Community Participation for Sustainable Tourism Model in Manado Coastal Area

F F Warouw1*, F W Langitan1 and A T Alamsyah2
1Universitas Negeri Manado, Tondano, 95618, Indonesia
2Universitas Indonesia, Depok, Jawa Barat, Indonesia

*ferolwarouw@yahoo.com

Abstract. Manado city with the potential for coastal tourism which is at the center of the world’s coral triangle is developing a tourism development policy. Tourism that is being developed should certainly be able to adapt to changing conditions of today's dynamic environment. The extent to which the adaptation process is determined by the communities involved in the development of tourism. Based on data from the population in the city of Manado, there are currently 410,481 thousand inhabitants. This study tried to reveal the extent of community participation in the city of Manado in particular involvement in the development of tourism in coastal Bay of Manado. Level of community participation in the development of tourism in the city of Manado is measured in the form of quantitative research in the form of questionnaires to the community based on the level of community participation developed by Arnstein Sheery by purposive sampling technique. The level of participation was developed by Arnstein Sheery row of low level ketinggi namely: Manipulation, Therapy, informing, Consultation, placation, partnership, Delegaten Power, Citizen Control. Findings community level participation in the development of coastal tourism on Manado bay civilized level of consultation. Consultation rate shows that the government invite the public opinion after the given information to the public and has been a two-way dialogue between government and society. Community has provided input and active discussion by way of the two-way dialogue. Although there has been a two-way dialogue, but the successful rate is low because there is no guarantee that the concerns and ideas of the community will be considered. This requires the development of community-based programs in order to increase the degree of participation so that community participation will increase. To conclude, the program needs to be based on input from the community’s needs and it has to involve the public directly to tourism development in accordance with the characteristics and potential of the community itself.

1. Introduction
Manado city with a long coast line of more than 17 km of coastal tourism potential and attractive coral reefs. Not to mention the beautiful sunset views overlooking towards the Pacific ocean in every afternoon to make the coastal city of Manado as a potential area for the development of tourism. This potential is supported by dielorkannya vision “Manado City Ecotourism Model” by the government of the city of Manado. In addition there is the type of coastal water ecosystems are important in the ecosystem Manado City is famous for it’s coral reef dive spots that can be found within close together and easily accessible. Bunaken marine park which is part of the administrative area and right in front of the city of Manado is a marine park that was named the most beautiful marine park in the world. This marine park store with a collection rich biodiversity of coral species is among the most complete
in the world and are at the core of the world's coral triangle. This condition is supported by the potential of offshore fisheries are also promising to be developed as part of sport fishing. Besides the local community also has a variety of cultural allure of interest include diverse culinary potential. Referring to the above potential, of the development of tourism in the city of Manado has a very prospective future. This activity directly if managed with the right strategies will improve the welfare the surrounding community as well will be a part of the preservation of natural resources and the environment which is the strategic issues of global development.

One of the key factors in the development of tourism is community involvement in tourism development process itself. Community participation is voluntary and should take place continuously. Participation in question is the participation of the public view as the subject of any rule of construction rather than as objects of development. The involvement of the community as a whole is done through the development of a mindset that sees society as the subject of regulation by the diversity of behavior. Through the process of engaging public participation from the planning stage, utilization, and control of the utilization of space will appear a system of evaluation of development activities that have been carried out development and become an input for further development process.

The participatory approach is expected to create agreements and rules in society in order to realize social justice in a program that is tailored to their aspirations. It also increases the sense of community (sense of belonging) to development programs in line with their aspirations in the accommodation of the development program, which in turn can manifest the development of efficient and effective [1]. Participation in the development of system development is needed because: (1) at the planning stage, most people know what they need, thereby directing the product plan optimal spatial and proportional to a variety of activities, so as to avoid speculation and excessive distribution for space allocation certain activities, (2) the utilization stage, people will keep the utilization of space in accordance with the time allotment and allocation as well as planned, so as to avoid conflict of space utilization, (3) the control phase, people feel they have and be responsible for maintaining the quality of space comfortable and harmonious as well as useful for future development [3].

For that we need the necessary research to find a model of tourism development which is born of the actual conditions of society itself. Studies to determine the form and level of participation and the factors that influence the development of tourism studies conducted through participation in tourism development in coastal areas Malalayang Manado bay. This study is expected to produce a picture of the community's role in tourism development that can be used as a referral policy development sustainable tourism development.

2. Method

Studies involving community participation in tourism development through the study of participation in tourism development in coastal areas Malalayang Manado Bay is a research focus intensively on one particular object that is studied as a case. Research case study intended to learn intensively about the background of the problem situation and the position of an event taking place at this time, as well as the interaction of the environment of a particular social unit is (given). Research subjects may be individuals, groups, institutions or society. Case study data can be obtained from all parties concerned, in other words, the data in this study were collected from various sources.

Based on the research objectives of this research is quantitative research in order to find the level of participation as well as the function and its implications in the development of sustainable tourism based on local community participation in coastal areas through coastal development studies Malalayang Manado Bay.

2.1. Data collection method

The research method used is through the method of approach to Regulatory Impact Analysis and Survey (Quantitative) with typology community participation [4,5]. Respondents in this study were
drawn from the population of the local community involved in the formulation development of tourism in the city of Manado. The criteria selected respondents are local community elders to determine the potential and prospects of the development of tourism in the city of Manado.

Stages of research in order to obtain data regarding the quantification of the development of tourism in the form of a questionnaire totalled 62 respondents from local communities in the city of Manado.

| Analysis Method | Description | Result |
|-----------------|-------------|--------|
| Level of community participation | RIA analysis with quantitative description through frequency distribution | Analyse the level of community participation in tourism development in Manado city |
| Magnitude levels of community participation | as measured by the typology Arnstein |

2.2. Data analyze method

Data processing techniques in question here is the processing of primary data collected directly from respondents through a questionnaire. In processing the data, the respondents' answers from each question will be weighted / predetermined value.

3. Analyse and Interpretation

The coastal area in the Bay of Manado ecoregion Malalayang this region includes three counties - along the Gulf coast city of Manado, but administratively Malalayang most coastal areas are in the administrative area of Manado city.

Manado Bay is located in front of the city of Manado is the capital of Sulawesi, North. Bay of Manado ecoregion is an area which includes the 3 counties and cities within the scope of Bunaken National Marine Park. Administratively Malalayang coastal areas are mostly located in the city of Manado. Manado Bay is the location of the conservation of Bunaken National Marine Park is set in 2010 in the central region segita three coral (Coral Triangle Initiative) [6].

![Figure 1. Map of Manado city and surrounding.](source)

The use of land in Manado City depicts a mixture of urban and land use functions of the coastal sea and the island in front of the city with views of the mountains including several volcanoes such as Mount Lokon and Mount Klabat. As a city located in the Ring of Fire area of the sea and the gulf coast of Manado It really a rich biodiversity. On the one hand there is an industrial and trading activities while writhing on the economic side, on the other hand there is the sea, as the frontier town itself.
Mixing two contrasting land use characteristics can be potential for the development of the city of Manado is based on ecotourism management [7].

The shift from the previous land use into residential estates showed that Manado City continues to grow. Besides the presence of the hotel - an international hotel characterizes today's Manado city. Existing hotels like Gran Kawanua hotel Novotel group, Swiss Bell Hotel Maleosan and development plans Hard Rock Hotel in the coastal region Malalayang. Until now growing tourism in the city of Manado is not concentrated in one place, but in some places according to the tourism potential held each region while developing it. The main centre for eco-tourism development in coastal and marine national park of Bunaken.

Manado bay coast is a haven for coral reef and became a well-known dive sites in various parts of the world [8]. Region of live coral cover are listed where the highest found in the area around Bunaken Island, coastal Malalayang to Awontulap. To determine the potential tourism coastal Bay of Manado, based on the results of research in the field can be known of the potential support for realizing sustainable development of tourism, the natural potential and the potential of coastal marine parks supported by the local socio-cultural potential. Some types of tourism potential of the city of Manado, among others, marine parks, mountain views, a culinary and cultural tour look promising and can be enjoyed from the coastal area of the Bay of Manado. The potential of the unique attractions and famous around the world that the Bunaken Marine Park. Currently foreign tourists (tourists) and domestic travellers who visited the relatively increased. Expenditure per day tourists reached Rp.1.200.000 and the average length of stay 4 days. Domestic tourists each day on average spend 500.000 and the average length of stay 2.5 days. The increase in the number of tourists, the amount of expenditure per day, and length of stay will multiply the benefits of tourism for local development activities. The tourism industry has a high multiplier effect, potentially attracting investment, and prospective development in North Sulawesi [9].

In 2000 Former Governor of North Sulawesi (A.J Sondakh) suggests that the importance of the Bunaken National Park in North Sulawesi, both sustainability and its contribution to the economy through the development of the tourism sector, then together we develop by promoting the principles of conservation through management systems and the management of inter - profitable. Sondakh also cites studies NRM / EPIQ and LPEM - UI on the impact of the economic crisis in North Sulawesi in 1999, turned out to Bunaken able to contribute greatly to the development of Northern Sulawesi, namely: (1) traditional fishery U.S. $ 3.3 million, (2) commercial fisheries of U.S. $ 1.6 million, (3) seaweed U.S. $ 3.1 million, and (4) dives services U.S. $ 3.2 million. When the U.S. dollar against the
rupiah average of USD 8000 alone, the contribution of fisheries and seaweed farming can reap the results of approximately USD 64 billion, while diving services only Rp 25.6 billion [10,11].

Manado city is the centre of the tourism industry on the island of Sulawesi [12]. The tourism industry has been growing for a long time since the potential Bunaken marine park that is a favorite location for divers. Along with the development of the global environment with the main issues of global warming, coral reefs are the main potential Bunaken marine park turned out to be one of the potential that is able to cope with climate change. The potential is then used as the basis for implementing sustainable development by keeping a coral reef in Bunaken marine national park from being damaged and sustainable. In Manado City location potentially ubiquitous tourist area can be developed to prevent environmental degradation can be utilized as a tourist attraction, one of the locations are located in coastal areas and reclamation of the object of study.

4. Results and Discussion
In this section is analyzed on the level of participation in the development of tourism in the city of Manado. The amount of respondents amounted to 62 people where the number of respondents is a community of communities involved in the process of discussion and FGD for development in general especially Manado City Manado City development vision model Ecotourism in Manado Bay coastal region.

Determination of the level of participation categories based on the above table, it can be calculated as follows: There is one variable choice questions with no answers questions 8 choices with each score ranging from 1 to 8. The scores are based on the order of 8 household participation rate of Sherry Arnstein. So the minimum score obtained for each individual (1 x 1) is 1, the maximum scores obtained for each individual (1 x 8) is 8, then when the number of samples 62, it can be seen the minimum score for the level of community participation (62 x 1) is 62 and the maximum score (62 x 8) is 496.

| No | Variable Description                                                                 | Scale                                      | N  | %   | B | N × B |
|----|------------------------------------------------------------------------------------|--------------------------------------------|----|-----|----|-------|
| 1  | Level of Participation of Implementation Phase                                      | 1) Not participating in the implementation of the program. | 8  | 12.90 | 1 | 8    |
|    |                                                                                   | 2) Participate in the implementation of the program but for the government only.       | 8  | 12.90 | 2 | 16   |
|    |                                                                                   | 3) Participate in the implementation of the program for the benefit of the community only. | 13 | 20.97 | 3 | 39   |
|    |                                                                                   | 4) Take an active discussion in the implementation of the program.                    | 14 | 22.58 | 4 | 56   |
|    |                                                                                   | 5) Participate in the implementation of the plan and give some influence to the program implementation. | 9  | 14.52 | 5 | 45   |
|    |                                                                                   | 6) Participate in the implementation of the program and share responsibility with the government. | 6  | 9.68  | 6 | 36   |
|    |                                                                                   | 7) Participate in program execution and have the authority to make dominant decisions throughout the execution of the plan. | 2  | 3.23  | 7 | 14   |
|    |                                                                                   | 8) Participate in program implementation and have the power to plan, implement and oversee the implementation of the program. | 2  | 3.23  | 8 | 16   |

Total 62 100 230

Source: Data processed from the results of research, 2016
By knowing the minimum and maximum scores, it is known the distance of the interval, \((496 - 62) / 8 = 54.25\). So when used typology of Arnstein, to determine the level of community participation are:

- Citizen Control, a score of 441.75 to 496.00
- Delegated Power, a score of 387.50 to 441.75
- Partnership, a score of 333.25 to 387.50
- Placation, a score of 279.00 to 333.25
- Consultation, a score of 224.75 to 279.00
- Informing, a score of 170.50 to 224.75
- Therapy, a score of 116.25 to 170.50
- Manipulation, a score of 62.00 to 116.25

From this level will be concluded where participation levels are applicable in the development of tourism in Manado.

To measure community participation in the implementation phase of the program used rating scale that refers to the Public Participation Sherry Arnstein Ladder consisting of 8 ladder as in illustrated in Table 18. Following. Based on the level of participation in the implementation phase, the majority of respondents attended the discussions actively in the implementation of the program, as many as 14 people (22.58 %), followed by respondents participated in the implementation of public interest for just as many as 13 people (20.97 %), respondents participated in the implementation of the plan and give effect to the implementation of the program as many as 9 people (14.52 %), followed by respondents who participate in the implementation of government programs, but for the sake of just as many as 8 people and is involved in the implementation of the program. respectively - each (12.90 %), then Participate in the implementation of the program and share responsibility with the government as much as 6 people (9.68 %) and the rest with the same values Participate in the implementation of the program and has the authority to make decisions on the overall dominant Participate in the planning and implementation of the program and have the power to plan, implement, and oversee the implementation of the program each 2 people (3.23 %).

5. Conclusion
Total score obtained from the analysis is 230, then the level of community participation including category level Consultation. At the level of consultation may mean that the level of attendance at meetings/conferences due to:

- That the government invites public opinion after the given information to the public. Proven with involvement of community representatives in the preparation of the general plan of Manado City Model Ecotourism development.
- There has been a two-way dialogue between the government and the people involved and the community to provide input and active discussion by way of two-way dialogue.
- Although there has been a two-way dialogue, but this way the success rate is low because there is no guarantee that the concerns and ideas of the community will be considered.
- The method used is a public neighborhood meeting and public hearing.
- At the level of this Consultation is included in the degree of tokenism/awards or Degree of Tokenism, a level of participation where people are heard and allowed to argue, but they do not have the ability to get a guarantee that their views will be considered by decision makers.

Tourism development that has been carried out simultaneously that in turn also helped carry implications for various fields. The implication is meant here is the involvement or engagement relationship between at least two variables.

In this context, there are at least three obvious implications of sustainable tourism development based on community participation through the study of the development of ecotourism model of the city of Manado, the implications of economic, social and environmental. Perhaps this could be classed as an implication of the existence of externalities of tourism potential, but - whatever its
name - is a decent third implication is recognized as the positive impact of a long history of tourism development area.

References
[1] Kimprawsil 2002 Pelibatan Masyarakat dalam Penataan Ruang Makalah dalam Pelatihan Penyusunan Rencana Tata Ruang Propinsi se-Sumbagsel di Palembang 30 September 2002 Available from http://www.kimprawslil.go.id; INTERNET.
[2] Tosun, C. 2000. Limits to community participation in the tourism development process in developing countries. Tourism management, 21 (6), 613-633
[3] Ibrahim, Syahrul 2004. Paradigma Baru Peran serta Masyarakat dalam Penataan Ruang. Available from http://www.bktrn.org; INTERNET.
[4] Arnstein, S R 1969 A ladder of citizen participation Journal of the American Institute of planners, 35 (4), 216-224
[5] Titter, J Q, & McCallum, A 2006 The snakes and ladders of user involvement: moving beyond Arnstein Health policy, 76 (2), 156-168
[6] Newman, C, & LeDrew, E 2005 Towards community-and scientific-based information integration in marine resource management in Indonesia: Bunaken National Park case study Environments: a journal of interdisciplinary studies, 33 (1)
[7] Ross, S, & Wall, G 1999 Evaluating ecotourism: the case of North Sulawesi, Indonesia Tourism management, 20 (6), 673-682
[8] KUSEN, J D, & TIOHO, H 2009 The present status of coral reef condition in Bunaken National Park and Manado Bay, North Sulawesi, Indonesia Galaxea, Journal of Coral Reef Studies, 11 (2), 219-222
[9] Erdmann, M, Merrill, P, Arsyad, I, & Mongdong, M 2003, September Developing a diversified portfolio of sustainable financing options for Bunaken National Marine Park In Presentation at the Vth IUCN World Parks Congress, Durban, South Africa
[10] Sondakh, AJ 2000, Dewan Pengelolaan Taman Nasional Bunaken Sulawesi Utara Sebagai Model Pengelolaan Para Pihak Kawasan Pelestarian Alam di Indonesia
[11] Cater, C, & Cater, E 2007 The economic impacts of marine wildlife tourism Marine wildlife and tourism management: Insights from the natural and social sciences, 145-162
[12] Alder, J, Sloan, N A, & Uktolsey, H 1994 A comparison of management planning and implementation in three Indonesian marine protected areas Ocean & coastal management, 24 (3), 179-198

Acknowledgements
The results of research regarding the level of community participation in tourism development in coastal areas Manado Bay. The authors would like to thank the community and the coastal communities in North Sulawesi young intellectuals who had agreed to be the respondents in this study include FGD involved in order to formulate the results of the research and its implications for the three pillars of sustainable development, namely social, economic and environmental.