RQ2 . How perception implementing the development of the Likupang tourism special economic zone using smart environment tourism instruments?

Implementation of development based on three fundamental inquiries from stakeholders on how they perceive the growth of the Likupang Tourism SEZ. According to research findings, maintaining social order through the execution of policies, especially those that promote environmental protection, is essential for maintaining the perception that one is socially responsible. The role of stakeholders in the planning, organizing, and implementation of environmentally friendly materials, as well as in the perception of the development of the Likupang Tourism SEZ, can promote social order (Purnaweni, 2014, p. 63) . Individual support for environmental issues can take at least three different forms, particularly when considering how the Likupang Tourism SEZ is perceived (Lingkungan et al., 2016, p. 44) . To evaluate people's perspectives of the environment, the ecocentrism, anthropocentric, and apathetic components of environmental evaluation are used, namely:

- a) The ecocentrism point of view contends that the natural world has to be protected due to the inherent values it contains. Growth of the Likupang SEZ.
- b) Anthropocentricity is the belief that the environment is a resource that may be used for human advantage. Enough is required for the implementation of the policy. Development of the Likupang SEZ.
- c) Apathy is the misinterpretation of the natural world as a valuable resource. No need for a development policy like the Likupang SEZ.

Attempt stakeholder perspective traced researcher to stakeholders regarding their comprehension of the need or no smart environment development in the Likupang SEZ area utilise the smart environment tourism technique is at an ecocentric level. The findings are shown in the table below.

Table 1.
Stakeholder Understanding The Need Smart Environment Tourism Policy in Likupang

| No | Criteria | Number of people) | Presentation |
|----|-------------------------------|-------------------|--------------|
| 1. | ecocentrism / Required | 20 | 77 % |
| 2. | Anthocentric/ Enough Required | 6 | 23 % |
| 3. | Apathy/ Unnecessary | - | 0 % |
| | Amount | 26 | 100 % |

Source: Data processed from research results 2023

Policy Implementation Analysis

RQ 3 . How is the implementation of the development of the Likupang tourism special economic zone using the smart environment tourism indicator instrument?

For discussing how results identification based on policy indicators implemented with indicators of smart environment tourism as well influential factors _ in implementation done in a manner qualitative through observation field . The result shows that there are several influencing factors results implementation, and elaborated as in the table under this .

Table 1.
Research Results Indicator Implementation Policy Collaborated With Indicators of Smart Environment Tourism

Policy Indicators Collaboration Results with Smart Environment Indicator Approach

Problem Streams A project launched by the Regional Government of North Sulawesi and developed through the Builder and Management Business Entity in issue is tourism SEZ Likupang. This PT. Minahasa Permai Resort Development is seeking government incentives for engaging in commercial endeavours that the local government believes have the potential to grow North Sulawesi tourism. In addition to the insufficient location and accessibility of North Sulawesi far from the State Capital, problems with SEZ implementation include the slow realization of investment induced by investors' decision to wait and see. In the present, this is also a tour attraction that draws visitors to Likupang. Even less that affects an investor's desire to embed capital. The Following Tourism Indicators are for Implementation In A Smart Environment;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Policy Stream Without consulting academics or consultants, the Development and Management Business Entity (BUPP) worked with the local government to submit the Likupang SEZ. Here are several indicators for smart



environment tourism implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic enter in policy
- 3) Green Area Increase in entry in policy
- 4) Local Community Participation enter in policy

Political Stream

The success of the SEZ in encouraging investor investment and for the SEZ to embrace local wisdom and the surrounding community are the two things to be achieved in order for the community to benefit from the SEZ, particularly in the economic sector, which may be felt by a larger community. Here are some examples of indicators for smart environment tourism implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic enter in policy
- 3) Green Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Program Stream

Many parties participate in implementation, including the local government, which is in responsibility of carrying out infrastructure development outside the SEZ as well as planning, permitting, overseeing the KEK, and the BUPP, whose job it is to manage and develop inside the SEZ. Here are several indicators for smart environment tourism implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Clarity of vision, mission and targets

The regional government notably lacks a shared vision and purpose that is used as a benchmark for execution, whereas BUPP has a vision and goal but is not accessible to the general public, therefore the existence of a clear vision and mission is not fulfilled. Here are several indicators for smart environment tourism implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Accurate and consistent planning

The majority of the targets have been met, with the exception of the investment targets, which were not met because they were set without taking into account the barriers to tourism in Likupang. The local government and BUPP both have clear plans for the development and

development of the SEZ. The Following Tourism Indicators Are For Smart Environment Implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Standardization The implementation of standardisation takes the shape of operational standards for KEK administrators and BUPP KEK. In addition, standardisation also takes the form of minimal service standards for travel destinations based on smart environment tourism. Tourism Indicators Described Here for Smart Environment Implementation;

- 1) Subtraction Carbon Emissions enter in policy
- 2) Management Rubbish Plastic Not yet enter in policy
- 3) Green Area Area Increase yet enter in policy
- 4) Local Community Participation enter in policy

Source : Research Results 2023

CONCLUSIONS

Likupang SEZ's policy development includes a number of implementations, such as providing incentives and ease of obtaining licenses, as well as facility assistance for private organisations to order activities business, notably in the field of tourism, which is naturally required. KEK Likupang needs to be enhanced from the perspective of actors involved in tourism. Government areas promote tourism as a means of fostering the growth of the Economic Area Special (SEZ) Tourism Likupang in keeping with societal ideals. The implementation of SEZ is done through the Builder and Management Business Entity (BUPP), which is responsible for party development and management within KEK, while the government area is in charge of supporting party infrastructure outside of KEK. In addition, it provides licencing and oversight for the implementation process. The issues in KEK are the lack of facilities for direct flights from abroad to cake Likupang, the lack of attractions or Power pull tour Economic Area Special (SEZ) Tourism Likupang, which is more dependent on Power pull the beach alone, and the slow realisation of investments caused by waiting investors. The second issue is the effect of fewer visitors, especially foreign visitors.

The local government should continue to improve the creation of tourism attractions in the villages by examining the distinctiveness of each village inside the Likupang SEZ area. This area has attractions besides the beach, and the local government works to educate the locals about tourism so they can get ready to become SEZ tourist hotspots. This can be accomplished by providing cash and training to communities with tourism potential.

In order to make the Likupang SEZ more accessible to visitors who want to come, the government must strengthen air links to and from Ke Likupang for international tourist domicile countries. The Ministry of Transportation, Angkasa Pura, private airlines BUMN and BUMD, and other aviation-related government and private sector entities can be negotiated with in order to accomplish this.

A clear vision and mission for the development of SEZs that can be carried out by local government agencies must be established by regional governments so that in practice each player has objectives and can better cooperate amongst sectors. In order to make the investment targets contained in the plan more likely to be realized, BUPP must re-plan with regard to the investment target it wishes to realize and take into account the Likupang Tourism Special Economic Zone (SEZ)'s hindrances factors.

It can be inferred the following from the research's findings. The primary sustainable tourism development strategies are identified in this report as smart environmental tourism strategies. Results of research for the first question (RQ1), it was determined from research findings in journal articles that a review of smart environment tourism policies was necessary to the growth of the tourism sector in North Sulawesi, Indonesia, Likupang Tourism Special Economic Zone (SEZ), during the COVID-19 pandemic. This is now included in the literature policy. Furthermore, For the second question (RQ2), see whether you can determine stakeholders' perceptions of how well they understand the necessary or In the Likupang SEZ area, there is no smart environment development that uses an tourism approach to tourism. Additionally, based on results analysis for question three (RQ3), it is possible to see the implementation process. Economic region Special (SEZ) Tourism Likupang, a business-government initiative to establish a viable tourist region naturally and with a smart environment tourism strategy, can be concluded starting with Subtraction. The management of carbon emissions has been integrated into policy. Green Area Increase, Rubbish Plastic Has Entered Policy Both local community participation and policy entry have not yet been made.

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Bandung, August 29, 2023

PROOFREADING CERTIFICATE

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The undersigned certifies that the article entitled “Analyze the Application of Tourism Smart Environment Policies in the Development of the Likupang Tourism Special Economic Zone (SEZ) in North Sulawesi, Indonesia” has been proofread at Lembaga Bahasa Bina Administrasi Bandung by the following specifications:

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Director of Lembaga Bahasa Bina
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Dr. Ervina CM Simatupang, M.Hum.

Review of the implementation of the concept of sustainable tourism on the Manado Bay

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Review of the Implementation of the Concept of Sustainable Tourism on the Manado Bay

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Abstract — Sustainable development of the Manado Bay travel coast is essential. Tour coast is one of the foundations of sustainable tourism and has significantly aided in development. The standards of environmental sustainability for coastal tourism must be observed if development is to continue holding fast and providing its greatest contribution. must be planned using the accepted standards of sustainable development. Community participation plays a key role in determining if sustainable ecotourism development criteria are met. This study intends to categorise the city of Manado's coastal tourism patterns from a sustainable tourism development perspective. The research location was carried out on the coast of the Manado bay. Descriptive quantitative research is the methodology employed. According to the study's findings, there were various types of coast and beach. Manado Bay has a variety of tour types, including tours of the beach, the underwater world, culinary travel, and tourism trading. A draught application for sustainable tourism was identified and applied to four locations in a sequential manner with the help of the public. The findings of the study demonstrate that the tourist area dive, tour trade, tour beaches, and tour culinary are where the public's opinion of implementation indicators is most concerned. Understand the terms of the proposed tourist sustainability demonstration that is being held along the Manado Bay coast.

Keywords— Manado, typology , ecotourism, community

I. INTRODUCTION

Indonesia is an archipelagic country that has long beach second longest in the world after Canada [1] . The potential for beach and shore development must be obviously done sustainably. A medium-sized island nation that is naturally developing has to integrate collaboration and sustainable development, including tourism [2] . Various regulations must be added to the framework to keep the development plan sustainable [3] .

Located in the world's coral triangle, Manado City has a shoreline that extends for more than 17 kilometres. [4] . A stunning sunset over the Pacific Ocean is the predominant sight along Manado Bay's coastline. This potential is encouraged by the government's goal to boost tourism along the shore.

The Manado Bay coast, which is renowned for its coral reef diving, is home to an important coastal water environment. [5] . Manado Bay became a location for breaking world diving records in 2019—even in multiple

categories at once. Located along the Manado Bay coast lies Bunaken Marine Park. A specific size transitional area between land and sea is the coastal area. [6] . One of the world's most diversified coral reef systems, Bunaken Marine Park contains a great array of coral species [7] . The Manado Bay Coast, like a number of current beaches, has offshore fisheries potential that promises to be developed as part of sports and tourist like fishing, gastronomy and other options. [8] . Additionally, the area offers a wide range of intriguing cultural attractions, including a number of culinary opportunities. [9] . In light of the possibilities mentioned above, it goes without saying that the future of tourism growth in the city of Manado is highly promising.

Community participation is a major role in the growth of the tourism industry. [10] . The process of tourism development itself involves participation. In question must be voluntary and enduring community engagement. By adopting attitudes and behaviours that treat society as a topic, one can participate in their community [11] . By using a participative approach, programmes that are suited to their ambitions will be realised through the creation of procedures and regulations. [12] .

This research was carried out to develop the identification of community involvement in the growth of ecotourism on the Manado Bay shoreline. Numerous studies including community involvement have been conducted, but no research on relevant reviews, implementation, or draught tours has been done to support this research. to guarantee that the effort development tour, this review was completed. Not only do you help the economy, but you also protect the environment.

II. RESEARCH METHODS

The research method used is through a quantitative descriptive method with score 1-5 and area to apply in a manner consistent will will score highest concerns degrees implementation tourist sustainable according to the indicators set [13] .

The question regarding the research that will be proven in the research is the extent to which the concept of sustainable tourism is applied to each of the coastal tourist areas of Manado Bay, especially in the four types of coastal tourism areas identified, namely beach tourism, diving tourism, culinary tourism and trade tourism. Measured indicators _ consists on (1) Application energy renewable , (2) Management rubbish independent , (3) Improvement area green , (4) Reduction emissions , (5) Participation society .

As for the way measurement with use scale likert 1 to with 5 with detail 1= Bad Once , 2= Bad , 3 = Moderate , 4= Good and 5 = Good once .

For total score with score interval 1-25 with division = 1-5 = Bad Once , 6-10 = Bad , 11-15 = Moderate , 16-20 = Good and 21-25 = Good once .

III. RESULTS AND DISCUSSION

A. Description of Research Locations

Manado Bay is a developing tourism area with depend on potency beautiful coast with various potency tour coasts and seas that have Enough known even until to foreign countries. Potency coast Manado city is also very dynamic with direction the beach facing the sunset produces different scenery every day. Administratively, the city of Manado consists from 11 districts wrongly, One subdistrict is Bunaken which is Island with potency center triangle world rock. Coastal location Manado Bay which is on the peninsula peninsula facing the island of Sulawesi directly on the beach Pacific condition topography coast Manado Bay in general own sloping position with hills covering some areas however there is also a coastal area which is rocks and islands . famous islands off the coast Manado Bay like island Bunaken and old Manado island. as a coastal area Manado city beach is developing various type tour Good tourist lower sea and diving nor tourist beach as well as tourist culinary and tourism trade. Moment This in support activity travel on the coast Manado Bay development coast Keep going encouraged With presence various centers shopping. condition this too of course cause addition type travel on the coast Manado Bay as tour present artificial Because demands support to growing tourism moment this. development tourism on the coast Manado Bay is combination tourist natural nor tourist growing trade in one interconnected urban area intersect Good land coast the sea with land development urban. besides there are also areas that are community areas local as fishermen and also become areas of attraction tourism.

B. Concept Implementation Measurement Analysis

Evaluation, action, and policy The growth of ecotourism along Manado Bay's coast includes a significant focus on sustainable tourism. By categorising the participation types that are qualitatively measured, the findings of the typology analysis of participation in the development of Manado Bay coastal ecotourism are revealed. [7]. The participation ladder, which has 8 steps as illustrated in table 1 above, is referred to as the size scale. The researchers utilised it as a guide when staging the participative procedure on the Manado Bay shore.

Measured indicators consists on (1) Application energy renewable, (2) Management rubbish independent, (3) Improvement area green, (4) Reduction emissions, (5) Participation public.

TABLE I. ANALYSIS RESULTS

| Tourism Area | Score Indicator | | | | | Total | rank |
|--------------|-----------------|-----|-----|-----|-----|-------|------|
| | (1) | (2) | (3) | (4) | (5) | | |
| Beach | 3 | 3 | 3 | 3 | 3 | 15 | 3 |
| Dive | 4 | 5 | 4 | 4 | 5 | 22 | 1 |
| Culinary | 4 | 4 | 3 | 2 | 4 | 17 | 2 |
| Trading | 3 | 3 | 3 | 2 | 3 | 14 | 4 |

C. Research Results

Know the conditions implementation draft tourist sustainable in development travel on the coast Manado bay then can interpreted that :

- That concept tourist sustainable has held in development tour coast Manado Bay . However need enhancement understanding to concept and policy so that you can understood by all development stakeholders tour .
- Analysis indicator management rubbish independent good at activities tour hose tour culinary tour trading nor tour beach Already done in a manner independent only of course need noticed most responsible community answer with management rubbish This point besides That management rubbish This must capable developed in a manner independent and able produce profit for development tourism .
- Analysis indicator enhancement area green need done through policy rules issued by the government in order when development done room open green become One obligation in development development tourism on the coast Manado Bay .
- Analysis participation public based on research conducted by previous researchers as well that in these areas public Already become actor main in development tourist although something is done in a manner maximum through control community and there is done Still hope from government .

IV. CONCLUSION

Based on research conducted _ then know the conditions implementation draft tourist sustainable in development travel on the coast Manado bay then can interpreted that :

- That concept tourist sustainable has held in development tour coast Manado Bay . However need enhancement understanding to concept and policy so that you can understood by all development stakeholders tour .
- Analysis indicator management rubbish independent good at activities tour hose tour culinary tour trading nor tour beach Already done in a manner independent only of course need noticed most responsible community answer with management rubbish This point besides That management rubbish This must capable developed in a manner independent and able produce profit for development tourism .
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CONFESSION

The authors thank all parties who helped make the research results about the concept review defining typologies of community participation in the development of ecotourism on the coast of Manado Bay compiled. Please note that this has ramifications for the social, economic, and environmental three pillars of sustainable development. Hopefully this research might be published in a publication run by the IJCST seminar at Manado State University.

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