



Research Paper

## Community-Based Tourism Development In Increasing Original Income Of The Marinsow Village Region East Likupang District, North Minahasa District

Dr. Jessy Jousina Pondaag.,SE,MSI, Dr. Mauna TH. B Maramis,SE.,MSI,  
Dr. Djurwati Soepeno.,SE,MM, CWM

### Summary

Tourism is a rapidly growing industry throughout the world and has an important role in a country's economy. Tourism not only provides economic benefits, but can also enrich the social and cultural life of the people in an area. The tourism industry generates income from various types of activities such as travel, lodging, food and drink, transportation, and various types of recreational activities. The tourism industry also provides employment opportunities for many people, both directly and indirectly.

Tourism can also help in preserving the environment and culture in an area. Through tourism, tourists can learn about the cultural heritage and natural environment of an area. This can increase awareness and understanding of the importance of environmental and cultural preservation.

However, on the other hand, tourism can also cause negative impacts such as environmental damage, lifestyle changes and disruption to local communities. Therefore, tourism development must be carried out carefully and planned, taking into account the positive and negative impacts that may occur. With developments in technology and transportation, tourism is increasingly accessible to the wider community. As a result, tourism can become an important economic resource for a country. With good and sustainable management, tourism can provide great benefits to the community and economy of a region.

North Sulawesi is a province located in the northern part of Sulawesi Island. This province has extraordinary natural beauty, such as stunning beaches, and rich biodiversity. Apart from that, North Sulawesi also has a diverse cultural heritage, which can be seen from customs, arts and crafts, as well as regional specialties.

In 2019, North Sulawesi Province received an award as "the rising star" in the tourism sector from the Ministry of Tourism for its achievements in recording growth in visits by foreign tourists by 600 percent and domestic tourists by 200 percent over four years (Sutisna, 2019). North Minahasa Regency is one of the districts in North Sulawesi which has made a significant contribution to increasing tourist visits.

Marinsow Village is a coastal village located in East Likupang District, North Minahasa Regency, North Sulawesi Province. The area of Marinsow Village reaches 8.44 Ha, with a population of 796 people or 249 heads of families. Marinsow Village has natural beauty that can be developed as a marine tourism attraction, namely Pall Beach. Seeing the existing tourism potential, the central government has designated Likupang as one of the priorities for developing national scale tourist destinations by designating it as a Special Economic Zone (KEK).

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### I. INTRODUCTION

Law Number 9 of 1990 concerning Tourism states that the community has the same and broadest opportunity to participate in the implementation of tourism. In the framework of the decision-making process, the government can include the community by conveying suggestions, opinions and considerations. Tourism development is directed at realizing and maintaining the sustainability and integrity of tourist objects and attractions, tourism development includes the provision of tourism areas by providing opportunities for local communities to participate in the development, management and ownership of tourism areas.

East Likupang is in North Minahasa Regency, North Sulawesi Province and is one of five Super Priority Destinations designated by the government. Based on the potential that Likupang has, through Government Regulation (PP) Number 84 of 2019, the Government of the Republic of Indonesia has also

designated this area as a Special Economic Zone (KEK) which is one of the Super Priority National Tourism Strategic Areas (KSPN) with a development area of 197.4 Ha . This is in synergy with other assistance programs from the government, namely the construction of Tourism Village homestays through the Ministry of Public Works and Public Housing (PUPR) program, where some of the homestays were built as a house renovation program for residents and others were built on empty land belonging to residents (Junaid2021)

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## **II. LITERATURE REVIEW**

### **1. Community Based Tourism (CBT)**

Community-based tourism (CBT) is a tourism development concept that is compatible with sustainable tourism. This concept prioritizes active community participation with the aim of providing prosperity for them while maintaining environmental quality, as well as protecting social and cultural life, so that its implementation is able to support the achievement of the three pillars of sustainability, namely sustainability in the economic, socio-cultural fields. and the environment (4 Asker et al, 2010)

Furthermore, the road map in the field studied by the researcher can be seen in the following picture:

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Community-based tourism is tourism development with a high level of local community involvement and can be accounted for from social and environmental aspects (CIFOR in Hayati, 2016) and (Darmawi, 2010). People need recognition for their work, their creativity, and they expect tourists to provide recognition for the products they produce (Hermanto, 2014).

The World Wide Found for Nature (WWF) states Community Based Tourism (CBT) as “A form of tourism where the local community has a substantial control over and involvement in ts development and management; and a major proportion of the benefits remain within the community.” If interpreted loosely, community-based tourism can also be interpreted as providing products, services, knowledge and skills that can be found in local communities, and offered by local actors or stakeholders themselves (“Kyrgyz Community Based Tourism,” n.d., accessed August 15 2016).

### **2. Community Empowerment Concept**

Community empowerment strategies in the Community Based Tourism concept in achieving empowerment goals, various efforts can be made through various strategies. One of the possible strategies for community empowerment is the development of community-based tourism, which is the development of community-based tourism which conceptually has unique characteristics and a number of characteristics as stated by Nasikun in the hand out for the Gumelar S. Sastrayuda Resort and Leisure Development and Management Strategy course (52010, p.3). stated as follows:

- 1) Community-based tourism finds its rationality in unique properties and characteristics and a more unique character in organizations on a small scale, this type of tourism basically, it is ecologically safe, and does not cause as many negative impacts as those produced by conventional types of tourism;
- 2) Community-based tourism has more opportunities to develop small-scale tourist attractions and objects and therefore can be managed by local communities and entrepreneurs; And
- 3) Very closely related and as a consequence of both, more than conventional tourism, where local communities involve themselves in enjoying benefits of tourism development, and therefore further empowering communities

Ridwan (6 2012:39-52) stated that there are five tourism development planning approaches that need to be known and applied in tourism development and development, namely: (1) local community empowerment approach, (2) sustainable approach, (3) systemic approach, (4) regional approach, and (5) approach from the supply and demand sides

Community-based tourism is a type of tourism that prioritizes community participation in planning, development, management and ownership (7 Hausler and Strasdas, 2003; Asker et al, 42010; UNWTO-STEP Foundation, 2011; Tasci et al, 2013). Apart from community participation, other characteristics of community-

based tourism are small scale, there are elements of education and interpretation in the product, promoting the importance of environmental, social and cultural conservation (Hausler & Strasdas, 72003). Arnstein (1969) stated that community participation is the redistribution of ability/strength to all members of society so that they are able to achieve something. Arnstein divides community participation into eight types, which are arranged like a ladder of participation. The bottom ladder indicates the type of participation with the lowest level, and the higher the position of the ladder, the higher the level of participation

The community empowerment paradigm which has emerged as a central issue today emerged as a response to the reality of gaps that have not been completely resolved, especially between communities in rural, remote and underdeveloped areas. Empowerment basically places the community as the center of attention and also the main actor in development. The empowerment paradigm is people-centered development and is a development process that encourages community initiatives that are rooted from below. (Alfitri, 2011).

Soetomo (2011), stated that community empowerment is a an approach that provides opportunities and greater authority for the community, especially local communities, to manage the development process.

Judging from the operationalization process, the idea of empowerment has two tendencies, Mardikanto (2010):

a. Primary tendencies, namely process tendencies that give or transfer some power, strength, or ability (power) to society or individuals to become more empowered. This process can also be complemented by efforts to build material assets to support the development of their independence through the organization.

b. Secondary tendencies, namely tendencies that emphasize the process of providing stimulation, encouragement or empowerment to determine one's life choices through a dialogue process. These tendencies appear (at the extreme) to be opposites, but often to realize the primary tendency you have to understand the secondary tendency first.

The context of empowerment actually contains an element of participation, namely how the community is involved in the development process, and the right to enjoy the results of development. Empowerment emphasizes the subject's recognition of the ability or power possessed by the object. In general, this process sees the importance of this process seeing the importance of converting individuals from being objects into subjects (Suparjan and Hempri, 2003).

In general, community empowerment activities according to Mardi Yatmo Hutomo (2000) can be grouped into several activities, namely:

a. Capital assistance

Community empowerment in terms of capital is one aspect that is often faced. This aspect of capital is very important in empowering the community because if there is no capital, the community will not be able to do anything for themselves or their environment.

b. Infrastructure development assistance

The existence of infrastructure assistance in empowering the community is an effort to encourage the community to be empowered. The availability of infrastructure in the midst of less empowered communities will encourage and improve them to explore their potential. Apart from that, the existence of infrastructure will make it easier for them to carry out their activities.

c. Mentoring assistance

Community assistance is necessary and important. The main task of a companion is to facilitate the learning or reflection process and be a mediator for the community. Assistance is an activity that is believed to be able to encourage optimal empowerment of the poor. The need for assistance is motivated by a gap in understanding between the parties providing assistance and the target recipients of assistance. Gaps can be caused by various differences and limitations in social, cultural and economic conditions. Therefore, facilitators at the local level must be well prepared so that they have the ability to facilitate with both formal and informal sources (Gunawan Sumodiningrat, 2009).

d. Institutional strengthening

The existence of an institution or organization in society is an important aspect. The function of the existence of this institution is to facilitate the community and provide convenience in providing desired access, such as capital, discussion media, and so on.

e. Strengthening partnerships

Community empowerment is mutual strengthening, where the big ones will only develop if there are small and medium ones, and the small ones will develop if there are medium and big ones. High competitiveness just exists if there is a relationship between the large and the medium and small. Because, only with fair relationships will efficiency be built. Therefore, through partnership each party will be empowered (Hidayah, 2017).

Rungtusanatham. (2013). Empowerment is aimed at a person's abilities, especially weak and vulnerable groups so that they have the ability to:

a. Fulfilling their basic needs so that they are able to be free from these basic needs,

b. Demonstrate productive sources that enable them to increase their income and obtain the goods and services they need,

c. Participate in development processes and decisions that affect them.

### 3. Community-based development (Community Based Tourism)

Community-based tourism is an empowerment approach that involves and positions the community as an important actor in the context of a new development paradigm, namely sustainable development (sustainable development paradigm). Community-based tourism does not mean that it is just a small and local effort, but needs to be placed in the context of global community cooperation.

Community based tourism is tourism that takes into account and prioritizes environmental, social and cultural sustainability, regulated and owned by the community, for the community. This theory looks at community based tourism not from the economic aspect first but from the aspect of developing community and environmental capacity, while the economic aspect becomes an induced impact from the social, cultural and environmental aspects Janianton (2013)

Law Number 10 of 2009 concerning Tourism mandates that one of the objectives of tourism activities is to preserve nature, the environment and resources based on the principles of preserving nature and environment  
Law Number 10 of 2009 concerning Tourism mandates that one of the objectives of tourism activities is to preserve nature, the environment and resources based on the principles of preserving nature and the environment.

Community involvement in tourism development in the form of participation can be seen in five stages as follows: (Rohim 2013)

1. Preparation Stage. Community participation at this stage is by taking part in socialization held to welcome the development of the Tani Tourism Village as a tourist village.

2. Planning Stage. This stage consists of identifying needs and analyzing capabilities. At this stage, community participation is functional, meaning that the local community participates in what has been determined by experts from outside the local village who are entrusted with developing Tani Tourism Village as a tourist village.

3. Operational Stage. This stage consists of physical participation and non-physical participation. In physical participation, local community participation is carried out in several ways. First, mobility itself, meaning that the community is fully aware of building physical facilities to support tourism development in their village.

4. Development stage. At this stage, community participation is spontaneous, including by establishing and managing businesses related to tourism, such as managing 40 inns, food and drink stall businesses, as well as businesses selling daily necessities.

5. Monitoring Stage. At this stage, community participation is more about practical and preventive supervision.

Management of tourism resources in tourism destinations by involving local communities has many reasons. According to Korten in (Satria 2009) the underlying reasons are:

a. . inter-regional variation (local variation), that is, each region cannot be given treatment which is the same because each region has its own characteristics that differentiate it from other regions, so that the management system will be different, apart from the local community as the owner of the region, they are the parties who know and understand the situation of their region best;

b. the existence of local resources (local resources) which are traditionally controlled by local communities, they are the ones who know better how to manage these local resources which originate from generation to generation experience; local responsibility (local accountability), in this case the management carried out by local communities is more responsible because these activities will directly affect their lives.

## **III. RESEARCH OBJECTIVES AND BENEFITS**

### A. Goals

The objectives of this research, if related to the problem formulation above, are as follows:

To find out about Community Based Tourism Development in Marinsow Village (Community Based Tourism)

### B. Benefits

The results of this research are expected to provide benefits for:

#### 1. Theoretically

The research that will be carried out can be used as material for further comparative studies and will be a contribution to scientific thinking to complete studies that can lead to the development of knowledge, especially in Community Based Tourism Development.

#### 2. Practically

The results of this research can be expected to be a contribution of thought and input for the implementation of Community Based Tourism Development.

#### **IV. RESEARCH METHODS**

##### **A. Time and Location of Research**

This research was conducted over (eight) months and the research location was Marinsow Village, East Likupang District, North Minaahsa Regency.

##### **B. Data Source**

The data sources in this research are netted from primary and secondary data sources in accordance with the objectives of this research.

###### **1. Primary Data**

Primary data sources are the main data sources used to collect various data and information related to the focus being studied. This is done through interview and observation methods.

###### **2. Secondary Data**

Secondary data sources are supporting data sources needed to complement the primary data collected. This was done as an effort to adapt to field data needs. Secondary data is mainly obtained through documentation.

##### **C. Techniques for Determining Research Informants**

The technique for determining informants in this research is based on purposive sampling or deliberately selecting people who are deemed to be able to provide accurate information according to the purpose of the research, namely, Community Based Tourism Development. (Community Based Tourism) in Marinsow Village, East Likupang District, North Minahasa Regency.

##### **D. Data Collection Techniques**

Data collection techniques used by the author in this research include:

1. Observation, namely the author carried out systematic direct observations and recording of research on Community Based Tourism Development in Marinsow Village, East Likupang District, North Minahasa Regency. Herjanto, (2010)

2. The interview used by the researcher is a structured free interview, meaning that the researcher conducts direct interviews with elements of the regional government, sub-district, tourism management and the community, and free interview means that the researcher is free to ask questions that have been prepared beforehand.

3. Literature study, namely collecting data by reading literature or research results that are relevant to Community Based Tourism Development in Marinsow Village, East Likupang District, North Minahasa Regency.

#### **V. ACHIEVED RESULTS AND OUTCOMES**

##### **A. Description of the Research Object**

###### **1. History of Research Objects**

The area of Marinsow Village is around 332 Ha, and the population is spread across 3 Jaga (hamlets). The boundaries of this village area are as follows: To the north it borders Pulisan Village, to the South it borders Kalinaung Village and Rinondoran Village, to the East it borders the Maluku Sea, and to the West it borders Maen Village and Winuri Village. The population of this village is 697 people (209 families) with a composition of 365 men and 322 women. Most of the residents in this village work as farmers, namely 158 people and 49 private employees. A total of 53 families in this village are categorized as underprivileged families. The education level of the Marinsow Village population is recorded as 20 people with diploma, bachelor's and 2nd degree degrees. A total of 110 people have a high school diploma and 117 people have a high school diploma. In this village, educational facilities are available, in the form of one elementary school building and one junior high school building. For health examinations and services, health facilities are available, in the form of an Assistant Health Center. Most of the residents of Marinsow Village are Christians, and as a means of worship in the village there are 4 church buildings.

In 1908, the Belenda nation expanded their business in the plantation sector under the leadership of Mr. Van Mdhler. Forest clearing was carried out in the area for planting coconut and cocoa. The first stage of coconut planting was in 1912 and workers/contract workers were brought in from Sangir, Gorontalo, Bolaang Mangondow, Minahasa and by the Dutch they were placed in Pangisan village. In the development of the Dutch business, opening new land was known as the place "Pal Tanjung". Since 1929 until now it has been a village settlement.

Marinsow Village is actually a subsidiary village of Maen Village. To handle all village administrative matters, a journalist is appointed to handle community needs. In 1939, the Dutch left and re-entered control of the plantation in 1942. On At that time, the village government was no longer dependent on Mean Village because

the Dutch had appointed an indigenous office staff member named Mr. Herman Titus Banea and Secretary Mr. Paul W Kandyoh to handle/administer the interests of the village community.

The first village/village was called Pangisan, which means dripping water and Pal Tanjung, which means residential area, while Siow means 9th dotu. In its development, the village community was divided into several places to live, namely on Kalinaun beach, garden number 54, beach direction. Pangisan means they are scattered/separated so as not to create unity between workers/labor, this is De Vide Et Impera politics. It can be concluded that this village was formed in 1942, and later in 1978 during the government of Village Head Joseph A Kalalo it was decided to determine the date for the formation of the village through a deliberation of the Village Apparatus, LMD, LKMD, PKK, Young Generation, Karang Taruna where it was agreed that 18 August was the anniversary. Village.

Superior Potential Marinsow Village is an agricultural village, namely in the western part there are stretches of rice fields and fertile fields. Most of the population's livelihood is farming/farming with the main products being rice and corn. Another potential that is very popular is PAL beach tourism. This tourist attraction is managed by the local community and still needs development.

B. Development of Community Based Tourism in Marinsow Village, East Likupang District, North Minahasa Regency.

Society is the center of attention and also the main actor in development. Empowerment is people-centered development and is a development process that encourages society.

The income of the people in Marinsow Village obtained by respondents from trading at tourist attractions based on the results of the author's research in the Pall Beach area can be seen in the amount of income of people who work as entrepreneurs in restaurants and cottages with various sizes and rental costs

Pall Beach Tourism has 200 business premises consisting of stalls, restaurants, 150 huts, with a small hut rental of Rp. 50,000, Medium Cottage Rp. 100,000 there is also Rp. 150,000 to 200,000. In research related to Community Based Tourism Development in Marinsow Village, East Likupang District, North Minahasa Regency, The author will discuss community-based tourism development by looking at the elements, ensuring that the community receives benefits from tourism activities, ensuring environmental stability and maintaining unique local character and culture. The author will discuss the results of research and field observations in the following presentation:

There is certainty that local communities receive benefits from tourism activities.

The North Minahasa Regency Government ensures that tourism activities at Pall Beach in Marinsow Village provide benefits to the community. This belief is based on the aspect that tourism activities involve a lot of the community and all profits are managed by the community itself without sharing the profits with the government. The results of an interview with one of the restaurant owners stated that income was managed by the community in order to improve the economy without the need for retribution to the government. On the other hand, the existence of Pall beach tourism can be used by everyone.

Developing tourism destinations requires good and appropriate planning techniques. Development techniques must combine several aspects that support tourism success. One of them is where people can feel the benefits of tourism activities. Basically, the development of the tourism industry is to improve the economy of the community in a place so that community involvement in tourism development is very important.

The management of the Pall beach tourist attraction will continue to ensure that Pall beach tourism activities will always provide economic benefits for the community. Indirectly, when visitors from outside come to Pall Beach, it will improve the economy of the people in Marinsow Village.

Tourism has been proven to have improved people's lives, because this sector is able to move the wheels of the economy at all levels of society and has a direct impact on community welfare, while also being able to encourage regional growth and development. However, you need to realize that

Tourism development efforts implemented by the government really need full support and active participation from the community. Therefore, as an effort to build community support and participation, the government is systematically and continuously trying to raise public awareness about the importance of support from all parties for the development of the tourism sector.

The government recognizes the large influence of tourism in the context of development in the community's economic sector as something that must be maintained. Community involvement in developing the Pall Beach tourist attraction really requires community participation to bring in visitors and introduce the culture of the people of Marinsow Village.

The benefits of community involvement in tourism management are not only felt by the community around the Pall Beach tourist attraction but also visitors who feel very comfortable with the attitude of the community at the tourist location. The acceptance of the Marinsow community towards visitors makes visitors feel comfortable when carrying out tourist activities. Ristono. (2010).

As a result of the author's observations in the field regarding the certainty that local communities receive benefits from tourism activities, it can be concluded that the management of the Pall Beach tourist attraction provides direct and indirect benefits to the community. The community can directly feel the economic increase from Pall beach tourism activities. Indirectly, the large number of visitors who come to the Pall Beach tourist location can see and publish the customs and customs of the local community so that Marinsow Village becomes better known at both local and national levels.

## **VI. CONCLUSIONS AND RECOMMENDATIONS**

### **A. Conclusion**

Based on the results of the author's discussion regarding research on Community Based Tourism Development (Community Based Tourism) in Marinsow Village, Dimembe District, North Minahasa Regency, the following is the certainty that the Local Community Receives Benefits from Tourism Activities, namely that the management of the Pall Beach tourist attraction provides direct and indirect benefits to the community. . The community can directly feel the economic increase from Pall beach tourism activities. Indirectly, the large number of visitors who come to the Pall Beach tourist location can see and publish the community's customs and customs.

### **B. Suggestions**

It is hoped that the local government and Pall Beach tourism managers will always open up space for the community, so that people can live independently.

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