

# Development of *Community Based Touris* Bolihutuo Beach Botumoito District Boalemo Regency, INDONESIA

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**Abstract:-** The development of Community Based Tourism (Community Based Tourism) needs to be applied to be a reference for the government and the community so that Tourism Activities for the management of bolihutuo beach attractions are able to improve the standard of living of local people, especially Street Vendors. In addition, the authority of regulatory issues on the division of responsibility between the Boalemo District Tourism Office and the Bolihutuo Village Government is able to cooperate in improving the existing community on Bolihutuo Beach. This research aims to find out How Community Based Tourism Development and supporting factors and development of Bolihutuo Beach Botumoito District Boalemo District. This research was carried out using qualitative methods with a phenomenological approach. The stage is initiated by Observation, which is to conduct observations and direct recording that systematically research on Community Based Tourism Development (Community Based Tourism) Bolihutuo Beach Botumoito District Boalemo Regency. 2. Interviews used free interviews are structured, meaning that researchers hold in-person interviews with elements of local governments, sub-districts, tourism managers, and the public, and free interviews mean researchers are free to ask questions that have been prepared in advance. 3. Literature studies, namely data collection by reading literature or research results relevant to Community Based Tourism Development (Community Based Tourism) Bolihutuo Beach Botumoito District Boalemo.

**Keywords:-** Community Based Tourism, Tourism, Street Vendors.

## I. INTRODUCTION

### Background

Indonesia as an archipelago, has the potential to develop a very large tourism industry, because the tourism industry in Indonesia in particular and the general world has also grown rapidly. The development of the tourism industry can not only have an impact on the country's foreign exchange income, but also has been able to expand opportunities to try and create a new job for people who do not have jobs and overcome unemployment in the area (Rahma, 2013). Tourism activities occur when there are tourist destinations and tourists, which form a system. The main tourism system consists of the

demand side and the supply side. Community empowerment has now become an important agenda of the government, especially as a continuation of the failure of the concept of past development. Not only the government, but the business world also has community empowerment programs as a form of their social responsibility to the community, (Corporat Social Responsibility / CSR). But this is often contrary to reality on the ground. Empowerment programs are less targeted, because they are often done in charity, plus empowerment programs even drain and deceive the people. So that the practice of corruption is rampant, the rich are getting more powerful, the poor are getting powerless. One strategy to empower the community through the tourism industry is to utilize street vendors (street vendors). Street Vendors (STREET VENDORS) is a potential business opportunity that is quite promising proven to be able to move the economy in the middle of the conditions difficulty finding jobs and job cuts (layoffs). The development and management of marine attractions in the gorontalo province, one of which was developed is the Bolihutuo Beach tourist attraction located in Boalemo Regency about 120 km from Gorontalo City, overlooking Tomini Bay. Also known as Boalemo Indah Beach, this beach is famous among local and foreign tourists for its natural beauty. This beach offers interesting and enchanting scenery with views of white sandy beaches, lined with pine trees and giant palms. It is one of the main tourist attractions in Boalemo Regency.

### Research Problem Formula

1. How to Develop Community Based Tourism (Community Based Tourism) Bolihutuo Beach Botumoito Subdistrict Botumoito, Botumoito Subdistrict Boalemo Regency.
2. What are the supporting factors and inhibiting the Development of Community Based Tourism (Community Based Tourism) Bolihutuo Beach Botumoito Subdistrict, Botumoito District Boalemo Regency

### Special Purpose of Research

3. To find out How Community Based Tourism Development (Community Based Tourism) Bolihutuo Beach Botumoito District Boalemo.
4. To find out what are the supporting factors and inhibiting the Development of Community Based Tourism (Community Based Tourism) Bolihutuo Beach, Botumoito District Boalemo Regency.

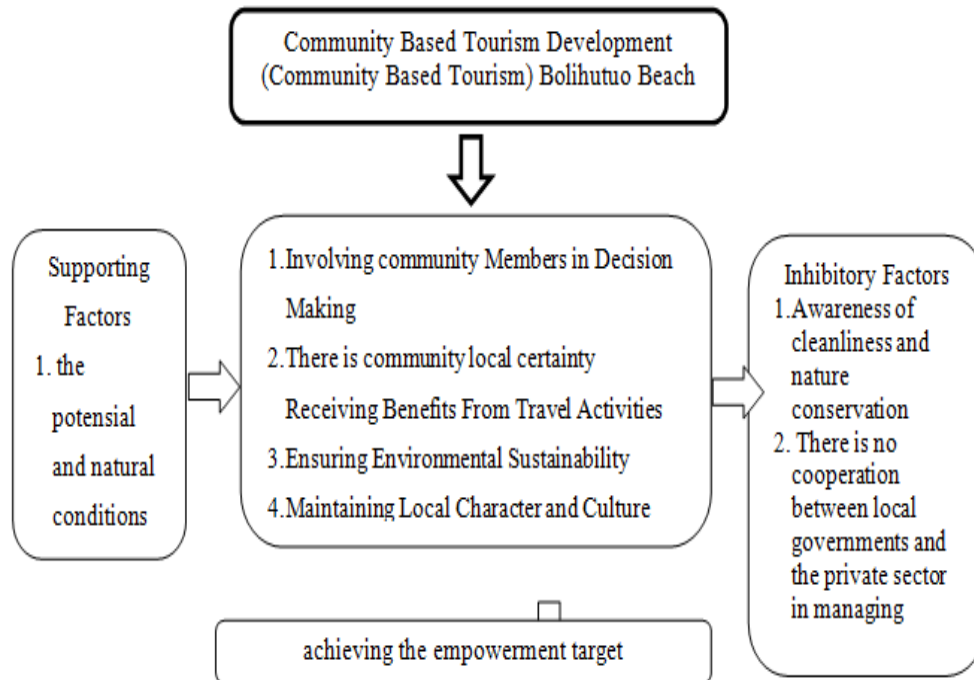
**Urgency of Research**

The urgency of this research is carried out so that this research can be one of the contributions of thought and input materials to be a reference for the private sector for how community-based tourism development (Community Based Tourism) Bolihutuo Beach Botumoito District Boalemo.

**Contribution to Science**

Research can be used as the material of further comparative studies and will be a contribution of scientific thought to complement studies that can lead to the development of science especially in, Community Based Tourism Development (Community Based Tourism) Bolihutuo Beach Botumoito District Boalemo Regency.

**II. RESEARCH FLOWCHART**



**III. LIBRARY REVIEW**

The paradigm of community empowerment that is fattening as a central issue today arises in response to the reality of unresolved gaps, especially between communities in rural, remote, and underdeveloped areas. Empowerment basically puts the community as the center of attention and at the same time the main actor of development. The empowerment paradigm is a people-centered development and is a development process that encourages community initiatives rooted from below. (Alfitri, 2011).

Judging from the operationalization process, the idea of empowerment has two tendencies, Mardikanto (2010): a. Primary tendency, which is the tendency of processes that give or transfer some power, power, or power to society or individuals becomes more empowered. This process can also be complemented by efforts to build material assets to support the development of their independence through organizations. b. Secondary tendency, which is a tendency that emphasizes the process of providing stimulation, encourage or power to determine what is his life choice hammering the process of dialogue. The tendency gives (at extremes) as if it were opposite, but often to realize the primary trend 11 must check the secondary tendency first.

Balderton Tourism Management Concept (in Adisasmita, 2011), the term management is the same as management that is to move, organize and direct to 15 human efforts to be able to utilize effectively materials and facilities in achieving a goal. Management is not only carrying out activities, but also a series of activities that include management functions, such as planning, implementation, and supervision to be able to achieve goals effectively and efficiently.

Community Based Tourism as an empowerment approach that involves and places the community as an important actor in the context of the new paradigm of development, namely sustainable development paradigm of community-based tourism is 18 opportunities to mobilize all the potential and dynamics of society, to offset the role of large-scale tourism business actors. Community-based tourism does not mean a small and local effort, but needs to be put in the context of community cooperation in a sustainable manner global. Community based tourism as tourism that takes into account and places environmental, social and cultural sustainability, regulated and owned by the community, for the community. This theory looks at community based tourism not from economic aspects first but aspects of community capacity building and the environment, while economic aspects become induced impact of social, cultural and environmental aspects janianton (2013).

The management of tourism resources in tourism destinations by involving the local community has a number of reasons. According to Korten in (Satria 2009) the underlying reasons are:

- a. Variation between regions (local variety), i.e. each region cannot be given the same treatment because each region has its own characteristics distinguishing other regions, so that the management system will be different, in addition to the local community and best aware of the situation of the area;
- b. The existence of local resources (local resources) that are traditionally controlled by the local community, let go who better know how to manage local resources that are sourced from generation-to-generation experience;
- c. Local accountability, this management carried out by local communities is more responsible because these activities will directly affect their lives Community Based Tourism is the concept of developing a destination

Street vendor concept or abbreviated street vendor is a term to refer to merchandise vendors who conduct commercial activities over road-owned areas (DMJ / sidewalks) that (should) be intended for pedestrians (pedestrians). There are opinions that use the term street vendors for traders who use carts. Those five legs are two merchant legs plus three feet (which is actually three wheels, or two wheels and one wooden foot). Linking the number of legs and wheels to the term five feet is a far-fetched opinion and incompatible with history. Traders who 'mangkal' statically on the sidewalk is a fairly new phenomenon (around the 1980s), previously street vendors dominated by pikulan traders (cendol sellers, telur crust traders) and titles (such as street drug dealers). (Graceful, 2015).

The understanding of street vendors can be explained through the general characteristics presented by Kartono et al. Dalam (Purwadi, 2007);

- a. Is a trader who sometimes also means producers.
- b. Some are settling in a certain location, some are moving from one place to another (using pikulan, stroller, place or booth that is not permanent and unloading).
- c. Peddling foodstuffs, beverages, other consumable goods that are durable in retail.
- d. Umunya small capital, sometimes only a tool for the owner of capital by getting just a commission in return for his efforts
- e. The quality of the goods traded is relatively low and usually not lersetandart.
- f. The volume of money is not much, the buyers are low-power buyers.
- g. Small skla business can be a family enterprise, where mothers and children help in the business, either directly or indirectly.
- h. Bargaining with sellers and buyers is a characteristic of street vendors.
- i. In carrying out his work there are those in full, some carry out after work or at leisure, and some carry out seasonally.

#### IV. RESEARCH METHODS

Types of qualitative research through phenomenological approaches

#### V. RESULTS AND DISCUSSION

Bolihutuo Beach is one of the mainstay attractions of Boalemo Regency, bolihutuo said taken from the name of the village itself, bolihutuo village. At first the tourist attraction area of 1,800 meters<sup>2</sup>, but for access that is now developed by the Boalemo Regency Regional Government which is 1,200 meters<sup>2</sup>. In 2000 it was proposed by the local government, the Regent of Boalemo Mr. Iwan Bokings. In 2001 the month of October was officially inaugurated as a tourist attraction in gorontalo province.

Picture 1. Bolihutuo Beach



At the time of the trip, visitors will pass through the green scenery of Boalemo Regency accompanied by cool air and hilly valleys. Palm trees are scattered among green hilly terrain and line the beach, giving these 38 areas a calm and relaxed atmosphere. This is a great place to come if looking for relaxation and a break from the hectic routine of everyday city life.

1. Bolihutuo Beach Is the ideal beach for a family weekend getaway. Smooth white sand is perfect for playing sandcastles and other sand games. Along the coast are water sports facilities and equipment for rent such as jet skis, motor boats, and diving and snorkeling equipment.
2. Food Around Bolihutuo beach there are several restaurants to try. One of them is Rumah Makan which provides a typical local food menu, such as gulai goat meat (local curry), curry, satay and other dishes. There are also three separate restaurants along the coast that specialize in local seafood.
3. Inn Not far from Balihutuo Beach, about 3 km before the city of Boalemo, there are several lodging places to choose from. There is a simple, clean and adequate Pratama Hotel, Another option is a small cottage located along the bolihutuo beach, which is owned by the Boalemo Regency government and can be rented by the public.

### **1. Community Based Tourism Development in Bolihutuo Beach, Botumoito Subdistrict.**

Empowerment basically puts the community as the center of attention and at the same time the main actor of development. The empowerment paradigm is a people-centered development and is a development process that encourages community initiatives rooted from below. The author will discuss related to community-based tourism development by looking at the elements of including community members in decision making, ensuring that people receive benefits from tourism activities, ensuring environmental stability and maintaining unique local character and culture.

### **2. Include members of the public in decision making**

Citizen involvement in tourism development is very important to ensure that the results obtained are in line with the needs and benefits of local residents. Community participation not only strengthens the capacity of local communities, but increases the empowerment of citizens in joint development. The development of Bolihutuo beach is inseparable from the participation of the community.

Who participate in the development of tourism, starting from the design stage to implementing a program that will be implemented. Boalemo district government is very serious in involving the community around Bolihutuo beach as an effort so that tourism development can improve.

The economy of the community and assist the people of Society in utilizing human resources.

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(Interview with VK on May 27, 2021) this is in line with what was conveyed by the Village government officials in addressing the importance of community participation.

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### **4. The Certainty of Local Communities Receiving Benefit from Activities**

Election tourism on policy instruments will be decisive if based on a complete study of the goals to be achieved in the most efficient way possible, not based on partial and incomplete studies. Thing

The most important thing is to be based on morals and good political will. The issues that are developing today regarding tourism planning only emphasize the technical aspects when in fact it is a political issue that concerns the regulation of all components of tourism in order to suppress the interests of the community. The Botumoito district government ensures bolihutuo beach tourism activities provide benefits for the community. This belief is based on aspects of many tourist activities involving the community and all profits are managed by the community itself without sharing the profits with the government.

"If to ensure that the benefits of Bolihutuo beach tourism activities can be felt by the community I refer to the income of the community as a result of tourist activities, where the entire income is managed and implemented by the community without retribution to the government. This is a proof that bolihutuo beach tourism beach tourism can be used by the community as a spiritual tourist location because the natural conditions are very 49 activities provide benefits for the community. In addition, Bolihutuo comfortable there for worship, for me it is one of the benefits that can be felt by the community." (Interview with AR on May 30, 2021)

### 5. Ensure Environmental Sustainability.

The tourism industry is generally based on the availability of natural resources such as air, land and water. These natural resources are used as objects as well as products for the tourism industry. Natural ecosystems will be damaged if their planning, development and operation are not properly regulated. On the other hand, if developed sustainably, tourism can be a positive force for environmental conservation. The importance for tourism managers to involve the community in the development of the tourism industry is because people are very familiar with the geographical conditions of nature where people live. One of the attractions owned by Bolihutuo beach is the natural beauty that is still very natural so visitors always prioritize Bolihutuo beach as a place to do tourist activities. The beauty of nature is certainly the responsibility for the government and managers to always keep it from being damaged as a result of tourism development.

"The attraction of Bolihutuo beach is because of the natural conditions that are still very natural, it's one of the advantages of Bolihutuo beach. The government always emphasizes to the management to pay attention to environmental stability in tourism development, what's more we see a lot of development there. Of course there must be a good planning mechanism so that the nature reserve there is not damaged. In addition, the most important thing is the appeal for visitors to always maintain cleanliness, we often find seawater polluted by plastic wastes of former visitors. There must be awareness from visitors so that we maintain each other's stability of the environment." (Interview with AR on May 30, 2021)

### 6. Maintain unique local character and culture.

Culture-based tourism in the form of natural beauty treats and the uniqueness of local community tradition art as the main attraction of tourists. However, the tourist visit is feared to have an impact on the cultural aspects of the local community, namely the emergence of a shift in cultural idealism that upholds cultural values as a way of life into market idealism based on profit motives. The existence of Bolihutuo beach tourist sites has a negative impact on the main community on the character and culture of the community so it needs a deep process so that the condition occurs to the community around Bolihutuo beach tourism. "Bolihutuo has progressed even as well as Boalmeo Regency, especially when nickel mines enter there so that the existence of local character is certainly continuous, but there are still some who maintain the most tangible culture such as the friendly attitude of the indigenous people there, the character of the community that is friendly and open to the outside world as evidence of community acceptance of new people who come in Bolihutuo. One form to maintain the characteristics of the community there is to form a community community, such as Sadar Wisata, indigenous institutions and other community groups and it is known that there are also many customary heads in these tourist attractions. The government seeks to facilitate the form of community needs so that it is not eroded by culture from outside." (Interview with AR on May 30, 2021) The results of the interview with AR is one form of effort made by the local

government in maintaining the characteristics and culture of the Bolihutuo community to be maintained by supporting the establishment of indigenous institutions and also facilitating all forms of needs of these institutions so as not to be eroded by cultures coming from outside.

### 7. Supporting Factors and Inhibiting Community Based Tourism Development of Bolihutuo Beach, Botumoito Subdistrict, Boalemo Regency

The process of tourism governance clearly has several supporting mechanisms so that in its management in accordance with the wishes that have been designed, bolihutuo beach tourism governance has several factors that benefit the manager in the framework of tourism development, some of which are: Natural conditions are still maintained.

## VI. CONCLUSION

Based on the results of the author's discussion related to community-based tourism development research bolihutuo beach, Botumoito subdistrict, namely involving community members in providing input in terms of improving bolihutuo beach tourism goes well where the Tourism Office and the village government in this case always involve the community in decision making. There is Certainty of Local Communities Receiving Benefits from Tourism Activities. h management of bolihutuo beach attractions provides benefits directly or indirectly to the community, Guaranteeing Environmental Sustainability, Maintaining Bolihutuo's Unique Local Character and Culture.

It is expected that the local government and bolihutuo beach tourism managers to always open space to the community so that they can be empowered so that the community can live independently, to the Tourism Office to build coordination with the village government in the framework of the management of Bolihutuo beach attractions, to the tourists so that if they build awareness to always maintain the cleanliness of bolihutuo beach attraction locations so that the existence of tourist sites can also be enjoyed by gener Milk coming up. To the Tourism Office or tourism manager to reactivate the Gallery that provides goods in the form of souvenirs typical of the Boalemo Regency area.

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