

# Community Participation in Sustainable Tourism Activities in Marinsouw Village of North Minahasa District

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**Abstract:-** The problem is why the community does not participate in tourism activities in Marinsow Village, North Minahasa Regency? Objective To analyze the root cause of the low community participation in tourism activities in Marinsow Village, North Minahasa Regency. This research uses a quantitative approach equipped with qualitative data. The quantitative approach is carried out using the census method. A qualitative approach is used to analyze the root cause of the low community participation in tourism activities. The population used to carry out the census method is the local community who manages these tourism activities. This study uses qualitative data as a supporting argument, namely in-depth interviews using question guides, observation, and related documentation studies. Data analysis in qualitative research from the time data collection takes place until the completion of data collection within a certain period. The data analysis process consists of three activity lines, namely data reduction, data presentation and conclusion drawing. This research was conducted in Marinsow Village, Likupang Timur District, North Minahasa Regency, North Sulawesi Province.

The participation of the Marinsow village community in tourism management is still low in the quality of human resources, cross-stakeholder communication, and government regulations on sustainable tourism. A productive workforce lacks adequate understanding and skills to play a role in the tourism sector. Community involvement is still limited to the ability to work, in fields that require manual labor at tourist sites owned and managed by investors. The low quality of human resources in the tourism sector causes the management of natural and cultural potentials to be not optimal. This is the challenge in developing a community-based tourism village in Marinsow village.

**Keywords:-** Participation, Community, Sustainable Tourism.

## I. INTRODUCTION

Tourism activities carried out in rural areas are a new alternative in increasing production output to meet community needs and contribute to the development of ecologically sustainable Tourism Villages. Tourism Village development is based on the participation of all local communities by utilizing natural resources, human resources

and cultural resources that exist in the local community. The tourism village program has been promoted since 2009 by the Ministry of Tourism through PNPM Mandiri Tourism. Tourist villages play a big role in boosting tourists. The development of a tourist village will encourage a productive economy carried out by the local community. The development of a local community-based tourism village requires the care and participation of the local community to always innovate and be creative in developing the village area which is used as a tourist village. Marinsow Village is one of the potential tourism destinations to be developed into a tourist village. Located in East Likupang District, North Minahasa District, North Sulawesi Province. The hilly topography of the hills and lowlands makes a different village, giving colors to community activities that vary from economic, social and cultural aspects. This village has the potential for a tourist attraction that is worth selling and preserving, such as a beautiful pall beach tour in the shape of a crescent moon, enjoying the sunrise and sunset, various beach activities. Community life of mutual cooperation, friendly, simple life mostly as farmers and fishermen, characterizes a tourist village that is well developed and preserved. The potential of Marinsow Village has not been fully utilized by the community in improving the welfare of the village community. This is an interesting reason to research. Formulation of the problem Based on the potential and reality in the field, the problem is formulated: Why does the community not participate in tourism activities in Marinsow Village, North Minahasa Regency? Research purposes Analyzing the root cause of the low community participation in tourism activities in Marinsow Village, North Minahasa Regency.

## II. THEORY STUDY

A tourist village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with the prevailing procedures and traditions. One form of tourism village development is through the concept of Community Based Tourism (CBT). The success of a Tourism Village can be measured by how much community / village participation is involved, where all villagers are involved, namely fathers, housewives, youth and children as well as village officials. Building tourism awareness is the key is innovation. The tourism strategy using the 4A method is: (a). Attraction. Attraction is the main product of a destination. Attractions relate to what to see and what to do.

What tourists can see and do in these destinations. (b). Accessibility. Accessibility is the means and infrastructure to get to a destination. (c). Amenity. Amenities are all supporting facilities that can meet the needs and desires of tourists while in their destination. (d). Ancillary. Relating to the availability of organizations or people who take care of these destinations [3].

The concept of participation is the participation of the community in the process of implementation, utilization of results, planning and decision making. The concept is also a participatory stage, namely as follows: (1). Decision making stage; This stage is followed by community participation in the meeting. The intended decision-making stage is the planning and implementation of a program. (2). Implementation stage; the most important stage in development, because the essence of development is its implementation. The real purpose of participation at this stage is classified into three, namely participation in the form of thought contributions, in the form of material contributions, and in the form of action as project members. (3). Evaluation stage; This stage is considered important because community participation at this stage is feedback that can provide input for the improvement of further project implementation. (4). Enjoy the results stage; this stage can be used as an indicator of the success of community participation at the planning and implementation stages of the project [1]. In addition, seeing the position of the community as the subject of development, the greater the benefits of the project are felt, it means that the project is successful on target.

Factors that influence public participation can be differentiated into internal factors and external factors. [4]. Internal factors are derived from within the community group itself, namely individual individuals and groups within it. Individual behavior is closely related or determined by sociological characteristics such as age, gender, knowledge, occupation, and income. Theoretically, there is a relationship between individual characteristics and the level of participation, such as age, level of education, type of work or length of business, length of time as a member of society, amount of income, involvement in development activities will affect participation. Thus, tourism development planning must accommodate the desire and ability of local communities to participate and obtain maximum benefit value from tourism development. The participation of local communities is needed in developing tourist villages because local people as owners of tourism resources are sold to tourists.

### III. RESEARCH METHODS

This research uses a quantitative approach equipped with qualitative data. The quantitative approach is carried out using the census method. A qualitative approach is used to analyze the root cause of the low community participation in tourism activities. The population used to carry out the census method is the local community who manages these tourism activities. This study uses qualitative data as a supporting argument, namely in-depth interviews using

question guides, observation, and related documentation studies. Data analysis in qualitative research from the time data collection takes place until the completion of data collection within a certain period [5]. The data analysis process consists of three activity lines, namely data reduction, data presentation and conclusion drawing. This research was conducted in Marinsow Village, Likupang Timur District, North Minahasa Regency, North Sulawesi Province. The choice of research location was chosen with the following considerations (1). It is a tourism development area in Eastern Indonesia (2). Has a unique and different tourism potential (3). Has high accessibility (4). Very good to be used as a tourist village.

### IV. RESULTS AND DISCUSSION

Marinsow Village, Likupang Timur District, North Minahasa Regency, North Sulawesi Province, 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: Bordering the Sulawesi sea, East: bordering the city of Bitung, South: Bordering South Likupang District, West: Bordering West Likupang District. Administrative boundaries of Marinsow Village are 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 is 689 people, with varying levels of education, graduates from high school, academic, SI, S2 are still relatively low. 66.66 percent of their livelihoods are farmers and most of the people live from farming.  
Marinsow Village Tourism Object.

Beach Tourism, known as Pall Beach, was officially opened on February 9, 2015 by the Marinsow Village Government. The community of Gotong Royong, friendly, mostly farmers with a simple life, mostly Christians, and friendly people in welcoming migrants.

Culinary business economic activities and tourism activities such as hut rental business, bananabot, beachside umbrellas and young coconut snacks carried out by mothers. Culinary business is carried out by mothers and supported by their families because this business is their own. What is the hallmark of this culinary tour is a very fresh vegetable fish package complete with orange chili sauce.

❖ *Community participation in tourism management*

➤ *Business identification*

The existence of tourism businesses and actors is the key to deepening community involvement in the development of Marinsow Tourism Village. tourism businesses and actors are the main drivers of the ongoing tourism sector in the village of Marinsow.

➤ *Culinary tou*

It is a journey which includes the activity of consuming regional specialties, in addition to enjoying food and drink visitors can also do beach tourism activities on the Paal beach. The food and drinks offered are processed various kinds of fresh fish, kangkungcah, chili sauce (raw dabu-dabu in the local language), plus rice. There is also

Gohu food (local language: made from chili sauce, ginger, onion, palm vinegar, palm sugar, water, salt and papaya as the main ingredients), fried GoroHo Banana, besides that there is also young coconut ice drink. And there are also small stalls that provide food and various kinds of soft drinks.

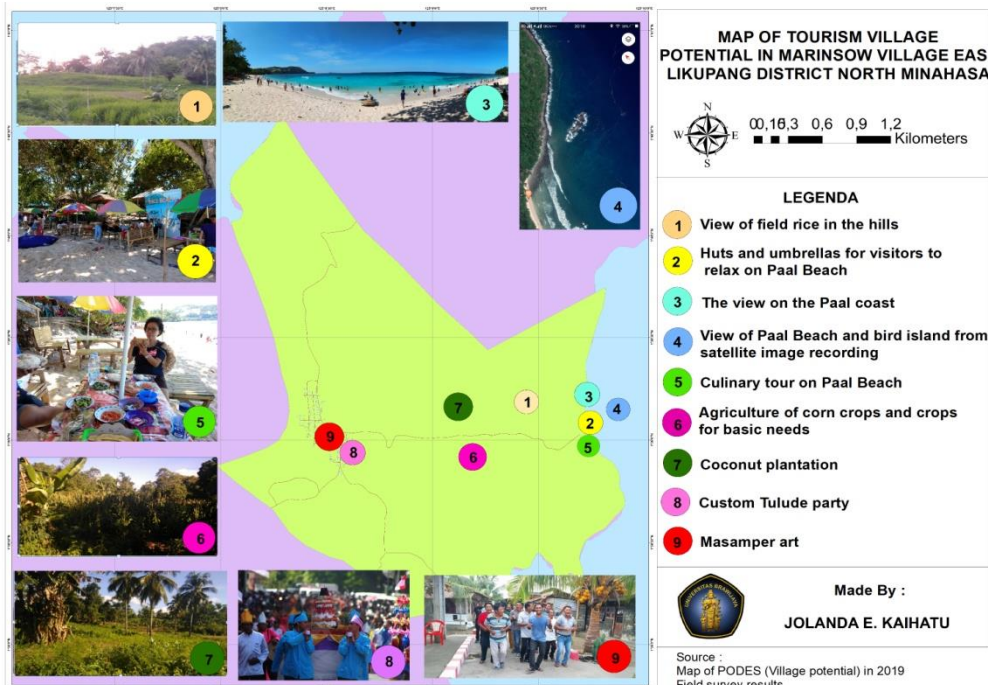


Figure 1. Potential Map of Marinsow Village

Marinsow Village has the potential to be developed into a sustainable tourism village. The potential is as follows: (1) the potential for coastal ecosystems, namely Paal Beach, Mangrove Forest and Bird Island, (2) the potential for flora, namely: coconut plantations, maize crops and paddy fields, and (3) potential for culture and arts, such as Pesta traditional Tulude and Masamper dances by local communities. The potential map is shown below:

❖ *Status and role of the community and business actors*

➤ *The position of the individual in the group*

Relationships between individuals in community groups are interrelated in all their daily activities as are the characteristics of tropical societies in developing countries, individuals from groups cannot be separated from other groups. As a religious community, the villagers of Marinsow also form a religious-based social community (Church congregation) which informally strengthens the social life of the community. Apart from local residents who are descendants of the preceding generation who started life and formed the Marinsow village community, there are several groups of migrant communities living in the village. These immigrant communities are the individual tourism actors who drive the tourism sector in Marinsow Village. Likewise, the relationship between tourism business actors and the village government is very good. Working relationships with the community in the village government,

such as obtaining permits for land deeds, which are used for tourism businesses. Meanwhile, the working relationship with the local community is in accordance with the abilities and skills in the fields of labor used. Based on the data obtained by the absorption of labor in the tourism business managed by the community, it is the father and mother of the child. The variety of jobs that can be done in the carpentry and labor sectors is that male workers work while female workers are employed in the cooking section.

➤ *Relations between community groups*

The local government helps a lot and serves the needs of the community. Some of the positive traits inherited from generation to generation in people's lives are the bonding factors for the relationships that have been built so far. This can be seen from the existence of mutual cooperation that is still well-established in the lives of the people in Marinsow Village. For example, in the development of public facilities such as village roads, the construction of village roads is one of the government programs to meet the needs of the community for the needs of village facilities, but in practice the government and the community work together or work together to complete the government program. Forms of community participation in these relationships, for example, by contributing physical labor, when carrying out work without expecting payment or salary compensation or helping to provide development independently if needed according to the ability of each member of the community.

The relationship between the government and local communities or ordinary people is running very well, the relationship between local people and migrant “investors” is not harmonious, the main cause is because the tourist business locations are very far from residential areas so they do not interact and socialize with the community. In addition, there is a gap or social distance due to the non-alignment of the investor community group's program with the government community. Government community groups strive to get more input or income for the village and its people from one party. However, on the side of the migrant community, they think that what has been given to the village and local communities in their participation in the tourism business has been completed with the level of capacity and skill of the local community resources. Lack of relationships and communication between groups is one of the causes of the low community participation in the management and development of the Marinsow tourist village.

In the social structure of the community in Marinsow Village, the local government has a big role in developing Marinsow Village into a tourist village. In general, the government at the village level is often called a community servant, but in certain cases the policies that have been made for the village are a manifestation of the power or authority possessed by the village government. Because of this, conflicts often arise that cause disruption of relations between the local village community and local communities as well as migrant communities. Despite this the relationship between communities, government society with local communities has been running for a long time because good communication is always maintained between the two groups of people.

The village government has a direct role in the management and development of the tourism sector. For example, in terms of arranging sale and purchase documents or land contracts, transfer of land rights that have been purchased or contracted by investors for resort development, business licensing matters, and determining the obligations of tourism business managers to villages. In this connection, the policies issued by the village government often do not involve the community in a meaningful way even though these policies still bring benefits to the village. In the context of community guidance and empowerment by prioritizing the tourism sector, it can be said that the role of the village government is still lacking. All policies related to the tourism sector are initiated by technical agencies at the district level, namely the tourism and creative economy offices.

This shows that the top down approach is still very strong in planning and developing the tourism sector. Therefore, in its implementation in the tourism sector, especially in the development of tourist villages, the local community does not participate due to their lack of knowledge about the policies issued by the village government relating to tourism management and development. This is of course contrary to the idea and spirit of community-based tourism where the formulation and

development concepts must come from the local community.

The role of local communities in the management and development of tourist villages is in the form of participation expected from the start of planning, implementation and evaluation. [2]. Local communities, especially indigenous people who live in tourist areas, are one of the key players in tourism development because they are actually the ones who will provide most of the attractions as well as determine the quality of tourism products. In addition, local people are the direct owners of tourist attractions that are visited and enjoyed by tourists.

Changes in the tourist area will be in direct contact with their interests. Therefore, the use of resources for sustainable tourism development must involve local communities and provide them with optimal benefits. The size of the participation provided by the community, among others, can be seen from the ability to understand at every level of public policies related to the management and development of tourism villages.

Marinsow villagers generally have a junior high school education / equivalent. And this is still classified as low education so that it has a limited understanding of the management and development of a tourist village. The low level of understanding affects the lack of interaction with the tourism management. This factor is one of the reasons for the low community participation in the development of a tourist village.

Another factor that contributes to the low level of community participation is material factors or economic capacity. In general, the economic life of the Marinsow village can be said to be only sufficient to meet daily needs and not enough for investment in the development of the tourism sector. It can be said that economic capacity is one of the obstacles in conducting individual tourism businesses.

#### ➤ *Society participation*

The results showed that the quantity of human resources in the village of Marinsow is very supportive for tourism village development activities. However, in terms of quality, especially the participation or participation is still low.

It has been explained that historically the local people living in the village of Marinsow are indigenous people who have lived in the village from generation to generation from the time they first opened the area to the present. However, this does not guarantee that they are able to become professional tourism actors to serve tourists visiting the village. Many of them want to become guides but fail because they don't have the competence to carry out this job. Especially the communication skill factor. Another factor that affects is the lack of adequate knowledge and understanding of tourism resources, especially natural tourism available in Marinsow village. So it is difficult to explain to visiting tourists. Therefore, coastal communities need to improve their competence by following training,

guidance and counseling programs whose availability is provided by the local government through cooperation programs with related agencies. With such activities, it is hoped that local communities will be able to actualize themselves in tourism activities. The awareness of the local community to improve their abilities is a form of basic participation which is very important in improving the quality of the management of Marinsow village to become a tourist village that is known and of interest to both foreign and domestic tourists.

If observed from a physical perspective, the ability of human resources at the research location is very supportive. This can be seen in the fact that the people who live on the coast of Marinsow Village are workers who have strong physical conditions, both men and women. With their physical condition and strong energy, they work to manage or utilize the available natural resources in the area, especially in agriculture and fisheries to fulfill their survival. However, from a non-physical perspective, according to the level of education of the community it is generally low, giving an indication that the quality of human resources is still low. As it is known, the main purpose of developing the tourism industry is to improve the quality of the people's economy because the tourism sector has now become a commodity capable of driving the country's economy. The problem that arises then is how to align the interests of the sustainability of the tourism industry based on local communities with economic interests that refer to the concept of sustainable development.

The economic factor referred to here is not only the low level of the community's economy in meeting the needs of their daily lives, but they have not been able to raise capital independently to manage the available tourism potential. This capital problem can actually be overcome through the roles and responsibilities of the government as policy makers at the village level, for example by collaborating with related agencies in order to facilitate access to capital so that it is hoped that the community will have the ability to manage tourism businesses independently.

The government is the ruler, policy maker and decision maker in the village. In fact, the programs designed and implemented by the government have not been able to reach the aspirations of the general public. Actually, there is already a desire from the local community to participate actively, directly or in the form of thoughts, in fact this is not aligned with the implementation of community-based government programs. Especially in the field of tourism, it has not been maximized and is not carried out intensively. All activities are dominated by the government. The government as program maker and policy maker has not directly involved the community and was involved in decision making. This is an obstacle in increasing community participation as the main stakeholder independently managing and developing community-based tourism businesses.

It is evident from the community that the community has not been actively involved from the planning stage to the implementation stage, so that in the end programs that may be designated by the community from the government or related agencies are not well targeted. From this it raises a new problem in the social life of the community with the local government and related agencies in developing a tourist village. The development of a tourism village directly involves the community in it both in the planning and implementation stages, so it is hoped that the community will participate actively. Until now, all policies have not been maximized, the program is still in the orientation of the government or related agencies.

## V. CONCLUSIONS AND RECOMMENDATIONS

### ➤ *Conclusion*

Based on the results of observational research, in-depth interviews and literature studies, the following conclusions are drawn: The role of the Marinsow Village community in tourism management is still low. The root of the problem of low community participation in tourism activities is known to be closely related to the low quality of human resources, cross-stakeholder communication, and government regulations on aspects of sustainable tourism. Until now, the community, especially productive workers, lack the capacity to understand and have sufficient skills to play a role in the tourism sector. Community involvement is still limited to the ability to work in fields requiring manual labor at tourist sites owned and managed by investors. The low quality of human resources in the tourism sector causes the management of natural and cultural potentials to be not maximized, this is a challenge in itself for efforts to develop community-based tourism villages in Marinsow Village.

### ➤ *Recommendation*

1. It takes a strong commitment from the government, especially the North Minahasa District Government in developing community-based tourism villages in terms of empowering local communities in supporting regional tourism.
2. It takes an increase in training and intensive human resource development for village communities as business actors in tourism activities, so that it is hoped that they will be able to encourage the success of improving the quality of visitors in Marinsow Village.
3. Infrastructure and infrastructure need to be repaired and to improve the cleanliness of tourism objects and the community environment so that a beautiful, cool, friendly and environmentally friendly village can be realized.

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