

Tipology Ecotourism Based On Community; A Case On Manado Gulf Area

Felly Ferol Warouw

Fakultas Teknik

Universitas Negeri Manado

Tondano, Indonesia

ferolwarouw@unima.ac.id

Donal Ratu

Fakultas Bahasa dan Seni

Universitas Negeri Manado

Tondano, Indonesia

donalratu@unima.ac.id

Viktorry Rotty

Fakultas Bahasa dan Seni

Universitas Negeri Manado

Tondano, Indonesia

ferolwarouw@unima.ac.id

Abstract—Ecotourism is one of the pillars of sustainable tourism that has contributed significantly to development. Ecotourism must be planned according to the criteria for sustainable development standards. The achievement of sustainable ecotourism development criteria is determined by the role of community participation. This study aims to identify community participation in the development of ecotourism. The location of the study was conducted on the coast of the bay of Manado. The research method used is quantitative descriptive. The results of the study identified the typology of community participation in the development of ecotourism on the coast of the Manado bay showing the sequence of typologies of multilevel community participation starting from the information, consultation, collaboration, control and adaptation stages. The results of identification of typologies of community participation that meet the five criteria are the basis for determining the position of the level of community participation. The typology of participation was found to be the basis for determining the policy scenario for developing ecotourism on the coast of the bay of Manado. The policy scenario that must be carried out at each stage of the development of a tourist area is determined by the opinion of the community. This scenario can be a typology to guide the transfer of knowledge of local communities, empowering them to take advantage of their participation role to improve sustainable ecotourism development.

Keywords—typology, ecotourism, community Manado

I. INTRODUCTION

The city of Manado with a long coastline of more than 17 km of coastal tourism potential is right on the world's coral triangle[1]. The main sight of the Manado Bay pesisir is a beautiful sunset overlooking the Pacific ocean. This potential is supported by the vision of the Manado City Ecotourism Model with various tourism supporter festivals such as the Manado Fiesta. Important coastal waters ecosystems on the coast of the

bay of Manado, which is famous for its coral reef diving[2]. In 2019 the bay of Manado became the place for breaking world diving records even with several categories at once. Bunaken marine park which is part of the coastal area of the bay of Manado. Coastal areas are transitional areas between land and sea of a certain size[3]. The Bunaken marine park has a rich biodiversity collection of coral species which is one of the most diverse reef areas in the world [4]. Like a number of existing beaches, the coast of the bay of Manado also has the potential for offshore fisheries that promise to be developed as part of sports and tourism such as fishing, culinary and other alternatives [5]. In addition, the local community also has a variety of interesting cultural attractions including a variety of culinary potential[6]. Referring to the above potential, of course the development of tourism in the city of Manado has a very prospective future.

One of the main factors in the development of tourism is community participation [7]. Participation is carried out in the process of developing tourism itself. The intended community participation must be voluntary and ongoing. Community participation is carried out through a mindset and action pattern that views the community as the subject of development [8]. Participatory approach taken will create processes and rules in realizing programs that are tailored to their aspirations [9].

In order to develop identifying community participation in the development of ecotourism on the coast of the bay of Manado, this research was conducted. Several studies involving community participation have been conducted but there is no research concerning identification of community participation in the development of ecotourism on the coast of the bay of Manado, which forms the basis of this research. If community participation can be identified, it is expected to be the basis for the development of community-based ecotourism in the future.

II. RESEARCH METHOD

The research method used is through quantitative descriptive methods to identify community participation[10]. Determination of the typology of participation is based on the level of community participation by Sherry Arnstein[11]. So 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 50, the minimum score for the level of community participation (50 x 1) can known is 50 and the maximum score (50 x 8) is 400. By knowing the minimum and maximum scores, the intervals are also known, namely $(400 - 50) / 8 = 50$. So if Arnstein's typology is used, it can be seen that the level of community participation on table 1 :

TABLE I. TYPOLOGI LEVEL

Description	Level	Skor
Manipulation	1	0 – 50
Therapy	2	50 – 100
Inform	3	100 – 150
Consultation	4	150 – 200
Reassurance	5	200 – 250
Partnership	6	250 – 300
Delegated power	7	300 – 350
Citizen Control	8	350 – 400

III. RESULT AND DISCUSSION

A. Research Location

The coastal bay of Manado, which is located right in front of the city of Manado, occupies 5 districts of 11 districts in the city of Manado. Manado City is the capital of North Sulawesi. Overall, the Manado Bay which is an area that covers three (3) districts and cities. Namely the City of Manado, Minahasa Regency, and North Minahasa Regency. The whole area when viewed from the perspective of the environmental region is within the scope of the Bunaken National Marine Park. Bunaken marine national park is a location for world tourism and is one of the coastal and marine conservation areas. Bunaken National Marine Park was established in 2010 in the central area of the coral triangle.

Land use in the coastal bay of Manado in the development of ecotourism shells illustrates the combination of urban functions such as trade areas with the presence of malls and shophouses combined with the use of marine and coastal ecotourism land. The scenery and ecotourism of the bay of Manado is unique because it offers the potential for underwater tourism to the top of the mountain. Mountains and mountains, some of which are volcanoes such as Mount Lokon, Mount Empung and Mount Klabat which can be enjoyed directly from the coast of the bay of Manado. As a city located in the Ring of Fire region and a meeting of the Pacific and Mediterranean circums, the coastal bay of

Manado is rich in diversity. This characteristic is a potential for the development of Manado city coastal tourism based on ecotourism management. Manado bay beach is a paradise for coral reefs and a famous diving spot in various parts of the world as evidenced by the world record diving award held on the coast of the bay of Manado.

B. Analysis Community Participation

Community participation is an important part of the development of ecotourism on the coast of the bay of Manado. The results of a typology analysis of participation in the development of the coastal bay of Manado ecotourism were identified by grouping the forms of participation that were measured qualitatively [7]. The size scale refers to the participation ladder consisting of 8 stairs as illustrated in table 1 above. By the researchers it was used as a reference regarding the entry into force of the participation process in the coastal bay of Manado.

TABLE II. RESULTS OF ANALYSIS OF COMMUNITY PARTICIPATION

Level	N	%	B	NXB
1	2	4,00%	1	2
2	6	12,00%	2	12
3	10	20,00%	3	30
4	12	24,00%	4	48
5	9	18,00%	5	45
6	6	12,00%	6	36
7	3	6,00%	7	21
8	2	4,00%	8	16
	50	100%	36	210

Based on the table above, it can be concluded that the 8 typologies of walking participation in the development of the Manado Gulf ecotourism with the highest level 4 phase (consultation) Descriptive explanation of the results of the above research are sorted from:

- Level 4 active discussion in program implementation, as many as 12 people (24.00%),
- Level 3 was followed by respondents who participated in the implementation of the program for the benefit of the community as many as 10 people (20.00%),
- Level 5 respondents participated in the implementation of the plan and gave effect to the implementation of the program as many as 9 people (18.00%),
- Level 2 and 6 respondents who participated in the implementation of the program but for the government only 6 people participated and shared responsibilities with the government (12.00%).
- Level 7 participates in program implementation and has the authority to make dominant decisions on the overall implementation of the plan and participates in program implementation and has the power to plan, implement

and oversee the implementation of the 3-person program (6.00%).

- Stage 8 and 1 concerns control and does not participate with the same strength 2 people (4.00%)

From the sum of the weights and values, the results show that the highest typology of participation is in the number 210, which is penetration (one level above consultation).

From the results of the analysis above it is predicted that the tendency for participation will increase as shown in the analysis results below.

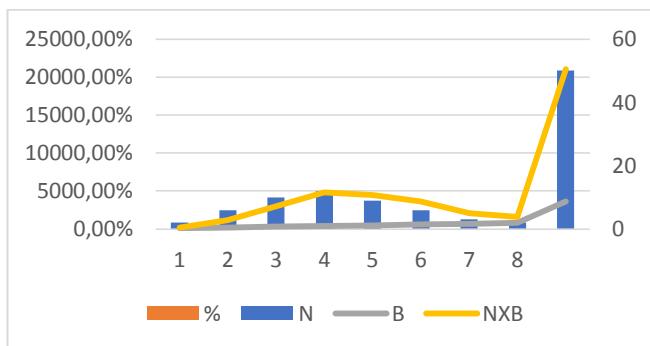


Fig. 1. Results of Analysis of Community Participation

C. Result Discussion

Knowing the typology of participation in the development of ecotourism, the level of community participation can be interpreted that:

- That the government invites public opinion after being given information to the public. Evidenced by the involvement of community representatives in preparing a general plan for tourism development in this case, it became the basis that the community was 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 people's attention and ideas will be considered.
- Identification of the typology of the Manado coastal ecotourism typology studied found a typology of participation with an increased tendency. This finding is expected to facilitate policy makers to provide interventions for the sustainable development of the community-based Manado coastal bay ecotourism.

IV. CONCLUSION

The results of identifying the typology of community participation in the development of ecotourism on the coast of the bay of Manado are summarized as follows:

1. Ecotourism development is determined by two indicators: community capacity and community participation. The results of identification based on the description of the research area, found supporting factors for the development of ecotourism on the coast of the bay of Manado. The supporting factor is the potential of Manado bay coastal ecotourism.
2. The prevailing community participation mechanism is formulated with a community-based ecotourism typology with stages, namely: the information stage, the consultation stage, the cooperation phase, the control stage as the dominant typology in the development of coastal ecotourism.

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