

MODEL DEVELOPMENT OF SUSTAINABLE BEACH TOURISM AND IMPLEMENTATION OF HEALTH PROTOCOL ERA OF COVID-19 PANDEMIC IN MANADO CITY

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**MODEL DEVELOPMENT OF SUSTAINABLE BEACH TOURISM AND
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MANADO CITY**

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Abstract

Tourism is Indonesia's main source of foreign exchange due to its abundant potential. This research is an initial attempt to identify the types of tourism and the model of tourism policy structures on the coast of Manado City in the current Covid-19 Pandemic Era. The development of coastal areas directed through an environmentally friendly tourism approach needs to prioritize health protocols. The research method is descriptive qualitative, preceded by identification of the type of coastal tourism in Manado City and then living. The latest data related to activities and tourism on the coast of Manado City were obtained through field observations and interviews with selected informants. The interviews were conducted using the snowball technique. The results of observations are described through a dynamic model approach that describes a causal relationship qualitatively in order to make it easier for stakeholders to understand and conclude that it concerns sustainable tourism on the coast of Manado City, also adjusted to the Covid-19 protocol policy. The identification results show four types of areas that develop on the coast, namely coastal tourism, culinary tourism, historical tourism, and traditional tourism. For this reason, it is necessary to direct the development pattern that involves the participation of all stakeholders related to the development of coastal tourism in Manado City and the government is obliged to be the main facilitator. In relation to the standard Covid-19 protocol policy. North Sulawesi has formulated a protocol for handling COVID-19 through Regional Regulation No. 1 of 2021, it is known that the regulation does not describe in detail the health protocols in tourist areas, and tourism actors are not yet aware of it. For this reason, socialization of this policy is needed and the responsibility for this socialization is handed over to the government with a humanist approach.

Keywords: Model, Policy, Coastal, Tourism, Covid, Manado

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1. introduction

The Covid-19 pandemic was present at the beginning of 2019 along with the development of the earth facing an era of unlimited digitalization. The news of the Covid-19 virus, which was first reported in Wuhan, China, has finally become a global pandemic, which later became a global pandemic. The COVID-19 pandemic has an impact not only on developed countries but also on all nations in the world. This pandemic also has an impact on the countries that are members of the G20 where these countries then experience a recession. It is predicted that most of these countries will experience negative economic growth, only 3 G20 countries are predicted to still show positive economic growth in 2020, namely Indonesia, India and China. This recession has an impact on the world of tourism causing a decrease in tourist visits in various parts of the world. With this pandemic, people's mobility in doing tourism is hampered (Muhyiddin & Wardhana, 2020).

We certainly can not give up with this condition. Along with increasingly massive vaccinations, as an archipelagic country, the tourism industry in Indonesia is related to the

development of coastal and marine areas. Indonesia is a country that has an ocean area larger than the land area, where the number of islands in Indonesia, both large and small, reaches 17.580. as an Archipelago state or an archipelagic state, it is necessary to look for new strategies and patterns of tourism (Saksono, 2013). The tourism drums have started to reverberate again in the midst of the Covid-19 pandemic that has hit the world. Since 2020 there have been closures of tourist sites due to the covid 19 virus, but in 2021 tourism activities will start to squirm again, of course, by observing strict health protocols. In Austria the Covid-19 pandemic offers an opportunity to discuss the resumption of city tourism with experiences during the closing period in spring 2020 (Jiricka-Pürner et al., 2020).

Tourism must be encouraged again, of course, with the health protocol of tourism points as new talents, if implemented according to the health protocol, it will certainly re-ignite regional competitiveness. Until now, tourism can be used as part of eliminating unemployment, poverty and encouraging economic growth which is still a classic problem for us today (Saksono, 2012). Tourism can contribute to conservation and development and involve, at a minimum, positive synergistic relationships between tourism, biodiversity and local communities, facilitated by appropriate management (Ross & Wall, 1999). Tourism has adapted rapidly to various worlds, including Indonesia, and created significant harmonization for economic, social and cultural uses (Rozet et al., 2021).

The North Sulawesi tourism sector is a rising tourism star in Indonesia with a 600% growth in foreign tourist arrivals to North Sulawesi. The growth of tourists will encourage the growth of tourist spending which will have an impact on the economy (Siswanto & Muryani, 2020). A series of management implications are drawn, including the need to use this information to encourage stakeholder engagement and collaboration, to focus on planning sustainable tourism development in general, and to use these indicators for the management of sustainable tourism development (Lee & Hsieh, 2016). Indicators of tourism activities in North Sulawesi are reflected in the number of tourists, both foreign and domestic. The potential for natural, cultural and culinary wealth for the tourism industry and supported by a very strategic geographical location (Wulandari & Rahman, 2020). As one of the 10 super priority areas and being the main tourist destination in Indonesia, tourism data in North Sulawesi needs to be managed optimally, coastal cities in North Sulawesi need to be arranged according to sustainable and environmentally friendly urban spatial rules. the community itself of course after understanding about the benefits of tourism development because since 2009 international tourism activities have often been carried out in the province of North Sulawesi, especially the city of Manado.

A visit to a tourist attraction will provide an opportunity for investors to open investment land to develop tourism, including coast of Manado City. The concept of smart tourism needs to be developed oriented towards the development of technology, people, and institutional logic, the entrepreneurial ecosystem approach helps strengthen smart destinations on their journey to encourage the development of urban sustainability (Eichelberger et al., 2024). As a series of economic activities, tourism trades the character of special places as is done on the Gold Coast, Australia, the state adopts a neoliberal interpretation of the public interest where increasing the global competitiveness of destinations is the main goal that is pursued together through community empowerment (Dredge, 2010). Many investors invest and open businesses on the coast of Manado City, especially investors from outside the region. The expansion of tourism development will certainly expand employment in the tourism sector and this provides job opportunities for the community both in the tourism location and in the vicinity and this will encourage increased welfare due to the economic turnaround as a result of the tourism. (Risman et al., 2016). Government support is also absolute for tourism, such as lending these assets for tourism activities as these assets are managed professionally. Asset management in the public sector is important to provide quality public services. One of the important public assets is regional property managed by the regional government (Tirayoh et al., 2021). Tourism will contribute to many sectors, one of which is of course an increase in regional original income or PAD.

In 2019, the world experienced a shock with the SARS-Covid virus and became a global pandemic. President Jokowi in dealing with the Covid-19 pandemic and analyzing the causes of the ineffective policies of policies taken with an applied communication approach in the policy sector (Sirait, 2021). The current condition of the covid 19 pandemic requires tourism to adapt to new habits or what is often referred to as the new normal. This modification applies to work events, the implementation of which has a reduced touch of service which then affects the improvement of sanitation improvements that must follow health protocol standards. The coastal area of Manado City is an area that will face directly with the Pacific Region and will face foreign tourist arrivals through the cooperation of overseas countries in Asia. Not only tourists from Asia are actually visitors to the coast of Manado City, but almost from all over the world. The coastal area of Manado City is one of the coastal areas that are directly facing foreign countries, especially Asia, such as the Philippines, Taiwan, Hong Kong and South Korea. Due to its strategic position, the coast of Manado City which is experiencing rapid city development and has become one of the tourist destinations, one of which is the opening of direct flights from China to the city of Manado before the pandemic. To be sustainable, of course, the coastal tourism model of Manado City needs to continue to pay attention to the principles of sustainable tourism principles and integrate them with healthy tourism policies according to the current protocol standards. This means that the coastal tourism model of the city of Manado and at the same time needs to be integrated with the principles of healthy tourism. Referring to this condition, the research wants to structure the coastal tourism model of Manado City to be carried out in harmony with the current conditions in handling the pandemic through existing regional regulations in North Sulawesi. To be sustainable, of course, the coastal tourism model of Manado City needs to continue to pay attention to the principles of sustainable tourism principles and integrate them with healthy tourism policies according to the current protocol standards. This means that the coastal tourism model of the city of Manado and at the same time needs to be integrated with the principles of healthy tourism. Referring to this condition, the research wants to structure the coastal tourism model of Manado City to be carried out in harmony with the current conditions in handling the pandemic through existing regional regulations in North Sulawesi. To be sustainable, of course, the coastal tourism model of Manado City needs to continue to pay attention to the principles of sustainable tourism principles and integrate them with healthy tourism policies according to the current protocol standards. This means that the coastal tourism model of the city of Manado and at the same time needs to be integrated with the principles of healthy tourism. Referring to this condition, the research wants to structure the coastal tourism model of Manado City to be carried out in harmony with the current conditions in handling the pandemic through existing regional regulations in North Sulawesi. This means that the coastal tourism model of the city of Manado and at the same time needs to be integrated with the principles of healthy tourism. Referring to this condition, the research wants to structure the coastal tourism model of Manado City to be carried out in harmony with the current conditions in handling the pandemic through existing regional regulations in North Sulawesi. This means that the coastal tourism model of the city of Manado and at the same time needs to be integrated with the principles of healthy tourism. Referring to this condition, the research wants to structure the coastal tourism model of Manado City to be carried out in harmony with the current conditions in handling the pandemic through existing regional regulations in North Sulawesi.

2. Method

The purpose of this study is to model the interrelationships between elements involved in the development of tourism on the coast of Manado City through a sustainable tourism approach. In addition to the sustainable tourism approach, healthy tourism is also integrated in accordance with the Covid-19 protocol policy. In addition to the sustainable tourism approach in pandemic conditions, the sustainable tourism approach is seen from three main sides, namely social, economic and environmental in order to realize sustainable tourism governance. The research was carried out in coastal tourism locations in Manado City, North Sulawesi, and the focus of

observations was carried out on tourist areas on the coast of Manado City. The results of the observations were then structured in the form of a model and then examined using a regional regulation policy approach regarding the handling of the COVID-19 pandemic in North Sulawesi. The time of conducting the research is August – November 2021.

The method used in this research is descriptive qualitative by making direct observations in coastal areas in order to find the phenomenon of coastal tourism. Furthermore, the phenomenon is made into concepts and variables that are connected with a causal basis into a model. After being modeled, the framework is described through economic, social and environmental approaches. Information regarding tourism activities in the coastal area of Manado City is carried out by direct field observation.

3. Results and Discussion

3.1. Identification of Types of Tourism on the Coast of Manado City

The very rapid development of tourism on the coast of Manado City consists of several types of activities that both affect the social, economic and coastal environment in particular. The results of observations are shown in the form of a table below regarding the grouping of tourism that occurs on the coast of Manado City.

Table 1. The results of observations of the Types of Coastal Tourism in Manado City

No.	Tourist Area	Type of Tour	Location	Protocol Implementation
1.	Beach Tourism Area	Swimming, snorkeling, diving, jetski, boat, sunset.	malayalam	Applied
2.	Culinary Tourism Area	Food Cafe, Coffee Cafe, Restaurant	Reclamation and Tuminting Area	Applied
3.	Historical Tourism Area	Harbor warehouses, factories and shops.	Manado Harbor Area	Applied
4.	Trade Tourism Area (Crafts and MSMEs)	Mantos, Megamall, Bahu Mall	All Reclamation Area	Applied

3.2. Model of Tourism Structure in the Coastal City of Manado and Application of Health Protocols.

In order to model the structure of coastal tourism, the results of the identification of types of tourism on the coast of Manado City show four main types of tourism. The types of areas that develop on the coast are coastal tourism, culinary tourism, historical tourism, trade tourism. Associated with sustainable tourism, this area has the potential to create a social conflict of interest, economically it creates income inequality and causes environmental damage. For this reason, it is necessary to direct the development pattern that involves the participation of all stakeholders related to the development of coastal tourism in Manado City and the government is obliged to be the main facilitator. in relation to the standard Covid-19 protocol policy.

In order to describe the causal relationship of tourism development on the coast of Manado City, a model of the coastal tourism structure of Manado City was made.

From this structure, it is described that health is an important part in the development of tourism today. Without health protocols, tourism cannot be carried out. In structuring.

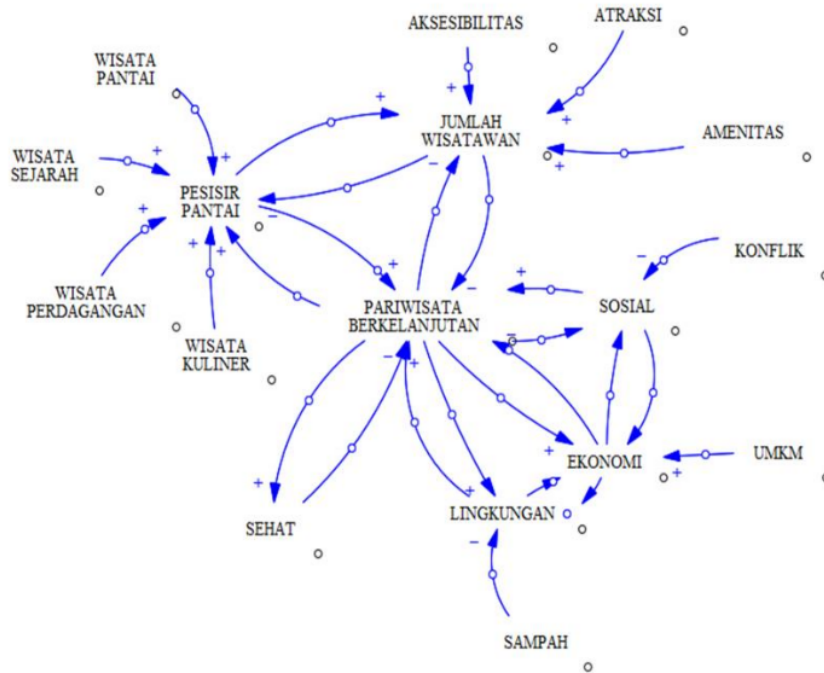


Figure 1. Environmentally Friendly Coastal Tourism Structure Model

The COVID-19 pandemic that has hit the world globally, As an area directly adjacent to the Bunaken marine national park area, the coastal development of Manado City certainly needs to apply the principles of sustainable tourism development that are healthy and environmentally friendly. North Sulawesi formulated a protocol for handling COVID-19 through Regional Regulation Number 1 of 2021 concerning Law Enforcement of Health Protocols as an Effort for Prevention and Control of Corona Virus Disease 2019. It is known that the regulation does not describe in detail about health protocols in tourist areas, and is not yet known by tourist actors. For this reason, socialization of this policy is needed and the responsibility for this socialization is handed over to the government with a humanist approach.

The establishment of a Regional Regulation concerning health protocols in dealing with Covid-19 in North Sulawesi, including for tourism businesses, is intended as a guideline in implementing the Health Protocol law enforcement as an effort to prevent and control COVID-19. Corona Virus Disease 2019 which was later called COVID-19 is an infectious disease that has become a global pandemic and on the basis of the determination of the World Health Organization. This is reinforced by the stipulation of this condition as a national non-natural disaster based on Presidential Decree No. 12 of 2020 regarding the determination of non-natural disasters that spread the 2019 coronavirus outbreak as a national disaster.

On this basis, the implementation of health protocols as rules and regulations needs to be followed by all parties who are active safely during the COVID-19 pandemic. the way to do it is to use personal protection in the form of a mask then cover the nose and mouth to the chin and if

you have to leave the house and interact with other people who do not know their health status, limit interaction physically by washing hands using soap and running water or hand sanitizer and based on observations in the field, this protocol activity has been carried out by stakeholders in the coastal city of Manado in tourism development.

The results of observations made by researchers show that most of the tourism actors in the coastal area of Manado City have implemented health protocols although they need to be reminded both visitors and business actors to keep evaluating at any time about the implementation of this health protocol. Regarding the input from the selected informants, they said that they had difficulty in conducting socialization regarding the regulations of this regional regulation and hinted at government assistance. For business actors, they still hope that the government through its role as an initiator can facilitate the implementation of health protocols in the coastal tourist area of Manado City.

4. Conclusions

The coast of Manado City is the main location for tourism development in Manado City. The community can carry out activities 24 hours a day along the coast of Manado City. In the morning people can exercise, during the day they can enjoy culinary or shopping and in the afternoon they can enjoy a beautiful sunset and in the evening they can enjoy restaurants and cafes until the early hours of the morning. This is of course due to the COVID-19 pandemic. However, along with the increasing number of vaccines carried out by the government, by relying on health protocols, of course tourism on this coast can continue.

For this reason, beautiful beach conditions and supporting facilities must be maintained. In order for tourism conditions on the coast to be sustainable and contribute to improving community welfare, especially during the current pandemic, the application of health protocols is absolute. In order to understand the implementation, the phenomena that occur on the coast of Manado City consist of coastal tourism, culinary tourism, historical tourism, and trade tourism. Determination of the type of area followed by identification of tourism potential and the challenges of implementing health protocols are a priority in the development of coastal tourism in Manado City.

Achieving sustainable tourism in accordance with health protocols, of course, requires a comprehensive and integrated synergy collaboration between stakeholders in the coastal tourism area of Manado City. contribute to improving the welfare and sustainability of coastal tourism itself and encourage the environmental sustainability of Manado City.

The results of the identification of types of tourism on the coast of Manado City show four main types of tourism. Four types of areas that develop on the coast are coastal tourism, culinary tourism, historical tourism, and trade tourism. Associated with sustainable tourism, this area has the social potential to create conflicts of interest, economically it creates income inequality and causes environmental damage. For this reason, it is necessary to direct the development pattern that involves the participation of all stakeholders related to the development of coastal tourism in Manado City and the government is obliged to be the main facilitator. relation to the standard COVID-19 protocol policy.

As written in the regulation, this Regional Regulation aims to (a) provide protection for the community from the spread of COVID-19; (b) increasing the compliance of the community, the person in charge/owner of/or the manager of public facilities to the implementation of the Health Protocol in the prevention and control of COVID-19, (c) C. strengthening efforts to handle health due to COVID-19; and D. provide a deterrent effect for everyone who violates the Healthcare Protocol in the prevention and control of COVID-19.

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