

Analysis of Government Responsibility in the Sustainable Tourism Process Study at Manado Bay

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In line with the development of tourism, information technology in the coastal city of Manado is growing. This development has an effect on the change in function of the Bay of Manado coastline to become a favourite area for tourists. The entry of one million tourists from China to North Sulawesi helped drive changes in the coastal environment. This study aims to discover the implementation of government responsibilities in the management of tourism in the coastal areas of the Bay of Manado and to determine the inhibiting factors of the implementation of government responsibilities in managing the coastal environment. This research was carried out on the coast of the Bay of Manado. In this study, the type of data collected consists of primary data and secondary data. This type of research is quantitative using the analytical descriptive method. The process undertaken is to examine the data that has been obtained to ensure whether the data can be justified in accordance with reality. After the data is processed and deemed sufficient, it is then presented in narrative form and possibly also in tabular form. The results showed that the implementation of government responsibilities in the environmental management on the coast of the Bay of Manado was running less than optimally in terms of participation at the degree of consultation, and not yet at the degree of community control. It is clear that there are three factors which hinder the implementation of the responsibility of the Manado City Regional Government in the management of tourism in the coastal area; namely environmental, institutional, and community participation.

Key words: *Management, Tourism, Government.*



Introduction

The City of Manado is a coastal city that has the potential for beach tourism, which has become an icon of tourism (Dahuri, 2001). The long coastline of 18.7 kilometres features beautiful sunset views. When you sit on the shores of the Bay of Manado, you will see the island of Manado Tua and Bunaken Island, which are among the favourite destinations for tourists, especially those who are interested in diving. Diving tourism is developed in this area due to the potential of attractive coastal and coral tourism (DeVantier & Turak, 2004). This potential is supported by the vision of the Manado City Government, which notes tourism as one of the important points in the development of the City. The transformation of Manado City's tourism vision begins with "Manado City of World Tourism", then "Manado City Ecotourism Model" subsequently becomes "Manado City of Fun". The vision is elaborated with the Manado Fiesta program, which is held every year as the peak of the tourism festival in the City of Manado (Warouw et al., 2018). The Manado Bay coastline has an important type of coastal waters ecosystem; it is a famous coral reef ecosystem with diving spots which can be found in close proximity to each other and are easily accessible under the name of the Bunaken Marine Park (Calcinai, 2017). This marine park holds a wealth of biodiversity with a collection of coral species, including the most complete in the world and is at the core of the world's coral triangle. Local communities in the City of Manado also have a variety of interesting cultural allure, including a variety of culinary potential. Referring to the potential mentioned above, certainly the development of tourism in the City of Manado has a very prospective future. In order to provide value, this activity needs to be managed with the right strategy to be able to improve the welfare of the surrounding community, as well as to be part of the preservation of natural resources and the environment (Agarwal, 2001). A key factor in tourism development is involving the community. The involvement of the community is achieved through a development mindset that sees the community as a subject of regulation with a diversity of behaviour (Lee, 2013). The government has the responsibility of encouraging community participation to optimally support the development of tourism (Fleeger & Becker, 2008). For this reason, this research analysed government responsibility for tourism management in the Manado Bay coastal area. The identification of government responsibilities was measured through the extent of the prevailing community participation in tourism management in the coastal area of the Manado Bay.

Method

The research method used is a quantitative approach by promoting the descriptive process (Xie, 2016). The data processing techniques referred to comprise the processing of primary data obtained directly from respondents through questionnaires. In the process of data

processing, the respondent's answer to each question will be given a predetermined weight or value.

Location and Research Design

The study was conducted on the coast of the Manado Bay in the North Sulawesi Province, because the City of Manado is one of the cities that began to develop, both in terms of development and urban planning, to realise an environmentally friendly city.

Population and Sample

In this study the type of data collected consists of primary data and secondary data. Primary data is data directly obtained from data sources in the field (field research). This primary data was obtained using questionnaires, interviews, and observations. Respondents in this study were drawn from the local population involved in the development of tourism on the coast of the Bay of Manado. The selected respondent criteria was the local community to determine the potential and prospects for tourism development in the City of Manado. This stage of research, to obtain quantification data concerning the development of tourism in the form of questionnaires, totalled 124 members of the local community on the coast of Manado Bay.

Method of Collecting Data

The determination of the level of participation category, based on the table above, can be calculated as follows. There are one question variables with a choice of answer questions. Further, there are eight choices with a score of each ranging from one to eight. The order of scores is based on the eight ladder levels of community participation (1969). Therefore, the minimum score obtained for each individual (1 x 1) is one, and the maximum score obtained for each individual (1 x 8) is eight. Thus, if the number of samples is 124, the minimum score for the level of community participation (124 x 1) is 124 and the maximum score (124 x 8) is 992. By knowing the minimum and maximum scores, we also know the interval distance, which is $(992 - 124) / 8 = 108.5$. Therefore, if Arnstein typology is used, it can be observed that the level of community participation is:

Table 1: Scores of Responsibility Realisation Rank Table

<i>Level of Participation</i>	Score
<i>Citizen Control</i>	883.5 - 992
<i>Delegated Power</i>	774 – 883.5
<i>Partnership</i>	666,50 – 774
<i>Placation</i>	558 – 666,50
<i>Consultation</i>	449,5 – 558



<i>Informing</i>	341 – 449,5
<i>Therapy</i>	232,50 – 341
<i>Manipulation</i>	124,00 – 232,50

Data Analysis

Data that has been collected through data collection activities cannot draw conclusions in order to achieve the objectives of the research, because the data is still raw data and efforts are still required to process it. The process is carried out by checking and examining data that has been obtained to ensure whether the data can be justified in accordance with reality. After the data is processed and deemed sufficient, it is then presented in narrative form and possibly also in tabular form (Analysis, 2005).

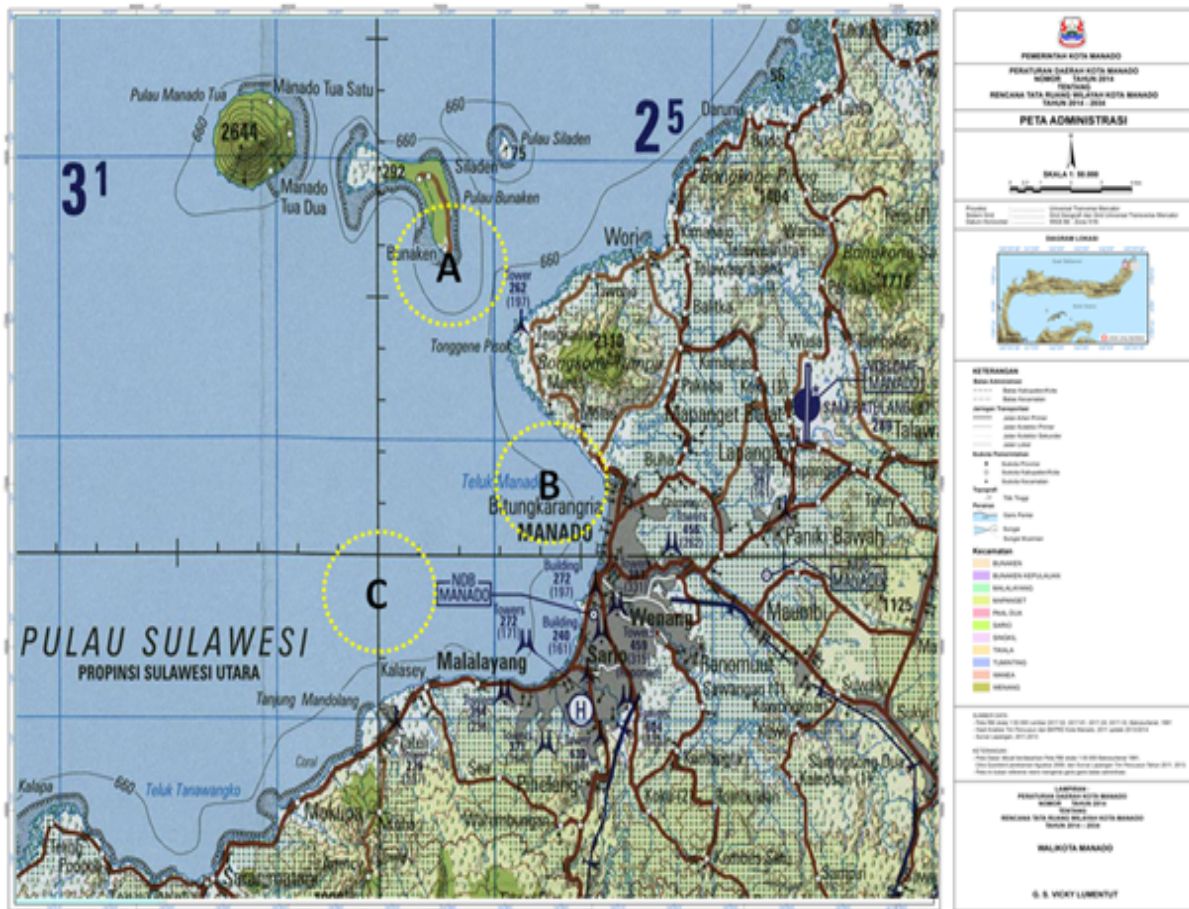
After the data has been collected and has been processed using narration or tables, it is then analysed qualitatively through the stages of conceptualisation, categorisation, relations and explanation.

Result and Discussion

Condition of the Manado Bay Coastal Area

The coastal Bay of Manado is a buffer zone for the Bunaken National Marine Park, a coastal city located in a geographical position of 124 ° 40' - 124 ° 50' E and 1 ° 30' - 1 ° 40' NU. As a coastal city, the City of Manado has a coastline of approximately 18.7 kilometres including coastlines on Bunaken Island, Manado Tua Island and Siladen Island. Along the coastline that borders the mainland of the City and Sea of Manado Bay, there are five rivers that flow, namely the Tondano River, Tikala River, Bailang River, Sario River and Malalayang River. The coast of Manado Bay is located in front of the City of Manado and is within the scope of the conservation site of the Bunaken Sea National Park, which in 2010 was designated as the central area of the world's three coral reefs (Coral Triangle Initiative) (Fidelman et al., 2012). Live coral cover is listed where the highest cover is found in the area around Bunaken Island and the coast of Malalayang to Awontulap (Sidangoli et al., 2013).

Figure 1. Map of Manado City (Source: Manado City RTRW 2011 - 2031)



Land use in the city of Manado illustrates the mix of urban and coastal land use functions and an island in front of the city with mountain views, including the presence of several volcanoes such as Mount Lokon and Mount Klabat. As a city within the ring of fire, the sea and coast of the Manado Bay are very rich in biodiversity (Mackay, 2003).

Results of Measuring Government Responsibility through Community Responses

From this level, it will be concluded that the level of responsibility of the Manado City Government is measured by the extent of the respondent's participation in the development of tourism on the coast of Manado Bay, Manado City. To measure the participation of the community at the program implementation stage, the rating scale is used which refers to the Sherry Arnstein Community Participation Ladder that consists of eight steps as illustrated in Table 2 below.

Table 2: Calculation of Community Participation Rates in Sustainable Tourism Development on the Gulf Coast of Manado

No	Variable	Level of Participation	N	%	B	N X B
1	Scale of Implementation	1) Not participating in the coastal tourism program.	16	12,90	1	16
		2) Participated in the implementation of the program but for the benefit of the government only.	16	12,90	2	32
		3) Participated in the implementation of the program for the benefit of the community only.	26	20,97	3	78
		4) Participated in active discussions in program implementation.	28	22,58	4	112
		5) Participated in the implementation of the plan and gives some influence on the implementation of the program.	18	14,52	5	90
		6) Participated in the program implementation and shares responsibilities with the government.	12	9,68	6	72
		7) Participated in the program implementation and has the authority to make dominant decisions throughout the implementation of the plan.	4	3,23	7	28
		8) Participated in the program implementation and has the power to plan, implement and oversee program implementation.	4	3,23	8	32
Total			124	100		460

Source: Data processed from research results, 2018

Reviewing the results of the analysis of the level of participation in order to measure government responsibility, most of the respondents present participated actively in the implementation of the program, namely as many as 28 people (22.58 per cent). This was followed by respondents participating in the implementation of the program for the benefit of

the community, with as many as 26 people (20.97 per cent). Respondents who participated in the implementation of the plan and gave effect to the implementation of the program, included as many as 18 people (14.52 per cent). They were followed by respondents who participated in the implementation of the program but for the sake of the government, with as many as eight people. Sixteen (12.90 per cent) did not participate in the implementation of the program (UU Nomor 26 tahun, 2007; Dahuri et al., 2008; UU No. 5 Tahun 1990; UU Nomor 27 Tahun 2007; UU Nomor 32 Tahun 2009). Those who participated in the implementation of the program and shared responsibility with the government totalled as many as 12 people (9.68 per cent). Sharing the same value, was those who participated in the implementation of the program and had the authority to make dominant decisions in the overall implementation of the plan. Lastly, those who participated in the implementation of the program and had the power to plan, implement, and supervise the implementation of each program comprised four people (3.23 per cent).

The total score obtained from the analysis is 640. It can be concluded that the level of community participation is included in the consultation level category. Where, at the level of consultation, it can interpret the level of attendance at a meeting because of the following three factors:

1. The government invited public opinion, as evidenced by the involvement of community representatives in the preparation of a general plan for tourism development in the City of Manado.
2. There has been a two-way dialogue between the government and the community involved and the community provides input and active discussion through a two-way dialogue.
3. Although there has been a two-way dialogue, this method has a low success rate because there is no guarantee that community concerns and ideas will be considered.

Factors Inhibiting the Implementation of Government Responsibilities in the Management of Coastal Environments

- Factors of weak law enforcement and regulation: Based on the results of interviews with the community, said that environmental law enforcement carried out in Manado City is not balanced, because of unclear regulatory information. This includes legal sanctions for business actors who neglect environmental management or those who have licenses that cannot be easily accessed.
- Environmental institution is unclear: Based on the data obtained using library search methods, it can be said that the function of environmental institutions as an extension of the central government to the regions is not synergic. This includes the absence of environmental documents on business activities on the coast of the Manado Bay.
- Community Participation is still at the level of consultation: From the data obtained using the questionnaire filling method, it can be said that community participation in environmental management in the City of Manado is not optimal (Ali, 2015; Nikijuluw,



2003). According to the conclusions of the respondents' answers, it shows that community participation in environmental management in the City of Manado is very minimal. This is due to the lack of public awareness upon the importance of the environment for life in the present and the future. They only use the environment for their own self-interest and without thinking about the impact that will occur on other people and the environment itself.

Conclusions

The implementation of government responsibilities in the management of tourism in the coastal Bay of Manado is running less than optimally. It is clear that there are three factors which hinder the implementation of government responsibility in the management of the Manado Bay coast in substantial environmental management. These factors are law enforcement, institutional rules, and community participation.

To optimise the implementation of government responsibilities in environmental management, the government must use three efforts in environmental management, namely: (1) Enforcement of rules; (2) ensure that institutions are accommodating; and (3) increasing the role of the community. Ensuring that the management of environmentally friendly tourism needs to be planned according to the carrying capacity of the environment. Development projects that have a negative impact on the environment are controlled by strict rules and must have an environmental document (AMDAL / UPL-UKL) as part of a feasibility study in the project planning process.

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