

A Study of the Development of Community Development-based Tourism Village in East Likupang of North Minahasa Regency

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Abstract— Marinsow Village is one of the tourism potential destinations to be developed, located in the East Likupang Sub-District of North Minahasa Regency. The hilly topography and the lowlands make each village has different characteristics of community activities on economic, social and cultural aspects. This village has potential tourism objects that are worth selling and preserving, such as beautiful pall beach tours in the shape of a crescent moon, enjoying sunrise and sunset, various kinds of beach activities. Community life, mutual assistance, friendly and traditional life, mostly as farmers and fishermen, characterizes a tourism village that is well developed and preserved. Accessibility to Marinsow Village is very good, infrastructure and other supporting facilities are very lacking in infrastructure, such as electricity and clean water was very limited. This study aims to examine the development of community-based tourism villages, identify village potentials, and make development strategies. The method used was qualitative with a SWOT analysis. Data collection was by observation, interview, and documentation. The results of the study showed that the Marinsow village was very likely to be developed as a tourism village in the East Likupang sub-district of North Minahasa Regency. The results of the Strength analysis (Strength) that it has a very beautiful and unique beach in the shape of a crescent-shaped beach, white sand with a very fine texture, cool air, and can enjoy the sunset and sunrise, mutual cooperation, friendly people, with a traditional life. Opportunities include providing employment opportunities for local people, increasing income, increasing Regional Original Income (PAD), involving the community in planning and implementing tourism activities, being aware of tourism, and making the village environmentally friendly.

Keywords: People, Potential Tourism, Village Tourism.

I. INTRODUCTION

The economic development of Indonesian people occurs in many rural areas. Wealth and investment in rural areas are not valued in terms of rupiah or dollar savings but are based on ownership such as rivers, beaches, land, houses. Land, minerals and even biological wealth such as forests, livestock, agriculture, fisheries, etc. All of these have the potential to be developed and empowered because they are closely related to human life and the environment (1). Rural area development has become an important issue in the last 5 years. It greatly influences national stability in terms of

ideology, politics, economics, social culture, and defense and security so that the Rural Area can be regarded as a historical asset, heritage and starting point of national development even because of the importance of the Village as an asset, history, heritage, and the starting point of the development of national civilization (2).

North Minahasa Regency is one of the 15 City Regencies in North Sulawesi Province, with the capital city of Airmadidi around 15 km from Manado, which has strategic and potential attractions to be managed, developed and marketed. The potential of tourism objects in the North Minahasa Regency is very diverse, consisting of coastal, low land and mountain tourism objects as well as the potential for the development of tourism villages in several villages of Likupang Timur district.

Tourism activities are strategic activities to be developed in North Minahasa Regency, especially those located in Marinsow Village, East Likupang District, North Minahasa Regency, North Sulawesi Province. Marinsow village extends from North to South with an area of 332 ha, a height of 648 meters above sea level so Marinsow Village is a highland area in northern Minahasa. With such topography makes this village is different from other villages. By entering the village of Marinsow, it can be seen the community settlements that are parallel to the part of the road line, partly in the mountain area with part of the farming community in the fields of rice, corn, chili, and other crops needed by the community daily. After passing the mountain, you will see a very beautiful "paradise" beach view in North Sulawesi. The potential of this village is to have a unique and beautiful beach, a 1200m long beach, a crescent-shaped beach, white sand with very fine and clean sand grains, added with cool air due to the shade of trees growing around the beach, water crystal clear sea adds its charm, waves swept from the middle of the sea on the shoreline looks like a roll of white paper. Its stretch of white sand and waves and beautiful open sea views make this beach called The Bali in North Sulawesi. The position of the beach facing east and supported by a beautiful panorama, then the beauty of the sunrise on this beach is very beautiful. All of these are assets for the village of Marinsow,

which certainly can increase employment, promote the potential of attractions, preserve the customs and culture of the local area, increase the Own-Source Revenue, as well as the welfare of the people in the area. The obstacles in developing the area are the lack of supporting facilities, the condition of poorly maintained infrastructure, poor condition and the increase in basic infrastructures, such as clean water, electricity and increased accommodation for tourists.

Village tourism is an integral part of attractions, accommodation and supporting facilities that are presented in a structure of community life that integrates with the applicable procedures and traditions. One form of rural tourism development is through the concept of Community-Based Tourism (CBT). The success of the Tourism Village can be measured by how many community/villagers participation are, where all villagers have involved namely the fathers, housewives, youth and children, and village officials. Building tourism is the key to innovation (3). Tourism strategies using the 4A method, namely: (a). Attraction. The attraction is the main product of a destination. Attractions are related to what to see and what to do. What can be seen and done by tourists in these destinations. (b). Accessibility. Accessibility is a means and infrastructure to get to the destination. (c). Amenity. Amenities are all supporting facilities that can meet the needs and wants of tourists while at the destination. (d). Ancilliary. It relates to the availability of the organization or people who manage the destination (3).

Based on the potential and the problems above, the question in this study is, What is the right strategy and approach to be applied in the development of a tourist village in Marinsow village, East Likupang Sub-District?. Therefore the research objective is to analyze internal and external factors and determine the appropriate development strategy in the development of a tourist village in the Marinsow village.

II. METHODOLOGY

This research is qualitative. The primary data was obtained from interviews, field observations, and document images. Secondary data was by study documentation (studying technical reports and other related documents). The data obtained were analyzed using a SWOT analysis by scoring on the IFAS and EFAS matrices to find out which potentials were most likely to be developed (4)

III. DISCUSSION

Marinsow Village, East Likupang Subdistrict, Minahasa Regency, North Sulawesi Province, is about 29 km from Manado, North Sulawesi Province. There are 10 villages located on the coast, 4 villages on the mainland, and 4 villages on Bangka Island. The boundaries are as follows: North: Bordered by the sea of Sulawesi, East: bordered by the city of Bitung, South: Bordered by South Likupang Sub-District, West: Bordered by West Likupang sub-District. The administrative border of Marinsow Village is North bordering Pulisan Village, South bordering Kalinaun Village and Rinondoran Village, West bordering Maen Village and

Wineru Village, East bordering the Maluku Sea. The topography is rough or hilly. Accessibility conditions can be seen from the transportation network, travel time and road conditions.

The total population of Marinsow Village was 689 people, with varying levels of education from high school graduates, academics, SI, S2, and were still classified were very low. The 66.66 percent of the livelihood are farmers, and most people live from farming.

Beach Tourism known as Pall Beach was officially opened on 09 February 2015 by the Government of Marinsow Village. The mutual cooperation community, friendly, most of them are farmers with traditional life, most are Christian, and a friendly community in welcoming the newcomers.

SWOT analysis

SWOT Analysis of Tourism Object Potential of Marinsow Village, Likupang Timur, North Minahasa Regency

Identification Of Factors:

Strength (S) :

1. Has its own charm and uniqueness, it is known nationally, the view of the sea is still beautiful, and white sand with a very fine texture, natural beauty of the beach shaped like a crescent moon, cool air, enjoying the sunset.
2. The existence of infrastructure and facilities as a starting point for the development of attractions, accessibility is very good.
3. Tourism prices are quite cheap.
4. The level of security at a tourist attraction is guaranteed.
5. people who are happy to work with, friendly to all migrants, and have a simple life and live mostly as farmers.
6. Has a natural state of mountains and beaches

Weakness (W):

1. Inadequate tourism infrastructure (clean water, drainage, electricity, waste disposal).
2. Attractions of *Paal* Beach and wide beaches that are not widely known.
3. Lack of infrastructure and facilities on attractions.
4. Environmental cleanliness is not maintained.

Opportunities (O)

1. Provide job opportunities for local communities and increase community income.
2. Adding regional own-source revenue (PAD) in North Minahasa Regency.
3. Introducing the potential that exists in attractions to other areas.
4. Can continue to maintain sustainability in attractions.

Strategi (S-O)

1. Developing tourism interest
2. Building networks with other objects, specifically Manado city and Bitung city.
3. Improve the economy of community.
4. Make it easier to access tourist attractions.

Strategi (W-O)

1. Provide complete infrastructure and facilities for attractions.
2. Carrying out cleaning and landfills at tourist attractions.
3. Building a tourist information center to facilitate tourists in terms of information

Treath (T)

1. Existing infrastructure in attractions is still lacking.
2. Awareness of most people is still very low.
3. Natural disasters that can happen at any time.

Strategi (S-T)

1. Maintaining diversity and adding attractions.
2. Carrying out infrastructure improvements
3. Strengthening policies on community behavior that deviates and needs to crack down on violations made

Strategi (W-T)

1. **I**.Building cooperation with the central government to maintain sustainability.
2. Conducting socialization to the community about disasters.
3. Improvements to existing infrastructure, as well as additional infrastructure needed.

Marinsow Tourism Village Development Strategy:

1. Facilities and Infrastructure. **The right strategy for the Development of Tourism Villages :** Some of the facilities owned by this Pall beach attraction need to be repaired every bathroom, gazebo, and rest area and the provision of lodging so that tourists can spend the night at this attraction.
2. Roads Infrastructure, electricity, clean water to the Tourism Site. **The right strategy for the Development of Tourism Villages :** The road to get to this location was quite good, there was no electricity grid in the location, clean water was still lacking because it had to take from residents' homes, there was no source of water near the tourist sites. Everything must get the attention of the manager or from the local government so as not to lessen the interest of tourists who come to visit.
3. Environmental aspects. **The right strategy for the Development of Tourism Villages :** The cleanliness of the pall beach attraction needs to be improved because at this location it still depicts improvised trash bins and there was no final landfill available. There is a need to provide a landfill at each particular point so that tourists who visit will not litter and provide a schedule for the local community where all residents and village officials actively participate in cleaning garbage on tourist objects and in residential areas so that it will become a model Tourism Village in North Sulawesi Province and other environmentally friendly regions.
4. Promotions. **The right strategy for the Development of Tourism Villages :** This tourist attraction has a unique crescent-shaped beach, the location of the beach facing east, with a beautiful panorama so that the sunrise looks very beautiful from this beach. Mountain topography

affects the livelihoods of residents as farmers and fishermen. It is an activity that is rarely encountered in other areas. It is necessary to do a promotion or publication to introduce attractions so that these attractions can be known both in other regions in Indonesia and abroad.

IV. CONCLUSION

Based on the results of the study by doing the observation of research objects, interviews with several informants, and literature studies, then the results of data analysis, it can be concluded that the tourism village in the Marinsow Village is very likely to be developed and preserved as one of the villages Tours in Northern Minahasa considered from:

1. Strength (strength), Marinsow Village has a beautiful and unique beach tourism potential, a crescent-shaped beach, a stretch of white sand with a very fine and clean sand texture, clear seawater, challenging waves and challenging ocean views, cool, the position of the beach facing east makes sunset on this beach is amazing. community life, mutual cooperation, friendly, kinship, and simplicity, supported by the natural conditions of the mountains and beaches make the pattern of activities of farmers and fishermen. High accessibility to tourist destinations.
2. Weakness. Infrastructure, such as electricity and clean water are still lacking, inadequate infrastructure, environmental cleanliness, and waste disposal sites are very lacking. Not yet maximized the cultural potential that exists in society.
3. Opportunities (opportunities). Opening jobs, increasing people's income, increasing PAD, further maximizing the potential of local communities, improving facilities and infrastructure, making tour packages, promoting the tourism potential of Marinsow Village.
4. Threats (threats). Lack of inadequate numbers of infrastructure visitors, public awareness of tourism awareness is very low, buying and selling and land use cooperation with investors, natural disasters can come at any time.

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