

# Identification of Tourism Development Area in Manado Gulf based on Community Participation

*by Felly Ferol Warouw*

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**Submission date:** 24-Nov-2022 07:43AM (UTC+0700)

**Submission ID:** 1962304810

**File name:** 11.\_EIC\_2018\_33\_By\_Ferol\_Scitepress\_INDENTIFICATION\_TOURISM.pdf (504.84K)

**Word count:** 2661

**Character count:** 14342

# 1 Identification of Tourism Development Area in Manado Gulf based on Community Participation

Felly Ferol Warouw<sup>1</sup>, Herry Sumual<sup>1</sup>, Shirly Susanne Lumeno<sup>1</sup>, Treesje Katrina Londa<sup>2</sup>,  
Viktory Nicodemus Joufree Rotty<sup>1</sup> and Piet Hein Pusung<sup>3</sup>  
<sup>1</sup>Fakultas Teknik, Universitas Negeri Manado, Tondano, Indonesia  
<sup>2</sup>Pascasarjana, Universitas Negeri Manado, Tomohon, Indonesia  
<sup>3</sup>Fakultas Manajemen, Pemerintahan IPDN Tampusu, Indonesia

Keywords: Community participation, Tourism development, Sustainable tourism

Abstract: Tourism has proven to give significant contribution in supporting development. To be sustainable, the development of tourism areas should be managed professionally based on the principles of sustainable development. The sustainability of the development of tourism areas must be developed in accordance with the principle of community empowerment. Community empowerment through increased development in the tourism sector becomes one of alternative solutions to maintain the sustainability of tourism. This study aims to identify areas of tourism development based on community participation. The location of research conducted on the development of tourism in the coast of the bay of Manado. The level of community participation in tourism development in the coast of Manado bay is measured in the form of quantitative research in the form of questionnaires to the public. The results of the study show that there is a growing sequence of community participation: Information Stage, Consultation, Cooperation, Control and Attribution. The results of community participation identification that fulfill the five criteria are then identified as a tourism area. The results of the identification of 3 tourism sites in Manado bay bayes studied (Malalayang, Reclamation Area and Bunaken) found 2 sites that have met the criteria of participation-based tourism development, namely malalayang beach and bunaken. The findings are expected to facilitate policy makers to provide interventions for the development of community-based sustainable tourism.

## 1 INTRODUCTION

Manado city with a long coast line more than 17 km of coastal tourism. Manado coastal area have a potential and attractive view with coral reefs. Not to mention the beautiful sunset views overlooking towards the Pacific ocean in every afternoon to make the coastal city of Manado as a potential area for the development of tourism. This potential is supported by vision "Manado City Of Ecotourism" by the government of the city of Manado. In addition there is the type of coastal water ecosystems are important in the ecosystem Manado City is famous for it's coral reef dive spots that can be found within close together and easily accessible. Bunaken marine park which is part of the administrative area and right in front of the city of Manado is a marine park that was named the most beautiful marine park in the world. This marine park store with a collection rich biodiversity of coral

species is among the most complete in the world and are at the core of the world's coral triangle. This condition is supported by the potential of offshore fisheries are also promising to be developed as part of sport fishing. Besides the local community also has a variety of cultural allure of interest include diverse culinary potential. Referring to the above potential, of the development of tourism in the city of Manado has a very prospective future. This activity directly if managed with the right strategies will improve the welfare of the surrounding community as well will be a part of the preservation of natural resources and the environment which is the strategic issues of global development .

One of the key factors in the development of tourism is community involvement in tourism development process itself. Community participation is voluntary and should take place continuously. Participation in question is the participation of the

public view as the subject of any rule of construction rather than as objects of development. The involvement of the community as a whole is done through the development of a mindset that sees society as the subject of regulation by the diversity of behavior. Through the process of engaging public participation from the planning stage, utilization, and control of the utilization of space will appear a system of evaluation of development activities that have been carried out development and become an input for further development process.

The participatory approach is expected to create agreements and rules in society in order to realize social justice in a program that tailored to their aspirations. It also increases the sense of community (sense of belonging) to development programs in line with their aspirations in the accommodation of the development program, which in turn can manifest the development of efficient and effective (Kimpraswil, 2002).

Participation in the development of system development is needed (Tosun., 2000) because: (1) at the planning stage, most people know what they need, thereby directing the product plan optimal spatial and proportional to a variety of activities, so as to avoid speculation and excessive distribution for space allocation certain activities, (2) the utilization stage, people will keep the utilization of space in accordance with the time allotment and allocation as well as planned, so as to avoid conflict of space utilization, (3) the control phase, people feel they have and be responsible for maintaining the quality of space comfortable and harmonious as well as useful for future development (Ibrahim, 2004).

## 2 METHOD

The research method used is through the method of approach to Regulatory Impact Analysis and Survey (Quantitative) with typology community participation (Arnstein, 1969 in Tritter, J. Q., & McCallum, A. 2006).

Determination of the participation level category based on the table above, can be calculated as follows: There are 1 question variable with the choice of answer questions there are 8 choices with their respective scores ranging from 1 to 8. The order of the scores is based on 8 steps of community participation level from Sherry Arnstein. So that the minimum score obtained for each individual (1 x 1) is 1, the maximum score obtained for each individual (1 x 8) is 8, so if the number of samples is 62, the minimum score for the level of community

participation (62 x 1) can be known is 62 and the maximum score (62 x 8) is 496. By knowing the minimum and maximum scores, the interval interval is also known, namely  $(496 - 62) / 8 = 54.25$ . So if the typology of Arnstein is used, it can be seen that the level of community participation is:

Table 1: Level of Participation.

Level (N)	Score
Manipulation	62.00 - 116.25
Therapy	116.25 - 170.50
Informing	170.50 - 224.75
Consultation	224.75 - 279.00
Placation	279.00 - 333.25
Partnership	333.25 - 387.50
Delegated Power	387.50 - 441.75
Citizen Control	441.75 - 496.00

## 3 ANALYSIS AND INTERPRETATION

Bay of Manado is located in front of the city of Manado is the capital of Sulawesi, North, Bay of Manado ecoregion is an area which includes the 3 region within the scope of Bunaken National Marine Park. Manado Bay is the location of the conservation of Bunaken National Marine Park is set in 2010 in the central region coral (Newman, C., & LeDrew, E., 2005).



Figure 1. Map of Research Location (Source: Manado City Spatial Plan 2011 - 2031).

The use of land in Manado City depicts a mixture of urban and land use functions of the coastal sea and the island in front of the city with views of the mountains including several volcanoes such as Mount Lokon and Mount Klabat. As a city located in the Ring of Fire area of the sea and the gulf coast of Manado It really a rich biodiversity. On the one hand there is an industrial and trading activities while

writing on the economic side, on the other hand there is the sea, as the frontier town itself. Mixing two contrasting land use characteristics can be potential for the development of the city of Manado is based on ecotourism management (Ross, & Wall, 1999). Manado bay coast is a haven for coral reef and became a well-known dive sites in various parts of the world (Kusen, & Tioho, 2009). The tourism industry has a high multiplier effect, potentially attracting investment, and prospective development in North Sulawesi (Erdmann et al., 2003).

Manado city is the centre of the tourism industry on the island of Sulawesi (Cater & Cater, 2007). The tourism industry has been growing for a long time since the potential Bunaken marine park that is a favorite location for divers. Along with the development of the global environment with the main issues of global warming, coral reefs are the main potential Bunaken marine park turned out to be one of the potential that is able to cope with climate change. The potential is then used as the basis for implementing sustainable development by keeping a coral reef in Bunaken marine national park from being damaged and sustainable. In Manado City location potentially ubiquitous tourist area can be developed to prevent environmental degradation can be utilized as a tourist attraction, one of the locations are located in coastal areas and reclamation of the object of study. <sup>11</sup>

The results of the analysis of the level of participation in tourism development on the coast of Manado City. To measure the participation of the community at the stage of program implementation, a rating scale refers to Sherry Arnstein's Community Participation Ladder which consists of 8 stairs as illustrated in table 1. Based on the level of participation in the implementation phase, most of the respondents attended active discussions in the implementation of the program, as many as 14 people (22.58%), then followed by respondents participating in program implementation for the benefit of the community as many as 13 people (20.97%), the respondent participates in the implementation of the plan and gives effect to the implementation of the program as many as 9 people (14.52%), and followed by respondents who participated in the implementation of the program but for the government only 8 people and did not participate in the implementation of the program. each (12.90%), then participated in the implementation of the program and shared responsibility with the government as many as 6 people (9.68%) and the rest with the same value. Participating in the

implementation of the program and having the authority to make dominant decisions overall implementation of the plan and participating in the implementation of the program and having the power to plan, implement and supervise the implementation of the program. 2 people each (3.23%).

Table 1: Results of Analysis.

Scoring Scale	Sample (N)	%	Level (B)	NXB
Participate in the implementation of the program but for government purposes only.	8	12.90	2	16
Participate in the implementation of the program for the benefit of the community only.	13	20.97	3	39
Participate in active discussions in program implementation.	14	22.58	4	56
Participate in the implementation of the plan and give some influence on the implementation of the program.	9	14.52	5	45
Participate in program implementation and share responsibility with the government.	6	9.68	6	36
Participate in program implementation and have the authority to make dominant decisions throughout the implementation of the plan.	2	3.23	7	14
Participate in the implementation of the program and have the power to plan, implement, and supervise the implementation of the program.	2	3.23	8	16
Total	62	100		230

Source: Data research, 2017

Overall the findings of the participation stage that developed as a result of the analysis of the mechanism



of participation in accordance with the coastal region of Manado Bay are illustrated in Table 2.

Table 2: Results Analysis in 3 Research Areas.

Level Partisipation (N)	Bunaken Area	Reklamasi Area	Malalayang Area
Level Conclusion	Information, Consultation, Cooperation, Control	Information, Consultation, Cooperation	Information, Consultation, Cooperation Control
The Highest Level	Control	Cooperation	Control
Dominate Level	Consultation	Information	Cooperation

Source: Data research, 2017

#### 4 CONCLUSION

Thus if the total score obtained from the analysis is 230, then the level of community participation is included in the level of Consultation. At the consultation level (consultation) can be interpreted that the government invites public opinion after being given information to the public. Evidenced by the involvement of community representatives in the preparation of general plans for tourism development in this case, it becomes the basis that the community is ready to consult in the development of tourism.

There has been a two-way dialogue between the government and the people involved and the community provides input and active discussion through a two-way dialogue. Although there has been a two-way dialogue, this method has a low success rate because there is no guarantee that community concerns and ideas will be considered.

The results of the identification of 3 tourism sites in the researched manado bay (Malalayang, Reclamation and Bunaken Area) found 2 locations that had met the criteria for participation-based tourism development, namely the Malalayang and Bunaken beach areas. The findings are expected to facilitate policy makers to provide interventions for the development of sustainable community-based tourism.

#### ACKNOWLEDGEMENTS

The results of research regarding the level of community participation in tourism development in

coastal areas Manado Bay. The authors would like to thank the community and the coastal communities in North Sulawesi young intellectuals who had agreed to be the respondents in this study include FGD involved in order to formulate the results of the research and its implications for the three pillars of sustainable development, namely social, economic and environmental.

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