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Keynote Speakers:

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**Association of International Business & Professional Management
(AIBPM)
Malang, East Java, Indonesia**

PREFACE

It is a great privilege for us to present the proceedings of 2019 Manado ICPM to the authors and delegates of the event. We hope that you will find it useful, exciting and inspiring. 2019 Manado ICPM is a prestigious event organized with a motivation to provide an excellent international platform for the academicians, researchers, industrial participants and students around the world to share their research findings with the international business expert.

2019 Manado ICPM aims to provide opportunity for the global participants to share their ideas and experiences in person with their peer expected to join from different parts on the world. In addition, this gathering will help the delegates to establish research or business relations as well as to find international linkage for future collaborations in their career path.

The 2019 Manado ICPM outcomes will lead to significant contributions to the knowledge base in these up-to date business and management fields in scope. Therefore, on the day of completion of this journey, we are delighted with a high level of satisfaction and aspiration. The responses to the call-for-papers had been overwhelming – both from Indonesia and from overseas. We would like to express our gratitude and appreciation for all of the reviewers who helped us maintain the high quality of manuscripts included in the proceedings. We would also like to extend our thanks to the members of the organizing team for their hard work. We are now optimistic and full of hope about getting the proceedings of ICPM 2019.

We appreciate that the authors of 2019 Manado ICPM may want to maximize the popularity of their papers and we will try our best to support them in their endeavors. Let us wish that all the participants of 2019 Manado ICPM will have a wonderful and fruitful time at the conference.

Conference Chair

Liem Gai Sin, Ph.D on behalf of the ICPM 2019 Conference Committees

September 21st-22nd, 2019

Manado, Indonesia

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Analysis of Potential Tourism Attraction in Manado City

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ABSTRACT

Tourism is one of the industries that is able to improve the economy and the welfare of society, namely by optimizing all the potential related to the tourism industry. Indonesia has the beauty of nature, art and culture that is able to attract tourists to visit Indonesia. Opportunities for the tourism sector are very large where Indonesia is among the six most beautiful countries in the world, and also in the top 10 countries that must be visited. The city of Manado has natural beauty that should be considered as one of the tourism destinations. Bunaken National Park has been known to the world for its beauty and natural tourist attraction. In general, tourists who visit to enjoy doing tourism activities in the form of diving, snorkeling, canoeing, and enjoy the beauty of mangroves. Tourists who visit generally enjoy the beauty of nature by diving, snorkeling, canoeing and exploring the beauty of mangroves. The tourism industry is said to be successful if the number of tourist visits increases. With the increase in the number of tourist visits, the economy and welfare of the people also increased. The longer tourists stay the more money they spend on shopping. Seeing the potential of the tourism industry, it is necessary to identify all potential objects and tourist attractions that exist so that tourists who visit have a variety of tourist attractions offered. In addition, it is also to maintain the environmental sustainability of Bunaken tourism objects from the pressure of the number of tourist visits that exceed the carrying capacity limit. The utilization of all potential objects and tourist attractions, starting from natural, artificial, historical, artistic and cultural tourism must be carried out optimally. The assessment of the potential of tourist objects and attractions is carried out by using the table of assessment criteria for object potential and natural attraction of the Department of Forestry.

Keywords: Sustainability, attractiveness, potential of tourist assessment