

Management of Natural Tourism Objects in Minahasa Regency North Sulawesi Province

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Abstract

Minahasa Regency has the potential of natural resources to become a tourist attraction. This potential has been managed by the government but the management pattern is the same as that carried out by other regions that rely more on natural conditions. This research was conducted to find the form and pattern of managing natural tourism objects in Minahasa Regency. The research method used is descriptive qualitative. The findings of this study are that the form and pattern of managing natural tourism objects in Minahasa Regency can be done by combining the principles of local wisdom and special local sense. reflecting the uniqueness of the cultural heritage and the uniqueness of the environment. Natural tourism objects in Bukit Kasih, Lake Tondano and at Kombi Beach in Minahasa Regency have the value of local wisdom and special local sense which can be used as main aspects in managing tourism objects such as the Toar Lumiluut story, the symbol of inter-religious harmony, the legend of Watu Pinabetengan, the legend of the tondano lake, the history of Fort Moraya, the Japanese Heritage Airport Site as well as performances for maengket dance, katrilli and fish farming tours, planting rice around Lake Tondano and the community of grabah craftsmen.

Keywords: Management, Nature Tourism, Local wisdom, Special Local Sense

Introduction

The excellent potential of natural resources as a gift from God Almighty for the Indonesian nation has had a great impact on development. So that in an effort to use it, both the central and regional governments take advantage of the potential of these natural resources as one of the objects of tourism. Because tourism that can be developed and managed properly can increase income and create jobs for local people (Marjulita, et al 2019; Kristian, 2017). This is also what the Minahasa Regency Government in North Sulawesi Province has done (Rawung, et al 2021; Motto, et al 2021).

Minahasa Regency as one of the regions that has long existed in North Sulawesi Province currently makes the potential of its natural resources a mainstay of the tourism sector. Field facts show that there are at least three natural tourism objects owned by Minahasa Regency, namely the Bukit Kasih tourist attraction, the Tondano Lake natural tourism object and the Kombi Beach (Tondano Pante) natural tourist attraction. The three potential natural resources that are used as tourist objects are considered not to be managed properly by the Minahasa Regency Government, or it can also be mentioned that the Minahasa Regency Government does not seem to be serious about making this natural tourism object the main destination. This assumption is in line with the reality in the observations of researchers as seen when we visit these tourist objects (Pioh, 2020).

The Bukut Kasih natural tourist attraction which is located between Kawangkoan District, West Kawangkoan District and Tompaso District in the Minahasa Regency area seems to be left alone to be managed by the North Sulawesi Provincial Government. In its current management, it is faced with problems. Because the existing technical implementing unit involves the local village government which is part of the Minahasa Regency government apparatus, but the Minahasa Regency Government does not get a significant contribution. The maintenance and development of this tourist attraction is not carried out, so it looks like the provincial government has left it alone.

The second natural tourist attraction is Lake Tondano which is located in the Tondano District, Kakas District, Romboken District and Eris District. The current natural condition of Lake Tondano which has begun to be covered by water hyacinth with time will make this place a memory. Around the lake there are natural hot springs and the cultural site of Fort Moraya is not affected by the Minahasa Regency government program. Likewise, restaurants around the lake are not involved by the relevant agencies in tourism promotion activities (Rawung, et al 2012). The third natural tourist attraction is the combi beach area or what is often known as "tondano pante". The expanse of waves, beautiful sand and beaches that have not been polluted with garbage and a cool and calm nature are aspects of the potential of this tourist attraction. However, it is very unfortunate that in its management there is no visible district government in it (Tanod, et al 2020).

As a result of the incompetence of the Minahasa Regency Government in managing its natural tourism potential, this area has been left behind compared to regions resulting from expansion such as South Minahasa Regency and Tomohon City which are very serious about utilizing the potential in the tourism sector. This will not only have an impact on regional income and financing, but also on the economy and community welfare as well as regional infrastructure development.

Lamadau et al. (2017) suggest that there are seven strategies for implementing the ecotourism program in which are arranged in order of priority, namely increasing productivity in the tourism sector, increasing promotion and competitiveness in the tourism sector, developing potential natural tourist destinations and improving information access management, opening up space for collaboration. with investors, making policies that support the implementation of development in the tourism sector and recruiting human resources who are experts in the field of tourism development. Meanwhile in Kawengan, Lengkong & Pombengi (2018). argued that environmental aspects need to be a concern in the development and management of natural tourism objects. Lengkong et al. (2019) stated that to manage tourism objects it is necessary to pay attention to local wisdom, meanwhile limited resources and inability of knowledge in managing tourism objects are the cause of implementing organizations unable to implement tourism object management policies.

Literature Review

Management comes from the word manage (Salim & Salim 2002) which means to lead, control, regulate and strive to be better and as well as be responsible for certain implementations. Meanwhile, according to Syamsu, the emphasis is on management as a management function which includes planning, implementing, organizing and controlling to achieve work efficiency. Admosudirjo (2005) defines that management is the control and utilization of all resource factors which according to a plan are needed to complete a certain goal. Moekijat (2000) suggests the notion of management is a certain process consisting of planning, organizing, mobilizing, and monitoring carried out to determine and achieve certain goals by using humans and other sources.

Pitana & Diarta (2009) with reference to Leiper's opinion explained that management (management) has the functions of planning (planning), directing (directing), organizing (including coordinating) and controlling (supervision). Jones, (1996), suggests three principles how to implement a policy program in its operations in the field can be applied significantly, namely: Organization: The establishment or rearrangement of resources, units, and methods for putting a program into effect. Interpretation: The translation of program language (often contained in a statute) into acceptable and feasible plans and directives. Application: The routine provision of services, payments, or other agreed upon program objectives or instrument.

In relation to tourism management, it must refer to management principles that emphasize the values of environmental sustainability, local communities, and social values of the area so that tourists enjoy their tourism activities and benefit the welfare of the community around the tourism area. According to Cox in Pitana (2009) tourism management must pay attention to the following principles; (1) Tourism development and development must be based on local wisdom and special local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment; (2) Preservation, protection, and improvement of the quality of resources that are the basis for the development of tourism areas; (3) Development of additional tourist attractions rooted in local cultural treasures; (4) Services to tourists based on the uniqueness of the local culture and environment; (5) Provide support and legitimacy to tourism development and development if it is proven to provide positive benefits, but otherwise control and/or stop tourism activities if it exceeds the threshold of the natural environment or social acceptability although on the other hand it is able to increase people's income.

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is the overall activity of government, business and society to regulate, manage and serve the needs of tourists. Law Number 10 of 2009 concerning Tourism, in Chapter III article 5, namely the Principles of Tourism Implementation. Where the principles of tourism implementation are: a). Uphold religious norms and cultural values as the embodiment of the concept of life in the balance of the relationship between humans and God Almighty, the relationship between humans and fellow humans, and the relationship between humans and the environment; b). Upholding human rights, cultural diversity, and local wisdom; c). Provide benefits for people's welfare, justice, equality, and proportionality; d). Maintaining the preservation of nature and the environment; e). Empowering local communities; f). Ensure intersectoral, interregional, between central and regional integration which is a systemic unit within the framework of regional autonomy, as well as inter-stakeholder integration; g). Comply with the world tourism code of ethics and international agreements in the tourism sector; and h). Strengthening the integrity of the Unitary State of the Republic of Indonesia

Methods

The type of research used is qualitative. The use of this type of research is in line with the aim of analyzing the management of natural tourism objects. Efforts in expressing meaning in the management of tourism objects will be carried out when the research stage is carried out using a qualitative design. The data obtained in the field through interviews, observations and documentation studies were analyzed inductively so that the root causes of the problem can be found and will facilitate the formulation of the tourism object management model which is the output target of this research.

The types of data obtained in revealing the phenomena that are the object of this research are the types of primary data and secondary data. Primary data comes from informants in the form of information and data from interviews with parties who have knowledge and are responsible

and are part of the management of natural tourism objects in Minahasa Regency. Secondary data is data and various information obtained through searches originating from various literature studies and related documents, through library research activities and document studies in the form of articles, journals, literature studies, documents in the form of reports and photographs, statistical data, archives both from the government and the community as well as mass media publications that have a relationship with natural tourism objects in Minahasa Regency, North Sulawesi Province. Informants in the study were all interested parties and related to natural tourism objects in Minahasa Regency, North Sulawesi Province. The in-depth interview process was conducted freely and unstructured. The informants interviewed in this study were representatives of the leadership and staff elements at the Minahasa Regency Tourism Office, tourism actors around the Minahasa Regency natural attractions and the people found around natural attractions.

The data analysis phase starts from entering the field to conduct research which begins with understanding the background of the research, conducting interviews and observations and reviewing the secondary data collected. The next activity is data reduction, namely the process of sorting, focusing and simplifying field notes. Reduction is done by reading transcripts of interview results, observation notes or documents analyzed and then making notes or memos on the data, summarizing and grouping and reducing data, meaning and interpretation. The analysis phase ends with the formulation of conclusions. The stages of analyzing research data are also strengthened by discussions in the form of focus group discussions, participating in national seminars both as speakers and as participants so that the analysis carried out becomes more objective and rational.

Results and Discussion

The object of this research is the management of natural tourism objects in Minahasa Regency, North Sulawesi Province. The study of the object of this research is because tourism which is the mainstay of the local government has not been able to be utilized properly, especially with regard to the potential for natural tourism in Minahasa Regency. The potential for natural tourism such as Bukit Kasih, Lake Tondano and Kombi Beach (Tondano Pante) has not been managed properly by the Minahasa Regency Government of North Sulawesi Province. As a result of the incompetence of the Minahasa Regency Government in managing its natural tourism potential, this area has been left behind compared to regions resulting from expansion such as South Minahasa Regency and Tomohon City which are very serious about utilizing the potential in the tourism sector. This will not only have an impact on regional income and financing, but also on the economy and community welfare as well as regional infrastructure development.

Cox in Pitana (2009) explains that tourism management must pay attention to the principles of local wisdom and special local sense which reflects the uniqueness of cultural heritage and the uniqueness of the environment, preservation, protection, and improvement of the quality of resources that are the basis for developing tourism areas, developing additional tourist attractions that are rooted in nature. in the local culture. services to tourists based on the uniqueness of the local culture and environment, providing support and legitimacy to tourism development and development that provide positive benefits and control and/or stop tourism activities if they exceed the threshold of the natural environment or social acceptability although on the other hand they are able to increase people's income . This opinion emphasizes the management of natural tourism that focuses attention on local wisdom (the uniqueness of local culture and environment) in relation to the uniqueness of local culture, the environment, forms of service, improving the quality of resources, and providing support and legitimacy.

The natural attractions of Bukit Kasih, Lake Tondano and Kombi Beach have a variety of uniqueness both in terms of natural resources and history. However, in the aspect of the social environment, they have something in common, namely being around the Minahasa ethnic community who are friendly, polite and like to help. The research data shows that the Lake Tondano tourist attraction with an area of 4,616 hectares is located between 24 villages within the Minahasa Regency government area besides having beautiful natural potential, there is also a Japanese heritage airport, a center for grabah craftsmen, capture fisheries, restaurants that serve Lake Tondano menu, rice farming tours, Moraya Fort cultural site, Palelon peak and Sumaru Endo hot spring tourist attraction. However, there is one crucial problem in the Lake Tondano tourist attraction which has been covered by water hyacinth for about 70 hectares which has resulted in the narrowing of the lake and disturbing the natural ecosystem. This situation is being taken seriously by the government through Presidential Regulation (Perpres) No. 60 of 2021 where Lake Tondano is included in the 15 priority lakes for rescue.

The Bukit Kasih tourist attraction which is currently managed by the Tourism and Culture Office of North Sulawesi Province by involving the village government around the location has tourism potential in the form of places of worship for all religious groups, monuments of inter-religious harmony, hot and sulfur baths and close to cultural sites. Watu Pinatengan, a peanut plantation as one of the agricultural icons of the local community and a Japanese heritage cave. Meanwhile, the Kombi Beach tourist attraction has a wide, natural coastal natural potential and is not located in a residential area. However, most are managed by individuals and village governments.

In general, the problems faced by the three tourist objects in Minahasa Regency are road access and public transportation to get to the tourist attraction locations are still not good. This is also followed by supporting facilities at the location of tourist objects that are not yet available and the management models are still diverse, most of which are not well organized. A very diverse arrangement can be seen in the Kombi Beach tourist area where of the 11 beach attractions visited, 9 of them are managed by the village through the government, but only for the withdrawal of entrance fees. The provision of supporting facilities at tourist sites has not been in accordance with the needs of visitors. This situation is very different from those that are managed privately, such as on Ranowangko beach and Trilpe M beach. These two beach attractions are well organized because they are directly handled by the owner with a modern management model and are equipped with adequate supporting facilities.

From the field data obtained, it is clear that the management carried out to date on natural tourism objects in Minahasa Regency, especially in Bukit Kasih, Lake Tondano and Kombi beaches has not applied the principles of local wisdom and special local sense which reflects the uniqueness of cultural heritage and heritage. environmental uniqueness, preservation, protection, and improvement of the quality of resources which are the basis for developing tourism areas, developing additional tourist attractions rooted in local cultural treasures. The current management pattern only relies on the quality of the existing natural potential. By looking at the current management pattern, it can be ascertained that over time these three attractions will be left behind and difficult to become a mainstay for the Minahasa Regency government in developing the tourism sector.

Management patterns that pay attention to the principles of local wisdom and special local sense will be a source of attraction for visitors to visit tourist sites. This is very visible with the pattern of managing tourist objects such as the one on the island of Bali. The strength and uniqueness of its natural potential is combined with local wisdom and special local sense in the form of reflection on cultural heritage and is accompanied by the development of additional tourist attractions rooted in the local cultural treasures of the Balinese people (Sujadi, 2008;

Andriani & Sunarta, (2015). Likewise, the management of natural tourism objects that relate to the principles of local wisdom and special local sense is found in Tana Toraja Regency. As explained by Iramar, et al (2014) in the management of tourism objects in Tana Toraja, we rely on natural tourism, arts and culture, history, and agro tourism with natural cultural nuances. Likewise, the findings from Matantu (2019) which explain that the management of tourism objects in Tana Toraja Regency is unique and distinctive, supported by culture, art and history, as well as the beauty of its natural panorama. This is also the basis for Rafsanjani & Pambayun (2018) who expect that the management of tourist objects in the area needs to be equipped with cultural attractions besides the development of coastal tourism areas can be done while maintaining the panorama and preservation of beaches and marine parks as well as trying to complete infrastructure facilities, especially the availability of facilities. electricity, water and internet network (Lengkong et al., 2018).

The management pattern of natural tourism objects in Minahasa Regency, especially in Bukit Kasih, Lake Tondano and Kombi Beach in relation to the principles of local wisdom and special local sense should be the main concern of the Minahasa Regency Government. The special local sense used by the Bali Provincial Government and the Tana Toraja Regency Government can also be carried out by the Minahasa Regency Government. This can be supported by the fact that Minahasa Regency has a very potential culture to be used as a dance force in tourism management. The Minahasa tribe is famous for being very friendly, polite and courteous. The spirit of togetherness and the value of religious tolerance is high as recorded in the harmony monument at the Bukit Kasih tourist attraction and has unique historical stories such as the story of the Watu Pinabeteng near Bukit Kasih, the legend of Lake Tondano and the City of Tondano as a colonial city with a traditional style and the existence of Kombi Beach. which is related to efforts to defend the territory of the Republic of Indonesia from colonialism and the natural panorama surrounded by clove plantations as one of the mainstay agricultural products of North Sulawesi Province.

Management patterns from the aspect of local wisdom can also be done by strengthening community resources around tourist attractions such as for fish rearing businesses and rice farmers around Lake Tondano as well as grabah craftsmen. Likewise, the potential of the younger generation in performing arts such as the maengket dance as the original dance of the Minahasa tribe, the kolintang bamboo music game and the katrilli dance which is a traditional dance that combines European culture and Minahasa culture that can be found today in the Minahasa tribe. These potentials can become local wisdom and special local sense that can be used by the Minahasa Regency Government in managing the natural attractions of Bukit Kasih, Lake Tondano and Kombi Beach.

Conclusion

Management of natural tourism objects that only rely on the quality of nature that they have over time will be left behind and require the support of large resources. Natural attractions such as lakes and beaches will easily be found in various regions of the world, including those in Indonesia. However, natural tourism objects that incorporate the principles of local wisdom and special local sense that reflect the uniqueness of cultural heritage and the uniqueness of the environment are rarely encountered and will become capital to be promoted. As a result, this situation is the main attraction of the tourism object. Until now, the Minahasa Regency Government of North Sulawesi Province has not managed natural tourism objects that incorporate the principles of local wisdom and special local sense. This is evidenced by the management of tourism objects in Bukit Kasih, Lake Tondano and at Kombi Beach, which actually have the value of local wisdom and special local sense which can be used as the main aspects in managing tourism objects.

Minahasa Regency, North Sulawesi Province has the potential to develop natural tourism objects of Bukit Kasih, Lake Tondano and Kombi Beach by combining the principles of local wisdom and special local sense. This can be done by bringing out the cultural and environmental aspects of each existing natural tourism object management. Bukit Kasih which relies on the icon of inter-religious harmony which is elaborated on the potential of geothermal nature and the legend of Toar Lumimuut as the first person in Minahasa will not be found in any area. Likewise, Lake Tondano with legends of struggle and human civilization of the Minahasa Tribe which can be found in writings on Fort Moraya and the legend of the combi beach in connection with efforts to defend the Unitary State of the Republic of Indonesia. Likewise, the utilization of the potential of community resources that carry out activities around tourism objects such as freshwater fish farming communities and rice farmers around Lake Tondano and the grabah craftsman community as well as the use of the kolintang bamboo music maengket dance and katrilli dance to enliven each tourism object location.

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