

Management of Marine Tourism with a Model Approach Community Based Tourism in Increasing Public Income at Tourist Attractions in Bone Bolango Regency, Indonesia

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Abstract:- This research aims to provide recommendations for tourism management strategies in the coastal areas of Botu Barani, Botutonuo and Molotabu Villages of Bonebolango Regency with the concept approach of Community Based Tourism (CBT). The data used in this study there are two types, namely first, primary data using a quanter to see the characteristic answers of respondents from environmental conditions, social conditions of the community and economic conditions of the community. Second, the secondary data used in this study is the Monograph of Research Locations / Villages, policies related to marine tourism, development strategies formulated using methods / analysis known as strength, weakness, opportunity and threatement and and use other sources of literature to conduct discussions in this study. The results showed that the implementation of Community Based Tourism-based marine tourism management in increasing community income in Bonebolango regency tourist attractions has produced several recommendations for sustainable development including: (1) Management of bonebolango district marine tourism objects involving the community in management and development, starting from the planning stage, implementation to the evaluation stage, (2) Develop a tourism object program that has characteristics in accordance with the natural and cultural potential of the community to be developed as an attractive tour package, (3) Form a community-based tourism conscious organizational structure, (4) coordinate with the government and the community, (5) provide assistance to the community related to the management of marine tourism with cbt approach (6) Improving Human Resources and providing continuous counseling. and the community as a tour manager.

Keywords:- Marine Tourism, CBT, Community Income.

I. INTRODUCTION

1.1 Background

Indonesia is the largest country in Southeast Asia. This Thousand Island Country also ranks 15th in the list of the largest countries in the world. In addition to having a large area, Indonesia is also dubbed as a maritime country. This is because most of Indonesia's territory consists of waters. Indonesia has a total area of 5,180,083 km² covering land and ocean areas. Indonesia's land area is 1,922,570 km² with a long area of 3,977 miles. Meanwhile, the sea area is wider, which is 3,257,483 km². The vast water area makes the country filled with abundant wealth of marine natural resources. Starting fish, shrimp, and many more, and not only that, Indonesia also has great maritime tourism potential. Small islands and territorial waters in Indonesia are able to attract tourists to visit which can provide many benefits (Dahuri Rokhmin, 2018). Such great potential should be able to provide a viable source of livelihood. But in reality, people's quality of life is still relatively low. For this reason, it takes the role of the government as an entrepreneur, coordinator, and facilitator will cover the factors of each ministry in the district to be able to participate in the regional development commission team to verify, evaluate in the regional development program (Armandi soares, 2015).

Bonebolango Regency is a regency that is on the line along the coast and part of the seaside area has been a residential area inhabited by local fishermen, and is very influential on local wisdom rather than the culture of the Gorontalo community. Bonebolango regency has an area that directly borders the coastline (coastal) especially in the tourist villages of Botu Barani, Botutonuo and Molotabu as marine attractions. The people in the village can be categorized as people who have known the modern community system by not knowing the social strata system as in the community like the rural community.

The rapid development of society as a result of globalization and the rapid advancement of communication and information technology makes the saturation and stress levels that exist in humans higher so that they need a place and atmosphere that is relaxed and can refresh health and mind, therefore it takes a place that becomes a travel destination or commonly referred to as a tourist destination. Responding and responding to this, the Bonebolango Regency Government seeks to provide tourist attraction facilities, both through the development of existing tourist attractions and the opening of new tourist attractions. Bonebolango Regency which has a long coastline emblazoned along the coastal waters of the south coast (tomini bay) provides its own opportunities for the development of beach tourism, especially in the tourist destinations of Botubarani Whale Sharks and white sand beaches Botutonuo and Molotabu is expected to increase community income and contribute to regional development.

II. LITERATURE REVIEW

2.1 Community/CBT (Community Based Tourism)

Community-Based Tourism is a tourism where the community as the main object, in the development of community-based tourism, the community has a role in all sectors of development both as planners, investors, implementers, managers, supervisors and evaluators according to (Hadiwijoyo, 2012). Meanwhile, according to Noor Rohman, (2016) that community-based tourism development is a development model that provides the greatest opportunity for the community to participate in tourism development. In addition, the existence of the tourism conscious group needs to continue to be supported and fostered so that it can play a more effective role and help drive community participation to realize an environment and atmosphere conducive to the growth and development of tourism activities around pariwisata destinations (Firmansyah, 2012).

2.1.1 Community Economic Empowerment

Sunaryo, (2013) in Rahayu et al., (2016) defines community empowerment as a process that not only develops the economic tensions of a helpless society. However, it must also strive to improve the dignity and dignity, self-confidence and self-esteem, and maintain the local cultural value order. Community empowerment is interpreted as an effort to strengthen power (power) or empowering from the powerless community, usually those who belong to marginalized communities.

2.1.3 Concept of income

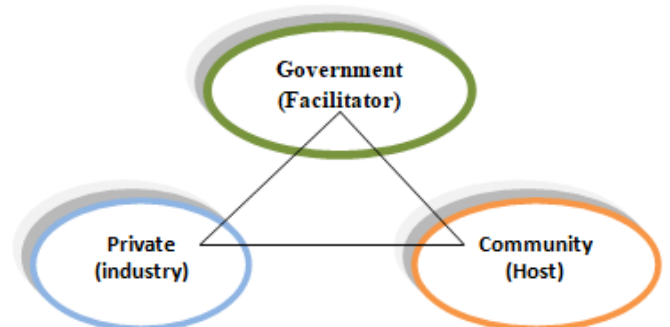
Milton Friedman's theory is explained in research conducted by Usman, (2021) that people's income can be classified into two, namely permanent income and temporary income. Permanent income can be interpreted as income that is always received in a certain period and can be estimated in advance, for example income, wages, and salaries. Temporary income is income that cannot be estimated before.

Furthermore, Soekartawi, (2002) stated that income will affect the number of goods consumed, that is often

found with increasing income, then the goods consumed not only increase, but also the quality of these goods is also a concern. For example, before the addition of rice income consumed is a less good quality, but after the addition of income, rice consumption becomes a better quality. The increase in the amount of income not only affects the amount of consumption but the quality of a good that will be consumed.

2.2 Community-based tourism management model as a community economic empowerment strategy

The model used in this study is the CBT (Community Based Tourism) model which is the concept of developing a tourist destination through the empowerment of local communities, where the community participates in planning, managing, and voting in the form of decisions in its development. (Rochman, 2016). Similarly in a Guidebook of The Tourist Conscious Group by Rahim. F, (2012) has presented an illustration of the CBT model of community-based development that collaborates between government, private and community in tourism as follows:



Picture1. Stakeholders in tourism (Murphy, 1990)

2.2.1 Relevant Research

- Aderius sero, (2012) the results of research showed that there is participation or active role of the community in efforts to develop marine tourism in North Halma-hera Regency because the people in the region feel they have and benefit from the attraction.
- Jamalina, I.A and Wardani, n.d (2017) in their research explained that Nglanggaran Tourism has successfully developed its attractions using CBT models by overcoming obstacles derived from price factors, places, human resources, places and promotions.
- (Rahayu et al., 2016)(Rahayu, S., Dewi, U., and Fitriana, K, 2016) in his research found that the implementation of CBT-based development models can create employment opportunities, reduce poverty rates, environmental and cultural preservation in the community in Kulon Progo Regency of Yogyakarta Special Region so as to improve the economy in the community
- Darsana, (2015) The results of the study show that one of the right development models to be applied to marine tourism is community based tourism with a tourist attraction approach or other alternatives as ecotourism
- Satrio, D and Sabana, (2018) in the results of the study explained that community participation in the implementation stage of all communities involved or

participating in maintaining the tourist area either directly or indirectly

- Mamengko, P.R and Kuntari, (2020) The results of the research obtained are the multiplayer effect of community involvement in the management of marine tourism in coastal areas that include increased community income, the absorption of local labor, the opening of business space for local communities, maintaining the surrounding environment, and improvement of other supporting activities
- Binahayati & M. Fedryansah, (2018) uses two approaches in the management of marine tourism, namely the directive approach is the formation of tourism culture in the community. While the non-directive approach refers to the tourism culture that has been embedded in the activities of people's lives, as well as awareness from the community to maintain the sustainability of natural resources around it.
- Sino. et al., (2016) The results showed that during the aggression of whale shark tourism there has been an increase in tourists when compared to before. The impact of whale shark tourist destinations has a positive impact on local communities in the form of increased income, people's lives become better and living needs can be met.
- (Rahayu et al., 2016) The impact of local community empowerment in marine tourism activities for the lives of the people of Les Village is; The economic impact is the increase in people's income, as well as the increasing welfare of the community which is characterized by the fulfillment of community needs, both primary, skundur, and tertiary needs.

III. RESEARCH METHODS




The strategy of developing marine attractions in Botu Barani Village, Botutonuo Village and Molotabu Village of Bonebolango Regency is formulated using SWOT methods / analysis (strength / strength , weakness / weakness, opportunity / opportunity, threatment / threat). And then start by identifying and reviewing internal factors (strengths and weaknesses) and some external factors (opportunities and threats) that affect the development of tourist attractions in this research site. Next compare the two factors to get various development strategies implemented in the strategic program. Strategies related to development are formulated in the form of policies that will serve as the basis for the development of marine tourism objects in Botu Barani village, Botutonuo village and Molotabu village of Bonebolango district. In this study the data was obtained through questionnaires and in-depth interviews with respondents. The determination of samples is done by purposive sampling technique which is the determination of samples for a specific purpose. The sample selected in this study as many as 25 people consisted of stakeholders (stakeholders) who had a role in making development policies, especially related to the tourism sector in this area, among others: Community leaders, NGOs, universities (PT), Tourism Office and other relevant government agencies.

IV. RESULTS AND DISCUSSIONS

4.1 Research results

The final result in this study is a decent location to be used as a tour package, while the result of this planning is a model of sustainable tourism management and to achieve this, several analyses were carried out.

The attraction of tourist attractions in Bonebolango regency is summarized in three tourist attractions, namely; Botubarani Whale Sharks, Botutonuo White Sand Beach and Molotabu beach are pictured below:

Botubarani Whale Shark	Botutonuo Beach	Molotabu Beach
The village of Botubarani is not too far from the provincial capital of Gorontalo. The distance can be reached in approximately 30 minutes.	Botutonuo Beach can be reached in 35 minutes, access to the location can use four-wheeled and three-wheeled vehicles or two wheels.	Molotabu Beach is located in the village of Molotabu which is about 16 Km from gorontalo city center.
		
http://www.botubaranitourism.com	Sumber: https://www.liputan6.com	https://tempatwisataunik.com

Gambar 2. Attractions of Bone Bolango district attractions

4.2 Research Analysis

The data used in this study is of two types, namely primary data using a quanter to see the characteristic answers of respondents from environmental conditions, social conditions of the community and economic conditions of the community and secondary data used in this study is

The Monograph of Research Locations / Villages, policies related to marine tourism, development strategies formulated using methods / analysis known as strength, weakness, opportunity and threatment and strengthened by other literature. This can be seen below:

Table 1. Tourism Development Indicators

No	Indicators Tourism Development		Respondent's answer score					Score Current	Ideal Score	Average	Criteria
			1	2	3	4	5				
1	Environmental aspects	Tourist activities and interesting objects	0	2	2	10	11	110	125	4.20	Satisfying
		Available means of transportation	0	2	2	10	11	110	125	4.20	Satisfying
2	Social	Involvement of institutional elements	0	0	4	9	12	108	125	4.32	Satisfying
3	Economic	There is accommodation	0	1	7	8	9	100	125	4.00	Satisfying
		There is trade and services.	0	1	5	6	13	106	125	4.24	Satisfying

Source: author

From the respondents' answers with several indicators of marine tourism management with a community based tourism model approach in increasing public income in tourist attractions in bonebolango regency showed with answers from 25 respondents on average answering satisfactorily this means that indicators seen from environmental aspects, social aspects and economic aspects show satisfactory conditions.

4.3 SWOT analysis approach

The theme in this research is the management of marine tourism with a community based tourism model approach in improving the economy of tourist attractions in Bonebolango regency. The analytical approach used is swot analyst. Swot itself stands for Strength, Weakness, Opportunities, and Threats, which systematically can be helpful in identifying outside factors (O and T) and factors within the company (S and W). These words are used in the effort to prepare a plan that is mature to achieve the goal both in the short and long term. The Swot matrix can be seen at the following table:

Table 2. SWOT Matrix

<p><u>Opportunity –O</u> Marine Tourism Management with a Community Based Tourism Model Approach in Increasing Community Income in Tourist Attractions in Bonebolango Regency</p>	<p><u>Strength –S</u></p> <ol style="list-style-type: none"> 1. The attractions of Botubarani Whale Shark attractions, botutonuo and molotabu white sand beaches are very interesting 2. The participation of the people in the tourist attractions botubarani whale sharks, white sand beaches Botutonuo and Molotabu is very high 3. Public openness and friendliness at botubarani whale shark attractions, Botutonuo and Molotabu white sand beaches to visitors is excellent 	<p><u>Weakness –W</u></p> <ol style="list-style-type: none"> 1. The participation of the village community tends to be implementing or object-carrying 2. Public education background in botubarani whale shark attractions, botutonuo and molotabu white sand beaches are still low so that the management of tourism is still not maximal 3. Peromosi about Botubarani Whale Shark attractions, Botutonuo and Molotabu white sand beaches have not run optimally
<p><u>Opportunity –O</u></p> <ol style="list-style-type: none"> 1. The existence of regulations from the government that promote and encourage the development of tourism in marine tourism objects in Bonebolango Regency 2. The existence of corporate social responsibility (CSR) by contributing to sustainable development in tourism midwives 3. Tourist market that is still wide open especially marine tourism in Bonebolango Regency 	<p><u>Strategy S-O</u></p> <ol style="list-style-type: none"> 1. Involving the community in the development of tourist attractions starting from the planning stage, implementation and also evaluation 2. Develop a typical tourist attraction program in accordance with the natural and cultural potential of the community 3. Promote Botubarani, Botutonuo and Molotabu community-based attractions of Bonebolango regency. 	<p><u>Strategy W-O</u></p> <ol style="list-style-type: none"> 1. Assistance to the community to control planning, implementation until evaluation activities 2. Improving the ability of human resources (HR) in the community in botubarani, botutonuo and molotabu tourist attractions by holding trainings, especially in the field of tourism 3. Training skills to the community to explore the potentials of tourist attractions that can provide selling value

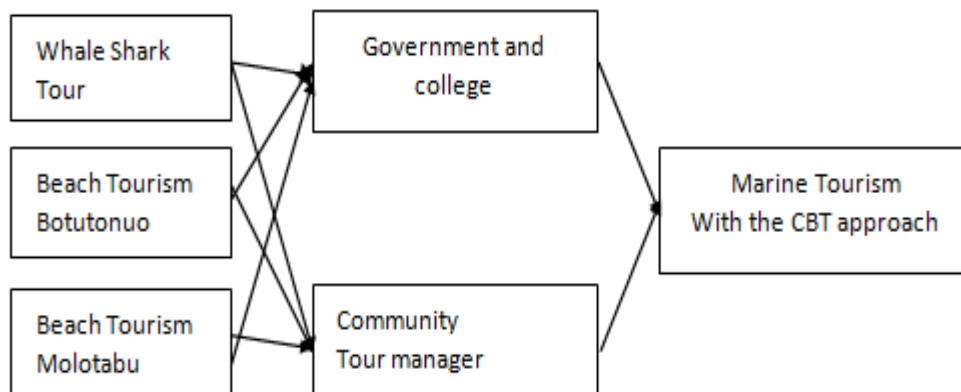
<u>Threat –T</u>	<u>Strategy S-T</u>	<u>Strategy W-T</u>
1. Lack of coordination between SKPD in Bone Bolang District of Gorontalo Province 2. Lack of coordination between the Government of bone biolango regency with the community in tourist attractions	1. Build good coordination and synergy between local government organizations and local government organizations in the bonebolango district local government environment 2. Establish coordination between the Government and community groups with the capacity of tourist attraction institutions	1. Providing counseling, direction and explanation to the community, especially those who live around tourist attractions, about the importance of tourism or the benefits of tourism development for efforts to support regional economic development and improve the welfare of the community, especially people in the countryside who live around the object of tourism.

Source: Constituent Analysis ,2021

Based on swot analysis that has been done, a precise strategy for the management of marine tourism with a community based tourism model approach in increasing community income in bonebolango district is summarized in three attractions, namely Botubarani Whale Shark, Botutonuo beach and Molotabu including the following:

- Involving the Community in the development of tourist attractions starting from the planning, implementation and evaluation stages
- a. Participation in decision making and management in this stage of the Government only acts as a facilitator and decision making about the management and development of tourist attractions is fully in the hands of the community.
- b. Participation in implementation and evaluation
- The people around tourist attractions take part to provide huts / gazebos for rest for visitors to enjoy the atmosphere of the beach.
- The surrounding residents provide their homes as lodging places for visitors who want to spend the night in botubarani, botutonuo and molotabu attractions.
- The provision of four-wheeled and two-wheeled vehicle parking spaces is available in front of the homes of their respective residents in the area of Botubarani, Botutonuo and Molotabu tourist attractions of Bonebolango Regency.

- The community participates in the sale of various food and beverage businesses for visitors, souvenirs, as parking attendants and also as guides at botubarani, Botutonuo and molotabu attractions.
- a. Tourist visits to botubarani, Botutonuo and Molotabu attractions are increased by the botubarani whale sharks, white sand and colorful pebbles on Botutonuo and molotabu beaches, adequate road infrastructure, and a very strategic location to open businesses for the local community. Recreational activities carried out in the area of botubarani, Botutonuo and molotabu attractions, in addition to beach recreation activities (swimming) as well as snorkeling and diving. In the coastal area of botubarani, Botutonuo and Molotabu tourist attractions there are coral reefs and biota life in them.
- 1. Developing a typical tourist attraction program in accordance with the natural and cultural potential of the community by utilizing and optimizing the advantages that exist and are owned by Botubarani, Botutonuo and Molotabu tourist attractions are very likely to be developed by conducting cooperation and synergy between the government, universities and community groups as a strategy package to develop the management of tourist attractions in increasing regional and community income in Kabupa tourist attractions ten Bonebolango Province of Gorontalo as charted by the researchers as follows:



Source: Author Analysis, 2021

2. Promote Botubarani, Botutonuo and Molotabu community-based attractions bonebolango district

Promotion is an activity to advertise a product in order to generate a sale and can create brand loyalty or brand.

Promotion includes communication methods used by the marketing department to provide information about their products and that information can be verbal and visual. Various notions of promotion that have been put forward by

marketing experts around the world, but the understanding is more or less the same, namely promotion is a pleasure to inform, inform, offer, persuade, or disseminate a product or service to prospective consumers with the aim that the prospective consumer can finally make a purchase. There are many types of promotions that are suitable in developing marketing strategies are as follows:

a. Print Media Promotion

One of these promotional media is a way that can most attract more consumers, because this one media can be seen by various levels of society. This type of media can be banners, brochures, banners, advertisements, catalogs, magazines, banners, billboards, magazines, books, stickers, pamphlets, flyers and others. Promotion through print media is fairly able to reach consumers more widely and on target especially in tourist attractions Botubarani, Botutonuo and Molotabu Gorontalo

b. Electronic Media Promotion

Electronic media advertising is an advertising medium whose work process is based on electronic and electronic principles. The reach of electronic media has the advantage of being able to reach a wider audience at the same time. This electronic media is one way to promote botubarani, botutonuo and molotabu attractions by using television advertising, radio advertising, domain name advertising and online advertising.

c. Promotion of Internet Media

The internet media used is to create a website about tourist attractions in Botubarani, Botutonuo and Molotabu.

d. Other Media Promotions

By holding or organizing events or art performances that are routinely held with the aim of allure to the community to come to the tourist attractions of Botubarani, Botutonuo and Molotabu

3. Mentoring

Bonebolango Regency Government, especially the tourism office provides assistance to every community group in Botubarani, Botutonuo and Molotabu attractions to be able to conduct escorts in every process of better tourism services to every visitor, because in implementing community-based tourism services there needs to be good coordination and communication in each tourist conscious group and cannot be done instantly. In each assistance must be controlled by those who have expertise and competence

in their respective fields. Similarly, in assistance to the community it is necessary to provide adequate facilities and better coaching so that the community can be more independent.

4. Increase in Human Resources

Improving human resource capabilities in botubarani shark attractions, Botutonuo beaches and Molotabu provides various trainings, especially in tourism on a regular basis every month, the training program aims to increase human resources in Botubarani, Botutonuo and Molotabu Gorontalo attractions as follows:

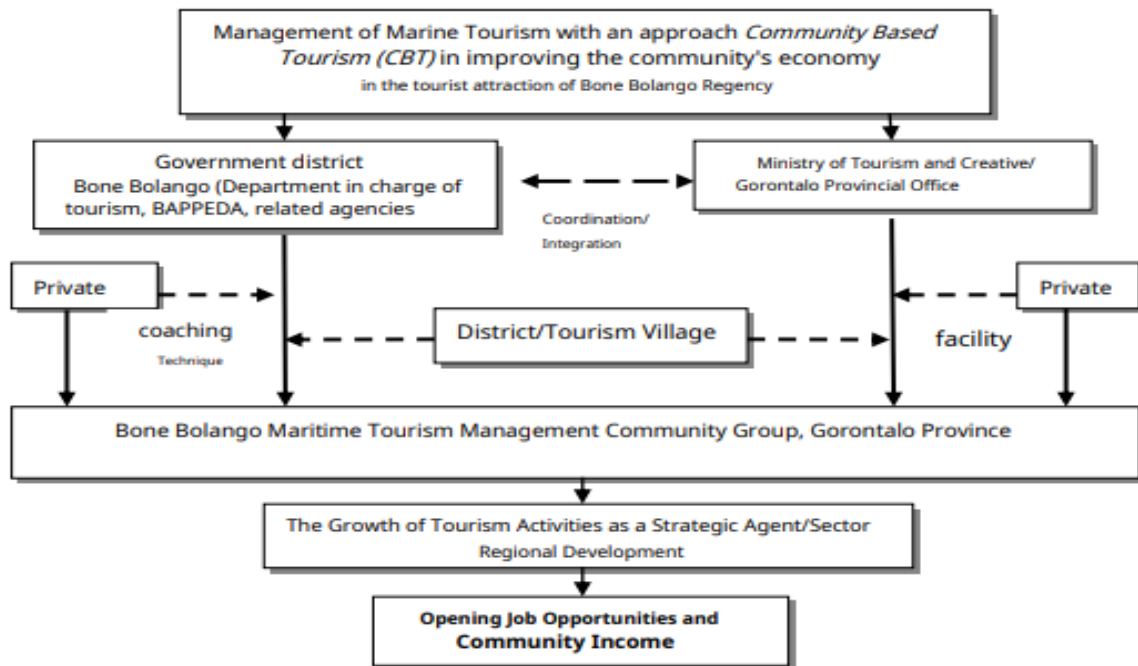
- a. Excellent service program in tourism
- b. Empowerment and improvement programs of local cultural arts
- c. Program on entrepreneurship training with each marine tourism conscious group
- d. Program on training in the management and development of tourist attractions
- e. Programs on the maintenance of security or peace, public order and natural disasters
- f. Providing various directions, counseling and various explanations and trainings to all communities, especially community groups who live around tourist attractions that tourism is an activity that plays an important role in generating regional income, improving the economy and welfare to the community.

5. Providing counseling

Providing counseling to people domiciled around tourist attractions about the importance of tourism activities in tourism development to create regional income and improve the economy and welfare of coastal coastal communities domiciled around tourist attractions. With the extension provided by various parties both from the government and from the private sector can increase knowledge and insight to the community of tourist conscious groups in Botubarani, Botutonuo and Molotabu tourist attractions so that the tourist conscious group community can know how to maintain and maintain a better tourist attraction environment and in the end public awareness of the progress of the area can be improved.

4.1.5 Management Scheme

After the concept of lobification with a CBT-based approach to Botubarani, Botutonuo and Molotabu tourist attractions bonebolango regency, it takes a management scheme based on the following community:



Source: Source: constituent analysis adapts from the guidelines of the tourism conscious group (ministry of tourism and creative economy 2012

V. CONCLUSION

The conclusions that can be drawn in this study on the management of marine tourism with the approach of the community based tourism model in improving the economy of tourist attractions in Botubarani, Botutonuo and Molotabu districts of Bonebolango are as follows:

1. Botubarani, Botutonuo and Molotabu tourist attractions of Bonebolango District of Gorontalo province have tourism potential that can be developed into a very interesting tourist attraction visited by tourists both from foreign tourists and local tourists. The potential of Botutonuo beach, Molotabu known for its white sand and Botubarani Whale Shark attractions has considerable potential to be developed in increasing the income of coastal communities in particular and increasing the original income of the region in general. The high commitment of the government and the readiness of human resources to manage tourist attractions are excellent.
2. Through Botubarani, Botutonuo and Molotabu tourist attractions, Bonebolango District of Gorontalo province by involving the community as a manager can empower and increase community income through various businesses such as parking lots, gasibo rentals, tire rentals and boat transportation services and conducting sales efforts in tourist attractions.
3. The existence of bonebolango district marine tourism objects has provided many benefits to the local community which includes increased community income, the absorption of local labor, the opening of business space for local communities, the maintenance of the surrounding environment, and the improvement of other supporting facilities.

4. Cultural values that are the local wisdom of the Gorontalo community are still well held by the existing community in the area of tourist attractions such as hospitality, discipline, togetherness, courtesy, respect for guests, glorifying guests, manners, and religious.

RECOMMENDATIONS

Based on the results of research conducted recommendations produced related to the management of tourist attractions are as follows:

1. The need for a high commitment from the Bonebolango Regency government in the development of Botubarani Whale Shark attractions, Botutonuo white sand beach and Molotabu Beach to become one of the tourist attractions and always coordinate and prepare the right plan so that Botubarani, Botutonuo and Molotabu attractions have high competitiveness and are very attractive to be visited by tourists.
2. Related agencies are expected to conduct intensive counseling, explanation and training and human resource (HR) training to management groups or communities directly involved in tourism awareness, especially in the field of tourism so as to encourage success in the management of Botubarani Whale Shark attractions, Botutonuo white sand beach and Molotabu Beach to be one of the tourist attractions that are cool to visit.
3. Village community institutions / organizations must be able to have an important role in the sustainability of tourist attractions so that the need to form organizations such as tourist conscious groups (Pokdarwis) as a tourist management institution so that later tourist attractions can run well and in accordance with expected

4. If the tourist attraction has been formed must often be promoted through various existing media either by the government, the community or other parties who become partners.
5. The village government cooperates with existing universities in order to provide input and opportunities for activities in tourist attractions to improve the development of tourist attractions
6. It is expected that people and tourists who come to visit can still maintain environmental sustainability, especially in the beach area and also the religious cultural values that exist.

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