

Development of Hot Springs Tourism Site in Lehi Village North West Siau District Sitaro Regency

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Abstract. The research was carried out with the aim of analyzing and explaining the development of Hot Springs Tourism Site in Lehi Village, North West Siau District, Sitaro Islands Regency. This study uses a qualitative approach with the research subjects being the Head of Division and Head of the Tourism Promotion and Marketing Section of the Tourism Office, Sitaro Islands Regency as the main data source (key informant), while other informants are determined by snowball sampling. The research instrument is the researcher himself with interview and documentation techniques. The data analysis technique used qualitative analysis according to the interactive model, namely data reduction, data display, and conclusion drawing/verification. The results show that the development of hot spring tourism site in Lehi village is integrated with the Sitaro Islands Regency tourism development program in Master Plan for Regency tourism development (*RIP-PDA*) the Sitaro Islands Regency in 2020–2025 which includes tourism industry development, tourism destination development, tourism marketing development, and tourism institutional development. For this reason, coordination and synchronization with all stakeholders are carried out intensively so that synergies occur in the whole process and activity of developing tourism objects.

Keywords: development · destination · marketing · RIPPDA · stakeholder · tourism

1 Introduction

Siau Island is one of the islands in the Siau Tangelandang Biaro (Sitaro) Regency which has the potential for natural tourism as a tourist object/destination with an enchanting attraction, for example Hot Springs located in Lehi Village, North West Siau District. The location of this hot spring is located on the beach with very clear water. This hot spring tourism object in Lehi Village is a tourist attraction that is already known by the public/visitors on Siau Island (local communities) but is not well known by people outside this island, especially in the North Sulawesi Province, Indonesia and even abroad.

Due to the Covid-19 pandemic and various government policies in an effort to contain the spread of COVID-19, types of tourism activities so that it has an impact on the

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cessation of all tourism activities and has direct implications for the reduction and even no more tourists visiting.

This condition causes economic losses in the tourism sector. Sugihamretha [1] stated that the impact of COVID-19 on the tourism sector was amply demonstrated by the sharp reduction in foreign visitor arrivals, as well as by the significant number of cancellations and decline in bookings. The reduction was also brought on by a slowdown in domestic travel, primarily as a result of Indonesians' hesitation to travel due to their concerns over the effects of Covid-19. SME's are impacted by the fall in the tourist and travel industries, which also affects employment possibilities. However, the tourist industry already employs more than 13 million people, making it a labor-intensive industry. This amount does not account for the impact of derivatives or the multiplier effect that results, including the derivative industry that is created as a result.

Anticipating the recovery of the tourism sector in the Sitiro Islands Regency from the downturn due to the Covid-19 pandemic, the right strategy is sought in formulating and implementing this tourism sector development policy, so that it is able to adapt to the conditions/new normal era and is able to provide an attraction for tourists visiting the Hot Water tourism object in Lehi Village and all tourism objects in Sitiro Regency.

The development of tourism must also take into account and pay attention to a number of critical challenges related to sustainable tourism. The following are the strategic problems in sustainable tourism: (1) enhancing corporate stakeholder responsibility; (2) developing an appropriate form of tourism; (3) preserving social and cultural resources; (4) preserving the environment; and (5) the requirement for an appropriate plan. Effective for Tourism Destination Planning, (6) Carrying Capacity and Sustainable Tourism Indicators, (7) Conflict Avoidance, (8) Increasing Community Involvement, (9) Future Direction. M. Hidayat [2].

"Tourism is the whole activity of government, business, and society to control, manage, and service the demands of tourists," claims Karyono [3]. Given the previous explanation of tourism, it is clear that it has various connections to the following things: (1) A trip to a location is an activity; (2) the location to be visited is referred to as a tourist attraction; and (3) the objective of the journey is not to stay at the location or visit; it is not for business purposes.

There are many different forms and types of tourism that may be utilized to plan and grow tourism in an area to draw visitors. According to Karyono [3], a tourist site needs to meet the following 3 criteria in order to be considered attractive: there must be something to see, something to do, and something to buy. Yoeti [4] asserts that tourism has the following features (1). The voyage was made for a time, (2) it was made from one point to another, (3) it must always be coupled with an excursion or recreational activity, and (4) it was made. The individual who does this is only a consumer in the place they are visiting and does not make a life there.

Destinations for tourism must have a vision for tourism development so that the planning and development processes work together to create an ideal destination. Because it would enhance the economic health of the community or the revenue of a specific place, the idea of establishing a tourism destination is also strongly tied to the life of the community or location. The growth of tourist destinations is inextricably linked to the existence of a government-private sector policy that encourages the construction and

management of tourist attractions with the express purpose of luring visitors. A region's effort to promote tourism activity participation with the intention of flourishing is known as tourism development.

These various strategic issues need to be considered and accommodated as far as possible in the framework of formulating and implementing tourism development policies (including tourist destinations) to increase tourism potential so that it can be better.

2 Research Method

This study uses a qualitative approach with the research subject being the Head of Division and Head of the Tourism Promotion and Marketing Section of the Pawirisata Office, Sitaro Islands Regency as the main data source (key informant). The research instrument is the researcher himself with interview and documentation techniques. The data analysis technique used qualitative data analysis technique with activities in data analysis consist of data reduction, data display, and conclusion drawing/verification.

3 Results and Discussion

The development of hot spring tourism objects in Lehi Village, West Siau District is an integral part of tourism development in the Sitaro Islands Regency which is formulated in the Regional Tourism Development Master Plan (RIPPPDA) of the Sitaro Islands Regency for 2020–2025 covering 42 tourism objects. The development of tourism objects consists of: (1) Tourism Industry Development, (2) Tourism Destination Development (3) Tourism Marketing Development, and (4) Tourism Institutional Development.

The development of the tourism industry consists of (1) development of tourism resources and the creative economy with activities carried out to increase the capacity of tourism human resources and the creative economy at the basic level, with activities including basic training of tourism human resources, tourism guidance and technology and others. For the community, teachers and students, (2) Development of traditional arts, (3) Development of history.

Development of Tourism Destinations consists of (1) Increasing the attractiveness of tourism destinations (2) Preserving and managing cultural heritage, (3) Management of museums, (4) Organizing roads to facilitate access to tourist sites (5) Development of tourism resources and the creative economy, (6) Shipping management, (7) Aviation management, (7) Informatics Application.

Development of Tourism Marketing consists of (1) Marketing of tourism through strengthening promotions with print, electronic and other media both at home and abroad; facilitation of tourism marketing activities both at home and abroad for the regency/city tourism industry; provision of data and dissemination of district/city tourism information, both domestically and internationally; and increasing domestic and foreign tourism cooperation and partnerships, (2) cultural development, (3) public information and communication through the management of public communication media by managing local public information media web-based applications so that the number of local public tourism information media web-based applications increases and fluent.

Development of Tourism Institutions consists of (1) Development of Tourism Resources and Creative Economy, (2) Development of Culture, (3) Development of Traditional Arts, (4) Conservation and management of cultural heritage, (5) Development of Youth Competitiveness Capacity, (6) Issuance of Tourism Business Permits and Tourism Registration Certificates, (7) Issuance of Business Permits for SMEs and Home Industry Food businesses as souvenirs, (8) Public Information and Communication,

The tourism development process involves all stakeholders related to the development program, namely: regional apparatus in the tourism sector and tourism organizations/businesses, regional apparatus in the environmental sector; Regional Apparatus in the Field of Village/Village Community Empowerment, Regional Apparatus in the Transportation Sector, Regional Apparatus in the Governance Sector at the Ministry of Communication and Informatics, regional tourism associations/associations; Tourism business actors, sub-district government; Village government, *Kasili and Sangiang Sitaro* Association (KSSA). Regional Customary Stakeholder Assembly (RCSA).

Tourism development, including tourism objects, is directed at efforts to maintain and increase the attractiveness of tourism objects as tourist destinations for tourists or visitors to visit repeatedly or continuously and for a longer stay.

According to Clare [5] attraction is one of the components that must be provided in tourism, in addition to information and promotion, facilities, and accessibility. A tourist attraction will develop if it has an attraction. This attraction factor will encourage tourists to visit it. The attractiveness of a tourist destination can be grouped into three types, namely natural characteristics, artificial tourism, and cultural tourism.

The sort of tourist attraction is just one of several variables that affect it. According to Cooper et al. (1995) a tourist attraction needs to possess 4 (four) different things, specifically: (1) Attractions like beautiful scenery, endearing local culture, and performing arts. (2) Accessibility features include terminals and local transportation. (3) Amenities or facilities like the accessibility of lodging, dining options, and travel brokers. (4) Supporting services, such as traditional and visitor bureaus, destination marketing management organizations, and other tourism organizations required for tourist services. Meanwhile, from the aspect of the image of tourism destinations, Beerli and Martin [6] have conducted research and classified there are nine attributes that affect the image of a destination, namely: (1) natural attributes (natural resources), (2) tourist opportunities for fun and recreation (tourist leisure and recreation), (3) natural environment, (4) public facilities (general infrastructure), (5) culture, history, and art, (6) social environment, (7) tourist infrastructure, (8) economic and political factors, (9) the atmosphere of the destination (atmosphere of the place).

The development of a tourism object that is done well will generate good economic income for the local community (Fritgen, 1996). According to Hadinoto [7] that a well-planned tourist spot not only provides economic benefits that improve the standard, quality and lifestyle of the local community, but also improves and maintains a better environment. Likewise, Joyosuharto (Nurhadi, et al., 2014) explains that tourism development has three functions, namely: (1) promoting the economy, (2) maintaining the nation's personality & preserving the function and quality of the environment, (3) fostering a sense of love for the homeland and nation.

Meanwhile, the development of tourism (tourism objects) that are not well planned will have the potential to have a negative impact on the environment. Hadinoto (1996) said that if a tourist site is not planned properly, it will cause damage to the physical environment, historical items, and cause the local population to dislike tourists and tourism objects which in the end will cause losses for the managers of these tourist attractions.

In relation to unexpected impacts (negative tourism impacts), careful analysis and consideration is needed when formulating various tourism policies such as tourism development policies (such as tourism destinations), so that when these policies are implemented they have minimal negative impacts. Goeldner and Ritchie [8] Tourism policy is defined by Goeldner and Ritchie [6] as rules, regulations, guidelines, directions, and development/promotional goals and strategies that provide a framework for individual and group decision-making and have a direct impact on both the long-term development of tourism and the day-to-day operations that occur at a destination. Meanwhile, Musanef [9] The provision of all infrastructure, facilities, goods, and services necessary to meet tourist needs is defined as all planned actions and endeavors to attract tourists. The regulations, rules, guidelines, and directions of all planned activities and businesses to attract tourists are thus related to tourism development policies (including tourism destinations), which also provide all infrastructure and facilities, goods, and services/facilities required to meet the needs of tourists. It might be claimed that tourism policy seeks to deliver a top-notch visitor experience and generate “profit” for the stakeholders of the destination while ensuring that the destination’s environmental, social, and cultural integrity is not jeopardized.

Development of Tourism Objects in accordance with Law no. 10/2009 [10] The development of tourism must take into account the diversity, originality, and uniqueness of culture and nature as well as the needs of travelers, according to Articles 6 and 7. Development of the tourist industry, tourism destinations, marketing, and tourism institutions are all included.

As stated by Inskeep [11], There are a number of planning strategies to take into account, including (1) the Continuous Incremental and Flexible Approach, which sees planning as an ongoing process based on needs by keeping an eye on existing feedback, (2). The system approach views tourism as a system interaction that requires planning with system analysis tools. (3). Comparable to the system method described above, the comprehensive approach takes a holistic approach to all areas of tourist development, including institutional components, the environment, and socioeconomic effects. (4). Tourism is planned and developed as a system and overall as an integrated system in all plans and entire forms of development in the area under an integrated approach. (5). An estimate of the environment’s carrying capacity must be used in conjunction with the environmental and sustainable development strategy since tourism is developed, planned, and managed in a way that expects natural and cultural resources to maintain their quality(6). Community Approach, which highlights the significance of maximizing local community participation in tourism planning and decision-making processes, emphasizes the necessity of doing so in order to increase both the desired and possible levels of community involvement in the development and management of tourism and its socioeconomic benefits, (7). Realisable Approach, tourist development policies, plans,

and recommendations are created with the use of implementation techniques, such as development, action programs, or strategies, particularly in the identification and adoption, (8) The use of systematic planning, which is based on the activity's logic and used in tourism planning. Goals frequently take into account elements including boosting tourist satisfaction, diversifying the tourism industry, boosting the industry's economic impact locally, and maximizing a region's tourism potential. Unlike objectives, which are more action-related and specific. The purpose of objectives is to guide actions toward achieving development goals. Therefore, goals must be more reachable within the given timeframe, practical, and measurable.

4 Conclusion

The development of hot spring tourism objects in Lehi village, North West Siau District is an integral part of tourism development which is formulated in the Regional Tourism Development Master Plan (RIPPDA) of Sitaro Islands Regency for 2020–2025 [12] consisting of (1) Tourism Industry Development, (2) Destination Development Tourism (3) Tourism Marketing Development, and (4) Tourism Institutional Development.

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