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by

Submission date: 06-Aug-2022 12:31PM (UTC+0700)

Submission ID: 1879378965

File name: PROSIDING_ICAST_2020_PADANG.pdf (230.74K)

Word count: 4055

Character count: 21547

Questioning Community's Understanding in Implementing Local Identity in Development of Tourist Facilities:

A Case in Budo Village, North Minahasa Regency

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Abstract—Prior to the Covid-19 pandemic, a massive tourism industry occurred in various regions throughout Indonesia whose main trigger was the support of the Indonesian government, which established tourism as the leading sector, and the direction of government policies that required other sectors to fully support the tourism sector to rise. However, it seems that the speed of development is not directly proportional to the ability of the community to maintain local identities to continue to exist. The purpose of this study was to determine the understanding of the Budo village community in implementing local identity in developing tourist facilities. This research is in the form of descriptive qualitative approach. The instrument of data collection is questionnaires. It was distributed to 80 respondents spread in Budo Village. The empirical results show that the community still does not really understand the values of local identity in tourism development.

Keywords—community understanding, implementing local identity, tourism facilities, Budo Village

I. INTRODUCTION

The tourism industry is all business activities in the form of goods and services destined for tourists. This industry tends to place emphasis on the aggregation of various businesses that collectively produce goods and services needed by tourists in particular and travel in general [1,2]. The definition of the tourism industry is a summary of various business fields that jointly produce products and services that will be directly needed by tourists on their way to fulfil their pleasures.

Tourism is a dynamic activity that involves many people and enlivens various business fields. The concept of the tourism industry involves three things such as natural resources, which means the availability of natural resources that are created almighty to be maintained and preserved which can attract tourists to come to these tourist attractions. Then human resources, which are the qualities of humans in utilizing these natural resources so that they are known by many people

and develop tourism and good management. Furthermore, human-created resources are a form of human quality and human ingenuity in making or creating artificial tourist attractions that have their own appeal and can attract tourists.

In tourism, there are three main elements that make these activities possible, among others: tourists who are actors in tourism activities. Then geographical elements such as areas of origin of tourists, transit areas and tourist destinations, finally the tourism industry [3,4]. It is undeniable that the tourism sector has contributed greatly to the Indonesian economy. Several studies have noted that economically, in 2014, there was a significant increase in the tourism sector, its direct contribution to GDP had reached 3.8% and if it took into account the multiplier effect, the contribution of tourism to GDP reached around 9%. Absorption of labour in this sector has also reached 10.18 million people or 8.9% of the total number of workers, making it the fourth largest labour-creating sector [5]. In 2019 the tourism sector before the Covid-19 pandemic was impacted by Indonesia, the tourism sector had defeated the oil and gas, coal and palm oil sectors [6].

The large contribution of the tourism sector has changed the direction of government policies, previously CPO and Oil and Gas, now the government is boosting tourism as the leading sector in Indonesia, where all sectors must support tourism activities in the region. Almost all regions in Indonesia place tourism as the main superior program in the region. However, behind this special vision and mission, the regions do not prepare adequate resources in understanding what and how tourism is implemented.

For example, in many places, not only in Indonesia, tourism development has changed the socio-cultural structure of the local community. The local identities of the community, which are reflected in the city structures and buildings that characterize the area, have changed. Studies in the Samana Republic of Dominica show that in the last 20 years, tourism

has changed the socio-cultural landscape of society [7]. Furthermore, Smith [8] in his study of city development planning for the city of Malta, it was found that excessive emphasis through the development of national tourism projects has affected the viability of life and paradoxically, has made the city less attractive to tourists and less representative of Maltese identity. This shows that over tourism without paying attention to city identity will affect the development of tourism itself.

In a smaller scope, the same case is faced by one of the capital cities of North Sulawesi province, Manado. Manado is a city that is a source of inspiration for the development of cities / regencies around it. The local government of the city of Manado in 2011 has determined that Manado is a Model City for Ecotourism, which is when the building landscape changes. Manado with all its progress has laid the foundation for city development by tending to eliminate the city's identity. So many historical buildings in the city of Manado with colonial architectural features or designs mixed with Minahasa culture are lost in an instant to be replaced by minimalist and millennial architectural models, with the main characteristic of being boxes [9,10].

The problem of the loss of local identity in building architectures that describe socio-cultural characteristics has begun to appear in the design of tourist facilities in several tourist destinations. Almost several tourist sites in the province of North Sulawesi, on average, show modern-style buildings dominated by building materials such as cement, zinc roofed with boxed models, and no aesthetic value.

This time, the researcher tries to explore the depth of understanding of the village community in maintaining the value of local identity as outlined in a tourist facility design built at a tourist location. This study was conducted in Budo Village. This village is very close to the city of Manado, even though this village is included in the administrative area of North Minahasa Regency. As a result, the activities of its citizens interact more with the progress of society in the city of Manado. Thus, many things that are under the development of the city of Manado affect the condition of the development of the tourist village in Budo. Currently, Budo village is building several tourist facilities such as rest huts, mangrove bridges and other tourist facilities. However, the development of tourist facilities has triggered a lot of criticism from various academics and even tourism observers, because the development design tends to be rigid, without aesthetic and socio-cultural elements of the local community. Does the community understand that tourism really upholds sustainable social-cultural value? Based on this background, the research objective is to determine the understanding of the village community in implementing local identity in the development of tourist facilities.

II. METHODS

The method of data collection is done by using survey. The sampling technique used purposive sampling with the

consideration is respondents who have the same work activity, as farmers and fishermen, so that the tendency to take attitudes and actions is the same, then the educational levels are mostly dominated by advanced levels, and finally the need for data collected is only to obtain information related to tourism activities [11,12]. To limit the number of respondents used Slovin formula: $n = N / (1 + N \cdot (e)^2)$ [13]; with a standard error of 10%, the number is 80 respondents from 883 of the total population of the village. The survey was conducted on local communities with a total sample of 80 respondents using a questionnaire. In the questionnaire distributed, there are 10 questions that describe the indicator variable being sought related to local identity. The local identity in question is the understanding of the community in implementing the socio-cultural values of the community in building facilities. The questionnaire was designed and adapted from an attitude scale, namely the Likert scale with the following options: with choices: (5) Strongly Know, (4) Know, (3) neutral, (2) Not Know, and (1) Strongly Not Know. Data Analysis In the measurement was used in the form of scoring criteria and figures of the percentage.

III. RESULTS AND DISCUSSION

Budo Village is a village located in Wori District, North Minahasa Regency. The distance between Budo village and the capital city of North Sulawesi Province (Manado) is around 30 Km. Then from Sam Ratulangi Airport 25Km. Budo Village, is also very close to the Bunaken Marine Park Area, and can be reached by motor boat within 30 minutes from Budo Village to the National Park Gate. Then for the potential for natural tourism, because in front of the village is a marine park area, so there are three diving spots with the potential for marine life. Especially for the coastal areas of Budo village, there is a mangrove forest area [14]. As for the mainland, there is a coconut area covering an area of 25ha. The socio-cultural potential of the village community, as long as the population is dominated by the Sangir and Minahasa tribes. That is why their livelihood patterns tend to be farmers and fishermen.

In the last three years, as with the central government program by building from the village, the Budo village received funding assistance for village development. then in the village mid-term development plan meeting in 2016, it was also determined that Budo village as a tourist village. It is interesting to examine, from the assistance of the central government, the village officials have moved to build various village facilities to support the desire of the community to make it a tourist village. Armed with determination and a limited way of thinking supported by community self-help, currently in Budo village there are several tourist building facilities such as mangrove bridges and rest huts in the mangrove area. The specialty of this village is the characteristic of its polite society and is open to newcomers who want to visit the village. However, due to limited education and understanding of tourism, there are mistakes in developing tourist facilities.

Following are the results of research conducted using a survey of the Budo village community using a questionnaire to find out more about their understanding of the development of tourist facilities in Budo village.

TABLE I. DEMOGRAPHIC PROFILE OF RESPONDENT

Respondent	Variable (n= 80)	Number	Percent
Gender	Male	54	67%
	Female	26	33%
Age	31-40	35	44%
	41-50	30	37%
	> 51	15	19%
Education	Middle School	15	19%
	High School	57	71%
	Bachelor	8	10%
Occupation	Farmers	55	69%
	Fisherman	15	19%
	Unemployment	10	12%

The results of the identity of respondents taken were 80 respondents where (as Table 1): respondents were dominated by male gender as much as 67% then followed by women as much as 33% meaning that in good decision making, it was dominated by men related to the culture of the community where men were leaders in the family, as well as workers. Then for age the results show the ratio that answers are between 31 to 30, meaning the productive age at work.

Meanwhile, education seems to be dominated by graduates: senior high school 71%, junior high school 19% and undergraduate 10%. The background of education graduates is already known to be able to analyse the work they have. Furthermore, the average livelihood is dominated by farmers and fishermen. From this it can be concluded that the pattern of community activity characterizes the same things in thinking and acting which is characteristic of communal society. The findings obtained are shown in Table 2 below.

TABLE II. RESPONDENTS' ANSWERING OF THE VALUE OF LOCAL IDENTITIES IN TOURISM FACILITIES

No	Description	Mean	SD
1	Developing tourism facilities in the village has considered various socio-cultural elements of the community.	3.0625	1.05954
2	Development of tourist facilities in the village has involved community self-subsistent.	4.3750	0.48718
3	The development of tourism facilities has considered the condition of the marine ecosystem and its surroundings.	2.6375	0.75042
4	The design of tourism facilities is the result of collective thought by the community	2.4750	0.50253
5	Tourism facility design reflects the local culture of the village community	2.2875	0.45545
6	The raw materials used in the development of eco-friendly tourism facilities in the marine ecosystem.	2.3250	0.47133
7	The tourist facilities used are almost entirely using raw materials from the village.	2.4000	0.78917

Table 2 Cont.

8	The raw materials used in tourist facilities represent the natural resources in the village	2.7375	0.77531
9	The image of the ethnic culture of the village community can be found in the design of tourist facilities.	3.0250	0.85647
10	The construction of tourist facilities began with the local customs	3.8250	1.11122

The 10 questions do not intend to lead the respondent's opinion to answer know or don't know, but to get fair information for the good of tourism in Budo village. So that people understand very well that tourism development is not based on a feeling approach but is based on knowledge. This tourism raises the socio-culture of the community and does not kill local wisdom in the community. Of the 10 questions, there are 4 questions whose answers are almost in the positive zone. Question 1, namely the development of tourism facilities considering the socio-cultural elements of the community, the respondents' answers indicated that almost on average the respondents answered somewhat knowing or neutral (3.06). This means that respondents are apathetic to the conditions of the involvement of socio-cultural elements, in their thinking what is important is that there are tourist facilities in the village. From this it can be seen that the community does not really understand the importance of involving socio-culture in tourism development.

Then in question 2 that the tourism facilities built involve community self-help activities, it can be seen that almost all of the answers are positive (know), (4.37) that community development is involved when building tourist facilities. Indeed, seeing the cultural characteristics of the people of Budo village, they still adhere to the culture of mutual cooperation (in their local language) Mapaluse." This is reflected in the life of activities such as religious ceremonies, for example, grief or weddings where the village community will together help the family of the event owner in making tents or wards. Then in the road cleaning activity, all people volunteered to attend the activity.

In question 9, a picture of ethnic culture can be found in the design of tourist facilities. Respondents' answers are doubtful, it appears that the average answer is 3.02. Indeed, the tourist facilities such as rest huts that are built generally represent the model of the Minahasa tribe house. The Minahasa tribe is one of the largest tribes in North Sulawesi Province. Although on the coast of Budo village about 98% are people who come from Sangir Talaud, the land they inhabit is the mainland area of Sulawesi which is dominated by the Minahasa tribe. Then the design of the Minahasa house is also similar to the houses of the Talaud Sangir tribe. It can be concluded that the community design is not too confusing with the existing resting facilities design.

Furthermore, in question 10 that in the process of stages before carrying out development, it begins with cultural traditional ceremonies such as praying, to ask for God's protection in the process of building the facility to succeed. The

respondent's answer was almost positive tofu (3.82) meaning that most of the respondents answered tofu. Indeed, in the socio-cultural activities of the people of Budo village, they still adhere to their religious life where in every personal or group activity they need to involve the will of God's Power so that they can succeed and this is reflected in the process of building tourist facilities.

Of the ten questions that are presented, the seven statements in it are very specific asking every socio-cultural element and representation of village natural resources in the construction of tourist facilities; It is very visible from the respondents' answers which overall show that the respondents do not know (do not understand), with the total average answer to the 6 questions is 2.47. It is interesting to be examined more deeply because each sub-indicator asked is very specific to explore the depth of community knowledge in involving elements of socio-cultural wisdom in tourism development. Moreover, the tourism that is carried out is village tourism, but what the community finds does not properly understand the concept of developing sustainable village tourism.

In fact, in the concept of building a tourism village it is important to take advantage of the socio-cultural values of the community as reflected in the development of existing tourist facilities so that village elements are more prominent. The study of Gao and Wu [15] emphasizes that villages need to revitalize various cultural historical values that are owned and not abandoned so that the village loses its identity. In contrast with Ghaderi and Henderson [16] they assess that villagers are concerned about the use of local natural and cultural resources for tourism purposes. From the two studies, it can be concluded that cultural values need to be developed, but in a limited space, it cannot become over tourism, which results in the loss of the socio-cultural identity of the village community. So, it can be concluded that it is necessary to pay attention to the element of sustainability.

To support the survey data, the following data results are obtained based on field observations. The results of observations, where the tourist facilities in the form of a bridge built from the mainland coast towards the sea and each tourist gazebo building using cement, then the roof of the resting hut, made of tin roofs. In fact, to support the uniqueness of the tourist facilities building, the community can take advantage of existing natural resources to be used in the development of these facilities. Specifically, for the development of cottage roofs, the community can take advantage of the thatched roof or thatch to reinforce the cultural aesthetics and representation of natural resource elements owned by Budo village. Apart from that, especially for cottage poles, you can use coconut wood, considering that the coconut plantation in the village is quite wide, around 25 ha of plantation land in the village.

The use of bamboo trees in the development of the bridge to the mangrove spot is combined with cement to strengthen the structure of the bridge building, from the aspect of the sustainability of the marine biota ecosystem, it can still live attach to bamboo, because bamboo plants are environmentally

friendly building materials [17,18]. Research studies show that marine biota where the coastal and marine infrastructure is based on concrete, such as ports, docks, industrial facilities, and elements of coastal defence, are usually less diverse than natural assemblages, and are generally dominated by nuisance and invasive species [18,19]. So, it can be ascertained that the development of tourist facilities using concrete will affect the marine biota ecosystem that lives on the coast of Budo village, and in the long run it will also affect the livelihoods of the village community, as fishermen.

Thus, from the results of the discussion, it can be seen that the community's knowledge about tourism and the importance of maintaining a local village identity in developing village tourism is still very limited, and training and assistance are needed so that the development of a tourist village in Budo does reflect the local identity of Budo village.

IV. CONCLUSION

From the results of this study, it can be concluded that the people of Budo village do not understand how to develop a tourist village, they need to maintain a local identity. How tourism should raise the socio-cultural identity of rural communities. Even though they still adhere to the values of local wisdom, it can be seen in their daily activities, but their limited knowledge in implementing them in tourism development activities is what is their weakness. The pattern of tourism development in the Budo village community is still on a talkative culture and a groping approach, not with the correct logic of knowledge. The understanding that the implementation of these concepts is not only an academic and technical discourse but, more than [20,21]. The people of Budo village still really need to be given training and assistance in the development and arrangement of village tourism. Seeing the condition of Budo Village, it can be estimated that it will also have an impact on almost all villages in Indonesia, if there is no training and mentoring process and the government and educational institutions related to tourism development in the village.

ACKNOWLEDGEMENTS

the authors are very grateful to Manado State Polytechnic through the Centre for Research and Community Service who has agreed to finance this research project.

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