

**EXAMINING THE POSSIBILITIES OF APPLYING  
ECOTOURISM PRINCIPLES TO A FESTIVAL TOURISM IN  
TOMOHON CITY**

**A MINOR THESIS**

**By  
AMELYA NAVRATILOVA  
STUDENT ID NUMBER: 180647003**



**MINISTRY OF RESEARCH, TECHNOLOGY & HIGHER EDUCATION  
MANADO STATE POLYTECHNIC - TOURISM DEPARTMENT  
HOTEL MANAGEMENT STUDY PROGRAM  
2019**

**EXAMINING THE POSSIBILITIES OF APPLYING  
ECOTOURISM PRINCIPLES TO A FESTIVAL TOURISM IN  
TOMOHON CITY**

**A MINOR THESIS**

**Submitted to the Tourism Department of Manado State Polytechnic  
as a Partial Fulfillment of the Requirements for the Diploma IV  
Hotel Management Study Program**

**By  
AMELYA NAVRATILOVA  
STUDENT ID NUMBER: 180647003**



**MINISTRY OF RESEARCH, TECHNOLOGY & HIGHER EDUCATION  
MANADO STATE POLYTECHNIC - TOURISM DEPARTMENT  
HOTEL MANAGEMENT STUDY PROGRAM  
2019**

**Motto**

**“Where GOD leads, GOD provides”**

**I would like to dedicated this minor thesis to:**

My Almighty GOD, Jesus Christ and the Holy Spirit for all the blessings I could never be thankful enough, for all the strength I never knew I had in me before, for every storm in life I am allowed to face and conquer, for every single helping hand sent whenever I am about to give up, and for the never ending love; glory be to GOD in the highest.

My Mother Grietje Beatrix (Ritta) Gosal and Grandmother Catoutje (Kathy) Wuysang for all the love, motivations and prayers, I am more than blessed to have you both in my life.

**MANADO STATE POLYTECHNIC  
HOTEL MANAGEMENT STUDY PROGRAM**

**APPROVAL SHEET**

A Minor Thesis, titled;

**EXAMINING THE POSSIBILITIES OF APPLYING ECOTOURISM  
PRINCIPLES TO A FESTIVAL TOURISM IN TOMOHON CITY**

By

Name : Amelya Navratilova  
Student Identification Number : 180647003  
Study Program : Hotel Management

Has been examined and approved for further examination.

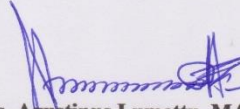
Manado, July 19<sup>th</sup> 2019

Supervisor 1,




**Dra. Maryke Alelo, MBA**  
NIP. 19641213 199103 2 001

Supervisor 2,



**Drs. Agustinus Lumettu, MAP**  
NIP. 19590801 199003 1 001

Head of the Hotel Management  
Study Program



**Benny I. Towoliu, SE, M.Par**  
NIP. 19730921 200604 1 008

**MANADO STATE POLYTECHNIC  
HOTEL MANAGEMENT STUDY PROGRAM**

**VALIDATION SHEET**

A Minor Thesis, titled;

**EXAMINING THE POSSIBILITIES OF APPLYING ECOTOURISM  
PRINCIPLES TO A FESTIVAL TOURISM IN TOMOHON CITY**

was defended before the final examination team on Thursday July 25<sup>th</sup> 2019,  
11.00 AM – 12.30 PM at Tourism Department


By

Name : Amelya Navratilova  
Student Identification Number : 180647003

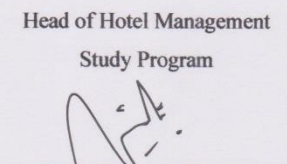
and the person concerned has been stated

**PASSED**

	Final Examination Team
Head of Examination	: Drs. Robert D. Towoliu, MSc
Team/ Examiners	NIP. 19550401 198811 1 001
Member	: Dra. Dianne O. Rondonuwu, MM
	NIP. 19620311 199003 2 001
Member	: Benny I. Towoliu, SE, M.Par
	NIP. 19730921 200604 1 008
Member	: Dra. Maryke Alelo, MBA
	NIP. 19641213 199103 2 001
Member	: Drs. Agustinus Lumettu, MAP
	NIP. 19590801 199003 1 001



Head of Tourism Department  
  
**Oktavianus Lintong, SPi, MSi**  
NIP. 19751020 200312 1 001

Head of Hotel Management  
Study Program  
  
**Benny I. Towoliu, SE, M.Par**  
NIP. 19730921 200604 1 008

## LETTER OF MINOR THESIS AUTHENTICITY

I, the undersigned below :

Name : Amelya Navratilova

Student Identification Number : 180647003

Department : Tourism

Study Program : Hotel Management (D IV)

Hereby declares that the scientific work in the form of this minor thesis is the original work of the author, no other work/ data has been published, and not the work of others in order to obtain an academic degree in college, other than those referred to in the quotations and/ or in the bibliography.

Thus, this statement is made, if in the future it is proven that this is a work of another person both published and/ or in order to obtain an academic degree in college, I am willing to be dealt with in accordance with the applicable laws and regulations and I am ready to revoke my academic degree.

Manado, July 19<sup>th</sup> 2019

Signed by,



METERAI  
TEMPEL  
9C79EAF7833344  
6000  
ENAM RIBU RUPIAH

Amelya Navratilova

180647003

## BIOGRAPHY

Complete Name : Amelya Navratilova  
Student ID Number : 180647003  
Place & Date of Birth : Balikpapan, November 19, 1984  
Father's Name : Syukrul Jamil (John Locke V)  
Mother's Name : Grietje Beatrix (Ritta) Gosal  
Educational Background  
Kindergarten : TK Tunas Bangsa Kota Bangun, Kab Kutai Kartanegara  
Elementary School : SD Inpres Tataaran I, Tondano (Graduated in 1996)  
Junior High School : SLTP Katolik Stella Maris Tomohon (Graduated in 1999)  
Senior High School : SMA Negeri 1 Tomohon (Graduated in 2002)  
College : Manado State Polytechnic, Tourism Department,  
Underwater Ecotourism Study Program (Graduated in 2006)



Manado, July 2019

Signed by,

Amelya Navratilova

Student ID Number. 180647003

## ABSTRACT

Navratilova, Amelya. 2019. *“Examining the Possibilities of Applying Ecotourism Principles to a Festival Tourism in Tomohon City”*. First Supervisor, Dra. Maryke Alelo, MBA and Second supervisor, Drs. Agustinus Lumettu, MAP

This study aims to examine the possibilities of applying the ecotourism principles to a festival tourism held in Tomohon City. Tomohon City’s Tournament of Flowers (TOF) in the past has been initiated as a response to the idea on how to uplift the city’s tourism industry and increase the local’s welfare. In its practice TOF are using environmentally harmful materials such as Styrofoam, paint and spray paint. This practice needs to come to an end, and ecotourism principles could provide a way on how to have a more environmentally friendly event.

This study is using a descriptive qualitative method. The subjects are the 20 individuals who works directly in the process of making the floats for TOF, in this case the float decorators. The data collected by using observation, interviews and data documentation.

95% from the 20 decorators interviewed stated that it is possible to apply ecotourism principle to Tournament of Flowers in order to have a more environmentally friendly event.

It can be concluded that there are possibilities for ecotourism principles to be apply to the Tournament of Flowers based on the interview result that reveal the willingness of the tourism practitioners (in this case the float decorators) to replace the environmentally harmful materials they use with the environmentally friendly one.

**Keywords:** *Ecotourism principles, festival tourism*



## PREFACE

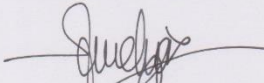
Glory be to GOD in the highest, because only by HIS grace, blessings and guidance that this minor thesis could be finished. This minor thesis is submitted as a completion requirement to complete the D IV Hotel Management Study Program in Tourism Department – Manado State Polytechnic.

This minor thesis discussed about Examining the Possibilities of Applying Ecotourism Principles to a Festival Tourism in Tomohon City. On the writing process of this minor thesis, one came across with so many helping hands, therefore one would like to express gratitude to each and everyone who have been so kind and provide a good support all through the way;

1. Mr. Ir. Ever N. Slat, MT the Director of Manado State Polytechnic
2. Mrs. Masna J. M. Pioh, S.Sos the Head of Tomohon City Tourism Office
3. Mrs. Wulan E. Roeroe, SE, M.Si the Head of Marketing Division in Tomohon City Tourism Office
4. Mr. Oktavianus Lintong, SPi, MSi the Head of Tourism Department
5. Mrs. DR. Bernadain D. Polii, MPd the Secretary of Tourism Department
6. Mrs. Pearl L. Wenas, SE, M.Si the Head of the Final Examination Committee
7. Ms. Dra. Maryke Alelo, MBA the Minor Thesis Supervisor 1
8. Mr. Drs. Agustinus Lumettu, MAP Minor Thesis Supervisor 2
9. Mr. Benny I. Towoliu, SE, M.Par the Head of Hotel Management Study Program
10. Ms. Dra. Dianne O. Rondonuwu, MM for the help with the literature
11. All administrative staff and lecturers in Tourism Department
12. My Mother: Ritta Gosal and my Grandmother: Kathy Wuysang
13. All my family and friends
14. Everyone who has contributed their help to this minor thesis

One realizes that this minor thesis is far from perfect, hence, one appreciates and will gladly welcome every single constructive input and critics given in order to perfecting the finalization of this minor thesis. One does hope that this minor thesis could benefit many parties and could be a reference for an even better project in the future.

Manado, July 19<sup>th</sup> 2019

  
Amelya Navratilova

## TABLE OF CONTENT

	PAGE
TITLE PAGE .....	i
MOTTO .....	ii
APPROVAL SHEET .....	iii
VALIDATION SHEET .....	iv
LETTER OF MINOR THESIS AUTHENTICITY .....	v
BIOGRAPHY .....	vi
ABSTRACT .....	vii
PREFACE .....	viii
TABLE OF CONTENT .....	ix
LIST OF FIGURES .....	x
APPENDIX LIST .....	xi
CHAPTER I INTRODUCTION	
1.1 Background .....	1
1.2 Problem Statement .....	2
1.3 Aims and Objectives .....	2
1.4 Significance of the Study .....	2
CHAPTER II LITERATURE REVIEW	
2.1 General Description .....	4
2.2 Theoretical Framework .....	5
CHAPTER III RESEARCH METHODOLOGY	
3.1 Type of Research .....	7
3.2 Location and Time of the Research .....	7
3.3 Research Subjects .....	7
3.4 Data Source .....	7
3.5 Population and Sampling Design .....	8
3.6 Data Collection Method .....	8
3.7 Data Analysis Procedure .....	9
CHAPTER IV RESULTS & FINDINGS	
4.1 General Description of the Tournament of Flowers .....	10
4.2 Ecological and Economical Values of the Tournament of Flowers ....	12
4.3 Ecotourism Practice in the Tournament of Flowers .....	14
CHAPTER V GENERAL CONCLUSION	
5.1 General Conclusion .....	22
5.2 Recommendation .....	22
BIBLIOGRAPHY .....	xii
APPENDIX	

## LIST OF FIGURES

	PAGE
Figures 1.1 Theoretical Framework .....	6

## **APPENDIX LIST**

1. Interview Notes
2. 2018 Float Decorators Name List
3. 2019 Float Decorators Name List
4. TIFF 2019 Proposal
5. Tournament of Flowers Participation Form
6. Press Release – TIFF 2019
7. TIFF 2018 Commercial Value
8. The use of Styrofoam in Tournament of Flowers
9. Tomohon City Landfill Pictures

# CHAPTER I

## INTRODUCTION

### 1.1 Background

With Tomohon City being acknowledged internationally for its Tournament of Flowers (TOF) and the fact that this event has been running for eight times in the span of ten years successfully, the tourism industry in the city is growing rapidly and has greatly boosts the economic growth and the local's welfare. The tournament which is celebrated by the whole town, with guests from all across the country and abroad, has benefit many parties like the local flower farmers, float decorators, the city's tourism industry stake holders and even the small business owner. However, with an event that big, pollution is inevitable.

In the process of building the float the decorators use Styrofoam, paint and spray paint to decorate the float and this has been going on since the early days of TOF. If this practice continued to be applied, then this could be an environmental disaster in the making, considering that Tomohon City do not have waste treatment plant just yet. When aiming for a sustainable tourism that could support the city's economic growth, tourism industry development and help boosts the local's welfare, the government need to find an ecologically and environmentally friendly solution, and the ecotourism principles could be consider as one good alternative to be apply on a festival tourism like TOF.

According to EAA (2000a) the definition of tourism is "Ecologically sustainable tourism, with a primary focus on experiencing natural areas, that fosters environmental and cultural understanding, appreciation and conservation" (as quoted in Weaver, 2001, p. 7). Ideally, the concept of ecotourism, if apply properly to other form of tourism such as festival tourism (in this case, TOF) could provide a good foundation for a sustainable development through the tourism sector. The way the parties that involved in TOF reacts to the idea of changes in this study may vary and the concept of using environmentally friendly material for the floats and the use of biodegradable replacement, may not be accepted instantly.

This study is examining how far could ecotourism be applied to the Tournament of Flowers execution and are the individuals involved in it willing to accept the concept to be applied to the creative process on building a float use in the Tournament of Flowers.

## **1.2 Problem Statement**

The question needs to be addressed in this study is:

- How can we apply the ecotourism principles to festival tourism?

## **1.3 Aims and Objectives**

The aim of this study is to examine the possibilities of applying ecotourism principles to a festival tourism in Tomohon City , specifically the Tournament of Flowers, in order to help creating an environmentally friendly tourism practice among the tourism practitioners that get involved in it, especially the local float decorators, and also to raise the awareness of using less pollutants like Styrofoam, paints and spray paints on the process of building the floats, and provide a more environmentally solution by using biodegradable material in the future.

The objectives of this study are:

1. To describe the possibilities on how to apply ecotourism principles to a festival tourism and to promote the environmentally friendly approach in its practice by suggesting the use of Styrofoam replacement that is more environmentally friendly.
2. To provide the idea of an environmentally friendly way on creating a tourism attraction by first doing an interview with the float decorators and collecting data about what kind of materials they are using in the process and trying to find out whether they are open to any possibilities of replacing the materials with an environmentally friendly one and build the float with it.
3. To review the current festival tourism; the Tournament of Flowers practice in regards with ecotourism.
4. To determine the ecological and economical values in Tournament of Flowers practice.

The long-term goal of this study is to develop a tourism practice in which not only sustainable and benefit the environment but also could benefit the locals.

## **1.4 Significance of the Study**

### **1.4.1 The Student**

The student is working at Tomohon City Tourism Office hence interactions with the float decorators is part of the job. This study will help the student to have a better understanding

of the float decorators work and maintaining good interactions and relationship with the float decorators in regards with the Tournament of Flowers.

#### 1.4.2 The Tourism Department of Manado State Polytechnic Member

This study could provide all the necessary information and resource material to its students in the future.

#### 1.4.3 The Float Decorators

This study could pave the way to a more environmentally friendly way for the float decorators to work with while at the same time could still benefit their income without them having to lessen the quality of the floats.

#### 1.4.4 The Local Government of Tomohon City

This study could provide information and suggestion on developing an ecofriendly law and regulation on tourism practice that could contribute to the environmental protection yet could still be able to benefit and help to increase the welfare of the locals.

#### 1.4.5 The Researchers

This study provides information about the Tournament of Flowers and the outcome is beneficial for other researchers to use on a better research in the future.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 General Description**

##### **2.1.1 Tourism**

According to McIntosh (1995) the definition of tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, governments and host communities in the process of attracting and hosting these tourists and other visitors. Almost similar to that, Fennel (1999) stated Tourism is defined as the interrelated system that includes tourists and the associated services that are provided and utilized (facilities, attractions, transportation and accommodation) to aid in their movement.

##### **2.1.2 Ecotourism**

According to Hector Ceballos-Lascurain and adopted officially by IUCN, Ecotourism Program is “Environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features – both past and present) that promotes conservation, has low visitor impact, and provides for beneficially active socio – economic involvement of local populations” (Ceballos – Lascurain, & IUCN, 1996). While according to Fennel (2002, p. 15) ecotourism is an intrinsic, participatory and learning-based experience which is focused principally on the natural history of a region, along with other associated features of the man-land nexus. Its aim is to develop sustainability (conservation and human well-being) through ethically based behavior, programs and models of tourism development which do not intentionally stress living and non-living elements of the environments in which it occurs.

##### **2.1.3 Festival Tourism**

According to Caribbean Tourism Organization, festival tourism is defined as travel for the main purpose of attending cultural and/ or music festivals. In its practice TOF has attracts many tourists, not only domestic but also international tourist. Tournament of Flowers fall into the category of festival/ music tourism and through the years TOF has become a quite promising source of income, not only for the people involved directly with the event; e.g. the float decorators and flower farmer, but also for the local business owners, cut flowers vendor, restaurants and street vendors. In regard with the cultural benefits, Tomohon City through TOF has provide a platform for the local cultures to grow.



According to Punongbayan (2018) a festival is also a way to attract visitors to come to the province, town or municipality therefore a festival has an impact on the hosting place. Being an event that utilize their natural resources as the main attraction with the help of other materials such as Styrofoam, paints and spray paints, the event is dealing with environmental issues in its practice. Although the TOF is only held once a year, the use of some material that can be consider as pollutants is quite massive.

Ecotourism is ‘Low-impact nature tourism which contributes to the maintenance of species and habitats either directly through a contribution to conservation and/ or indirectly by providing revenue to the local community sufficient for local people to value, and therefore protect, their wildlife heritage area as a source of income (Goodwin, 1998: 288) therefore in its practice TOF should not only benefit the nature but the welfare of the locals is also important to be put into consideration. Despite being on the same origins within the paradigm of alternative tourism, ecotourism promotes a nature wise environmentally friendly type of tourism, festival tourism on the other hand is more focusing on the performances of the event rather than the environment, although not necessarily ignoring it.

## **2.2 Theoretical Framework**

As defined by Hector Ceballos-Lascurain and adopted officially by IUCN, Ecotourism Program is “Environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features – both past and present) that promotes conservation, has low visitor impact, and provides for beneficially active socio – economic involvement of local populations” (Ceballos – Lascurain, & IUCN, 1996). The terms Eco-Tourism itself could be traced back as early as 1965 in an article by Hetzer which appeared in *Links* magazine, which later reprinted in *Ecosphere*, a news bulletin of the International Ecology University. Part of the reprint is as follows (Hetzer, 1965, p. 1):

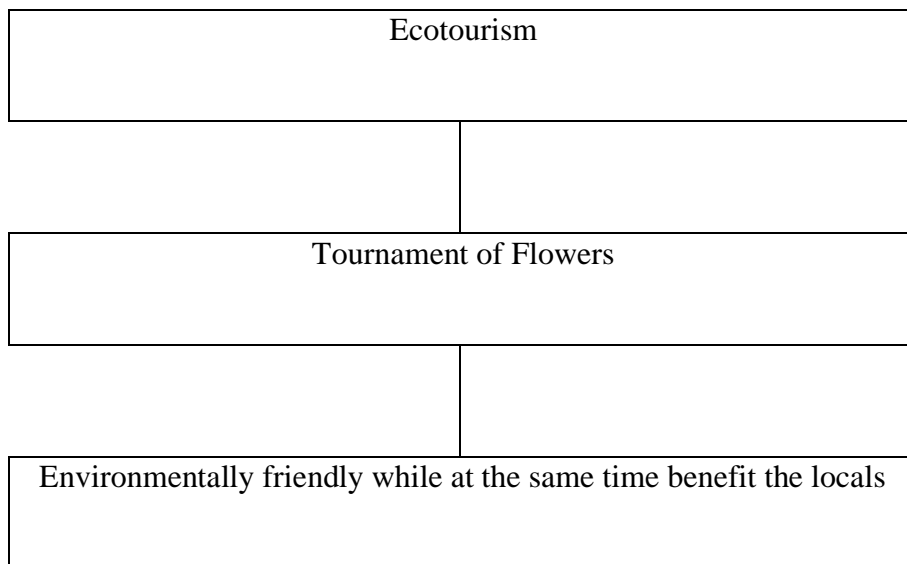
We propose a program for the creation of the competitive, UN-sponsored ‘parallel organizations’ whose role it would be to actively design, promote, and implement RESPONSIBLE (‘alternative’) TOURISM projects fulfilling our four main requirements:

1. Minimum environmental impact
2. Minimum impact on – and maximum respect for – host cultures
3. Maximum economic benefits to host country ‘grassroots’
4. Maximum “re-creational’ satisfaction to participating tourists.

Tourism, if it fulfills at least the above requirements, can be a healthy and rewarding activity for the visiting tourist, an economically sound investment for the host area, and an environment-CONSERVING feature – an ecological tourism (‘Eco-Tourism’)

These requirements could provide us guidelines in response to the global issues about pollutants and plastic waste, and how to actually apply ecotourism principles on Tournament of Flowers.

Despite the fact that TOF is already internationally well known, but the practice of still using the materials that are considered pollutants needs to stop to avoid more environmental issues happening. Ecotourism principles could provide TOF the idea of a more environmentally friendly way on building the floats, without lessen the essence of the event itself and will still be able to benefit the locals while at the same time contributes a favor to the environmental protection.



*Figure 1.1 Theoretical Framework*

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Type of Research**

This minor thesis is using a descriptive qualitative method. Qualitative research is a holistic approach that involves discovery. A qualitative study is defined as an inquiry process of understanding a social or human problem, based on building complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting (Creswell, 1994). Qualitative Paper aims to get deep data, definite data which is a value behind the visible data (Sugiyono 2013: 3). This minor thesis also uses explorative survey in order to find the possibilities of the principles discuss in this Paper whether it is acceptable in the field or not.

#### **3.2 Location and Time of the Research**

The location of this study is in Tomohon City, North Sulawesi. The study takes 4 (four) months to finish, starting from the early month of March to the end of July.

#### **3.3 Research Subjects**

Subjects are individuals act as a source of information needed in the process of data collecting for the research matter. The individual's in this study are those who works directly in the process of making the floats for Tournament of Flowers.

#### **3.4 Data Source**

The data in descriptive qualitative is not in the form of numbers but more of a narrative description. The data use in this study comes from primary data and secondary data.

##### **a. Primary Data**

Primary data obtained from the interviews with the individuals involved directly in the Tournament of Flowers and direct observations on the field.

##### **b. Secondary Data**

Secondary data obtained from internal data obtained from within the Tomohon City Tourism Office and other governmental institution within the Tomohon City Government.

Generally, the subject of a qualitative research is a human being. The researcher and the person interviewed have the same position; therefore, the individuals are not just responding to the researcher request but they could choose their way on how to present the information they possess. Words and action of the person interviewed in this study is the main data source.

### **3.5 Population and Sampling Design**

The term population will not be use in this minor thesis. According to James P. Spradley, (Participant Observation, p 39) A social situation has three primary elements: “a place, actors, and activities”. Using these three elements this minor thesis replaced the term population with social situation. Sugiyono (2009: 216) stated that the sample in qualitative research is called interviewees, participants or informant (instead of respondents). The sample will not be called a statistic sample but more of a theoretical sample, because when it comes to qualitative research, the aim is to produce a theory. The interview is focusing on 15 – 30 individuals of float decorator who act as the head decorator on each float.

### **3.6 Data Collection Method**

The data collection techniques use in this Paper is;

#### **1. Observation**

Marshall & Rossman (1995) in Paterson, B., Bottorff, J., & Hewatt, R (2003) stated that an important data collection approach in qualitative research is observation involving the systematic collection and examination of behaviors in a social setting and two common observational strategies are participant observation, or the in-person observation by a researcher. In this minor thesis, direct observation on the field is needed to be done in order to obtained data for the study.

#### **2. Interview**

In order to collect more detailed information about what really happened in the field, face to face interviews with the source is needed. The individuals interviewed in this research is those who officially assigned by the local government to decorate the float for TOF. Interview can also be used as a tool to confirm the observation.

#### **3. Documentation**

The documentation will be in the form of notes, official papers, and pictures collected to be use in this minor thesis.

### **3.6 Data Analysis Procedure**

Qualitative data collection is done interactively and refers to non-numeric information such as interview transcripts, notes, images and text documents. Qualitative data analysis procedure use in this minor thesis is as below;

1. Narrative analysis

This method involves the reformulation of stories presented by each of the interviewees or in other words, it is the revision of primary data taken.

2. Discourse analysis

This a method of analysis of naturally occurring talk and all types of written text.

## **CHAPTER IV**

### **RESULTS & FINDINGS**

#### **4.1 General Description of the Tournament of Flowers**

Tomohon City tourism industry is growing rapidly, thanks to its nature, the culture, the welcoming attitude of the locals and the abundant tourism attraction. Being well known for its nature, many tourists come to Tomohon to hike the famous Mt. Lokon and Mt. Mahawu, went caving in Susuripen Cave, went down to waterfalls like Tumimperas or Tekaan Telu or just simply relaxing by the Linow Lake shore. The nature tourism attraction not only famous locally but it also attracts tourists from abroad. However, the similar attraction tourism attractions could also be found in many places all across the country. Realizing the fact that the city needs an attraction that could stand out, unique and could be the city signature, on 2008 the Tomohon Flower Festival is initiated by the local government. The main event on TIFF comes vary every time it held, it usually consist of 3 to 5 main event, it is happen because there are some main event that has been added and/ or still held biannually, despite the fact that TIFF has already become an annual event, like The Queen of Flower contest for example. But Tournament of Flowers, being the signature event of TIFF is always on the agenda and has been the event that people are heading up to.

##### **4.1.1 A brief history of the Tournament of Flowers**

Tournament of Flowers is one of the main events in Tomohon International Flower Festival. Tomohon International Flower Festival is an annual event held in Tomohon City – North Sulawesi. Initiated at 8<sup>th</sup> of February 2008 by the Mayor then; Mr. Jefferson S. M. Rumayar, SE with a different name; Tomohon Flower Festival. Tomohon Flower Festival initiated as an effort by the local government of Tomohon City to introduce flower as the city identity in order to boost up the city tourism industry and the welfare of the locals. In 2010, the event name changed to Tomohon International Flower 2010 due to the effort of the government to get the event internationally recognize, in regards with that, the Tomohon International Flower 2010 have floats representing other countries such as Malaysia, Vietnam, North Korea, India and Russia. On 2012 the event changed the name for the third time to Tomohon International Flower Festival (TIFF) 2012, aiming for its flower festival to once again be internationally recognize. Up until 2014 TIFF is held biannually and starting from 2015 the event is held annually and already got the Ministry of Tourism of the Republic of Indonesia's attention. This year (2019) marks as the 9<sup>th</sup> time Tomohon City held the TIFF and also marks

the moment where it been acknowledged as one of the events in Ministry of Tourism Calendar of Events.

Tomohon International Flower Festival consist of several main events and one of the is the Tournament of Flowers. Tournament of Flower is a parade of floats, highly decorated with fresh cut flowers and comes in many shapes, sizes and colors. Since the early days of the Tournament of Flowers, this event has been the signature event that attracts many visitors to come and travel to Tomohon City.

Through the years the local government managed to make their tourism sector to be an industry that is big enough to be able to create a new job and help the welfare of the locals. Tournament of Flowers have help local flower farmers to grown flowers for other purposes than just selling it at their local shop and the local artisan and sculptor also being involved as float decorator every time the event held. Tournament of Flowers initiated to introduce flowers as the city identity and it aims to make flowers as the main tourism attraction.

#### 4.1.2 Location of the Tournament of Flowers

Tournament of Flowers is held entirely in Tomohon City. The building processes of the float is in the Tomohon City and the float parades in the main road of the Tomohon City, North Sulawesi.

#### 4.1.3 Aims and Objectives of the Tournament of Flowers

1. Providing a platform for local government, cities, regencies as well as tourism industry stakeholders and other related sectors to promote tourism, trade, investment, floriculture and main sectors in their respective region.
2. Supporting the central government program, the “Wonderful Indonesia” specifically in order to increase the flow of tourist arrivals, both domestic and international tourist.
3. Facilitating the cooperation and/ or the networking between cities and regencies’ governments all across Indonesia, especially in the fields of tourism, trade, investment and floriculture.
4. Making the Tomohon International Flower Festival event as a forum to promote tourism, trade, investment and floriculture for cities and regencies all across Indonesia.
5. Promoted cooperation between city and/ or regency governments throughout Indonesia.
6. Increased tourists visits, both domestic and internationally.

#### 4.1.4 Resources

In its practice Tournament of Flowers is maximizing the use of the local resources. It creates a new kind of employment that recruits the locals. All of the decorators and flower

farmers working for the TOF is local people of Tomohon. As for the raw material and natural resources used in the process of building a float, TOF used 100% locally grown flowers.

#### 4.1.5 Organizational Structure

Tournament of Flower is one of the several main events in Tomohon International Flower Festival (TIFF). TIFF is an event initiated by the local government of Tomohon City and held under the supervisions of the Tomohon City Government under the leadership of Tomohon City Mayor.

#### 4.1.6 Job Description

The following are the steps to engage the Tournament of Flowers

1. Promotional material is published and posted in the official Tomohon City Tourism office social media account since early of every year.
2. Participation Invitation to the event is sent out to governments of cities, regencies, provinces, embassies, consulate generals, organizations and every industry that consider to have a potential on becoming a participant.
3. After having a participation submission for Tournament of Flowers, the next step is connecting the participants to the float designer and let them discuss about the designs of the float.
4. Once the decision in regard to the float design is made the next step is to hand over the designs to the float decorator.
5. The next step is building the hangar. A hangar is the location to build the float before they are ready to parade on the main road of the city
6. The building process of the float is started two weeks before the opening ceremony of TIFF and it is all done inside the hangar area.
7. All the float needs to be ready and finished the night before the 8<sup>th</sup> of August.

## 4.2 Ecological and Economical Values of the Tournament of Flowers

### 4.2.1 Ecological Values of the Tournament of Flowers

Tomohon City have long been recognized as “the city of flowers”, despite being criticize for not having any flower displayed at the main road of the city for the visitors to see. Tomohon City have the highest population of flower farmers in North Sulawesi. In Indonesia, Tomohon City is not the only city claiming the title “the city of flowers”, there are cities like Bandung and Malang who is also being called as “the city of flowers”, but among other “city of flowers” Tomohon has been one of the city who have a constant effort on maximizing the use of flowers to its full potential, other than just selling it at local flower vendors. In its



practice, TOF used freshly cut flowers grown locally by the local flower farmers and it is been going on in the span of ten years. Unlike crops, growing flowers have their own benefits and vital role to the ecosystem. Flowers attracts insects and birds who helped with the pollination and spreading the seeds; thus, flower also help keeping the ecosystem growing and provide a new plant life as well as help sustain local insects and birds. By attracting the insects and birds the flowers help the ecosystem and facilitate the expansion of the environment. By growing flowers needed for the Tournament of Flowers the local flower farmers contribute a great deal to the environment.

#### 4.2.2 The Economical Values of the Tournament of Flowers

Tournament of Flower being the one and only flower themed event in North Sulawesi have helped creating a new kind of employment that could not be found in other part of the Province; the float decorator. On the first TOF in 2008 the local float decorator who comes from various background of education and employment start the TOF with the help from decorators from Jakarta as their instructor. On the second TOF in 2010 the local decorators are independently building their own float based on their experience with the first TOF. All of the decorators have their own main job in their daily life but by participating in TOF they gain a new skill that could come in handy in their daily life. Building a float help the decorators enhance their flower arranging skill and sculpting skill and by the time TOF is held for the 9<sup>th</sup> time this year, some of the decorators who have been involved in TOF since the early days is already making many things with their decorating skills. Some of them are using the decorator skill to make party and wedding decorations, exhibition booth decorations, landscape decorations or making Styrofoam sculpture by request. Not only that participating in TOF could help them economically by being paid to work as a decorator but also it gave them skills that could help them make income out of it in their daily life.

Other than the float decorators, the local flower farmers are also benefit by TOF. Flower farmers harvest their flowers 3 (three) times a year and during TOF their flowers are mostly sold out. On daily basis, the flower farmers usually sell their flowers to flowers vendors while during TOF period all the flowers are sold out and being used solely for the floats.

Getting acknowledged and supported by the Ministry of Tourism of the Republic of Indonesia contributes great benefit to the local people as well. Getting internationally well-known stimulates the tourism demand for the city and also has become a trigger to improve the city's infrastructure and tourism facilities. The increasing visit by tourist also have helped raising people's awareness about what they can get from tourism industry.

### 4.3 Ecotourism practice in the Tournament of Flowers

In its practice, in regards with ecotourism TOF should show parameters as below;

#### 1. Minimum environmental impact

When it comes to ecotourism the tourism practice should be low impact if not beneficial to the environment. TOF is known to be a festival that use Tomohon City famous natural resources; flowers. While growing flowers benefit the environment in a good way; attracts birds and insects and contribute great deal to pollination and environmental expansion, the practice of building a float is not quite benefit the environment as much as growing flowers that use in the process, due to the massive usage of Styrofoam. Although in Tournament of Flowers, the main material used in the float is cut flowers, but for the cut flowers to be able to stick to the floats they need Styrofoam to do the work. The worn-out Styrofoam cannot be reuse after the event, nor can it be recycled due to there's no recycling station for plastic waste around Tomohon City. The only possible way to do is to reduce the use of it or stop and find a replacement that is biodegradable. Styrofoam is environmentally harmful and took hundreds of years to decomposed and it also contributes to the increase of plastic waste in local landfill. As for the paint can, due to its material that is quite durable, the can could be reuse and/ or recycle to things people could use in their daily life (e.g turn it into container, vase, ash tray, etc) or turn it into some arts and craft. For the spray paint, the gas emission coming from the can could contribute to air pollution, the only possible way is to determine another replacement that is more ecologically friendly yet can last long and have exactly the same function as the spray paint with less the pollutant.

#### 2. Minimum impact on – and maximum respect for- host cultures

Tomohon City is well known for its parade. On the months of August alone the city has more than two parade happening (including TOF). Having a parade means having a festivity for the people of Tomohon City, it has been part of their culture for years and TOF being one of the biggest is now consider a signature event and a pride for the locals. Every time it held, TOF has not only display the amazing colorful flowers decorating the floats but also the local culture. TOF also presents the audience with arts and cultural performance such as traditional dances and music in between the parade. In its practice TOF should also be able to enhance the involvement of the float decorators on the environmental protection issues. Float decorators as the creative person behind every float plays a crucial part whether

TOF could apply tourism principals in its practice. By reaching out to the decorators, and suggest them to put an environmentally act on building a float could help the local government to promote a more environmentally friendly tourism attraction in the future.

3. Maximum economic benefits to host country 'grassroots'

Having TOF held in Tomohon City have been a good move by the government, it created a new employment for the locals. In North Sulawesi, Tomohon City is the only city where you can find a job as a float decorator. Being famous for the float decoration, the float decorator from Tomohon also been ask to work with Tomohon neighboring city. The decorators have been asked to decorate boats in Lembeh Strait Festival in Bitung City, floats in Manado Fiesta and Manado Christmas Festival in Manado City. The decorators background of education and job specialty is varied, only a few of them are working as a sculptor in their daily life, and by participating in TOF for years gave them a new employment and special skill that comes in handy in various occasion. Ecotourism should not only benefit the environment. The increased of the float decorator welfare should also be put to a consideration in regards with practicing ecotourism. Ecotourism should benefit both; the environment and the float decorator's welfare, if it is not, then the practice could not be considered as ecotourism.

4. Maximum "re-creational' satisfaction to participating tourists

Being the only flower theme event that have been held for 10 (ten) years in the country, TOF has gain famous all across the country and abroad. The designs and the event theme are different every year so it gave people something to expect. The float designs are getting creative every year and so far, the enthusiasm of the locals and tourists that floods the main road where the parade held is always the same if not increased.

The Tournament of Flowers has been held for eight times, starting from 2008, 2010, 2012, 2014, 2015, 2016, 2017 and in 2018. It is initiated by the Government of Tomohon City to introduce flowers as the city identity and also as an effort to boost the city tourism industry and economy with a nature resources the city is famous for; the flowers. Tournament of Flowers is a parade consists of 20 to 30 floats, highly decorated with freshly cut flowers originally grown in Tomohon City by local flower farmers. The colorful floats come in various designs and color, created by using many kinds of plants and flowers with the help of Styrofoam, paint and spray paint, and TOF being an annual event with a massive consumption of pollutants like

Styrofoam, spray paint emission's and the paint cans is inevitably contributing a quite huge amount of waste every time it held. The need to reduce plastic waste consumption has long been a global issue and it need to be taken seriously. Providing the idea of a replacement for the material used in the making of the floats with biodegradable and more environmentally friendly one could be a good solution to the problem, but to actually requesting people to apply it to their work would somehow be quite challenging. By requesting people to leave their environmentally harmful material behind, one must have a better replacement material; environmentally friendly, abundantly available, viable and cheaper yet have the same function as the environmentally harmful one.

In the Philippines there is a festival called Panagbenga, it is an annual flower festival celebrated every February which takes place in Baguio City. The Panagbenga Festivals aims to boost the tourism of Baguio City by showcasing various events, exhibitions and activities that promote the history, traditions and values of Baguio and the rest of the Cordilleras which sustained in an earth-friendly manner. Similar to the Panagbenga Festival, TOF is not only putting the floats under the spotlight, it also put the many kinds of cultural and modern performances in between the floats while parading through the main road of the city, with performances not only comes from the locals but also from the neighboring cities and even from the participants that comes from abroad. The difference between Panagbenga and the Tournament of Flowers is that the Panagbenga is stated officially that their event is sustained in an earth-friendly manner, while the TOF is not yet to state the same thing due to the practices of using a lot of Styrofoam could not be consider as an earth-friendly manner.

Every year TOF is participated by 25 to 30 participants, each participant has their own design and the more complicated the design and/ or the sculpture is, the more Styrofoam the decorator use in the process. Styrofoam is being used as a based to stick the freshly cut flowers to the floats. Styrofoam has been used since the early days of TOF in 2008 and keep being the main material use in TOF every single year, second after the freshly cut flowers and plants. Considering that reducing the plastic waste and pollution has been a global issue that need to be taken seriously for the sake of our environment, the practice of using Styrofoam and environmentally harmful paints and spray paints in TOF need to come to an end and this is where the ecotourism principles needed to step in.

This minor thesis interviewed 20 individuals who work with Tournament of Flowers as a float decorator. The interview last with a different time, range from 7 minutes up to 20. All

the people participated in the interview is Tomohon locals. Below is the result obtained from the interview with the decorators;

1. What is your main job?

<b>Main Job</b>	<b>Percentage</b>
Handyman	25%
Flower Farmer	20%
Artisan	20%
Entrepreneur	20%
Village Officer	10%
Others	5%

*Source: Interview with the decorators*

Most of the decorator participated in TOF live in North and Central District of Tomohon, there is one who live in the South District. None of the decorator comes from the West or East District due to mainly the locals living in West and East District of Tomohon is vegetables or rice farmers or work in agriculture rather than floriculture. The decorator participated in this interview who their main job is a flower farmer, are all the locals living in the North District of Tomohon.

2. How many times have you been involved with TOF? In What year?

<b>Times of Participating in TOF</b>	<b>Float Decorators Interviewed</b>
8	16
7	1
6	-
5	-
4	-
3	1

2	-
1	2

*Source: Interview with the decorators*

- a. 80% of the participants have been involved in TOF since the early days, that means eight times in the span of ten years; 2008, 2010, 2012, 2014, 2015, 2016, 2017, 2018.
- b. 5% of the participants have been involved in TOF for 7 (seven) times.
- c. 5% of the participants have been involved in TOF for 3 (three) times.
- d. 10% of the participants have been involved in TOF for 1 (one) time.

According to the data above, there are 85% decorators who have been involved in TOF with more than 5 years of experience and only 15% of the decorators just recently join the event and having the experience as a decorator in less than 5 years.

3. Do you use Styrofoam, paint and spray paint on the building process of the float?

Materials	Yes	No
Styrofoam	100%	-
Water-based paint	100%	-
Oil-based paint	5%	95%

*Source: Interview with the decorators*

All of the decorator answers “yes” to this question, with 100% of them using Styrofoam and 100% use water-based paint. 95% of the decorators didn’t use spray paint or oil-based paint because Styrofoam could melt when coming in touch with spray paint or oil-based paint. Only 5% of the decorator (1 person) who admitted to use oil-based paint for wood material used in the float.

4. Do the Styrofoam and the paint cans that you use get recycled or did you just throw it away?

Recycle	
Yes	No
14 float decorators	6 float decorators

*Source: Interview with the decorators*

70% of the decorators recycled the material that they consider worth recycling, e.g paint cans or the Styrofoam that they think they can use again as decorations in another event.

30% of the decorators didn't bother considering to recycled the leftovers and just throw it away after done decorating and/ or after the events is done.

5. If being asked on using a more environmentally friendly materials on building the float?  
Do you agree?

Switch to environmentally friendly materials	
Yes	No
95%	5%

*Source: Interview with the decorators*

95% of the decorators agree, only 5% stated that he would agree depends on the budget, if by switching to a more environmentally cost him more budget, he would not do it.

6. Have you ever been looking for a replacement for Styrofoam, paint and spray paint to be used in the process of building the float?

Have you ever tried to look for environmentally friendly replacement?	
Yes	No
70%	30%

*Source: Interview with the decorators*

70% of the decorators said they've been trying to find a replacement before, while the other 30% have never try finding one. 40% of the decorators stated that they've tried using taro stems and banana tree trunk before in order to find an environmentally friendly solution but the materials are hard to find and not practical. 25% others have tried using flower foam (oasis) but the cost gets higher than when they're using Styrofoam.

7. Does getting involved in TOF benefit you?

Is getting involved in TOF benefits you?	
Yes	No
100%	-

*Source: Interview with the decorators*

100% of the decorator's answers yes to this question. The decorator stated that it is benefit them economically, 30% said that it gives them satisfaction as an artisan who can apply their skill to the building process and also help them enhancing their decorating skill. 15% others also stated that it benefits not only them but other people since it helps them to create a new employment.

8. Does getting involved in TOF help increased your income?

Is getting involved in TOF help increased your income?	
Yes	No
95%	5%

*Source: Interview with the decorators*

Despite being a seasonal event, 95% of the decorators still think it helped increase their income. Only 5% of the decorators that stated it didn't help them that much due to the event only held once a year.

9. Do you think it is possible to hold TOF in a 100% environmentally friendly way in the future?

5% of the decorator said that it depends on the situation and the request of the participants, while 95% other stated that it is possible as long there's an effort to get there because in the future TOF needs to be more innovative and should conduct an environmentally friendly event similar to the Tournament of Roses in Pasadena. And also, it will be possible if the replacement material is abundantly available and enough to be used for 25 – 30 floats.

10. If being asked on using environmentally friendly way for your daily life, would you agree?

5% of the decorators cannot decide on where to stand, while 95% others agree to the idea. 20% of them are even already doing it in their daily life by not using any Styrofoam materials and replacing plastic bags with cardboards for grocery shopping.

11. How far do you think TOF has contributed to the local's welfare?

95% stated that TOF has contributed a lot to the welfare of the locals. By attracting tourist to Tomohon City TOF has helped the locals to create a new employment, increased daily income for people like flower vendors, street vendors, restaurant owners, hotels, etc. While 5% stated that the effects of TOF is not widely spread because Tomohon City has 5 districts and not all the locals in those districts get the benefit.

Nowadays, governments from cities with tourism as their key factors to economic development are aiming for a sustainable practice in order to have a sustainable development.



Ecologically wise, the terms sustainability means that something is right when it tends to maintain the earth's life-support systems for humans and other species and wrong when it tends otherwise (Miller, 2015). In regards to TOF, the event itself has been contributing a lot to the city's economic. Making festival tourism as the main attraction of the city is quite the right move to be done. But considering that plastic waste and pollutant has been a global issue and the practice of tourism are also contributing to the issue, the local government need to find a way to turn their tourism practice into a more ecologically and environmentally way.

Ecotourism principles' approach to the festival tourism, in this case TOF, could provide the ecologically and environmentally solution needed but considering that Tomohon City Economy is still developing, the local's welfare needs to put into consideration when deciding which kind of Ecotourism approach could be apply to the event that involved locals in its practice. In TOF case, a 100% environmentally friendly approach is not yet possible to be apply to the event due to the environmentally friendly materials is quite hard too find and not abundantly available in nature and the cost is usually higher than when using Styrofoam not to mention that most of the local decorator could not afford it and if they even insist to use it, it will not benefit them financially.

In order to still benefit both the environment and the locals, the local government need to support the locals with an invention that could help solving the use of Styrofoam issues. If the local government finds it difficult to find a more environmentally friendly replacement, another alternative is by building a recycling station and/ or waste management plant in the city in order to reduce the Styrofoam impact to the environment and reduce the contribution to the landfill.

## **CHAPTER V**

### **GENERAL CONCLUSION**

#### **5.1 General Conclusion**

- Based on the response by all the decorators interviewed in this study, which is mainly positive, there is a possibility on applying the ecotourism principles to a festival tourism like TOF in the future. But in its practice the possible way to apply the principles is by using soft ecotourism principles. Soft ecotourism principles benefit the environment while (in the TOF case) still tolerate the not so environmentally practice that still done in the process of building floats for TOF. Soft ecotourism principles could be a solution to minimize the negative impact caused by the use of pollutants in TOF while still being beneficial to the locals, because in a society where the welfare of the locals are still an issue, applying a 100% environmentally friendly act could be considered as an utopian concept that is almost impossible to achieve.
- The decorators participated in the interview are mostly open to the idea of replacing the material used in their work with environmentally friendly one, but most of them suggested that before applying it to TOF, the first thing that need to be done is to find a replacement that is abundantly available and viable.
- In regards with ecotourism the Tournament of Flowers have already started to get to the point where environmentally friendly event will not only be an option in the future, but a must. This shown in the interview results with the float decorators which shows that they could and would participate in an environmentally friendly practice with the support from the local government.

#### **5.2 Recommendation**

- Both the committee and everyone involved in TOF need to be more innovative in the future of building the floats by starting a research on how to find environmentally friendly replacement for the Styrofoam that is abundantly available and viable.
- The concept of ecotourism needs to be introduced to not only those who are involved in TOF but also to all the locals in order to have an environmentally friendly event which not only benefit the environment but also the locals.
- Tournament of Flowers effects mostly benefit the locals living nearby the event, since Tomohon City has 5 districts, then benefit is not widely spread to all the locals. In the future, TOF could try taking example from Royal Bhutan Flower Exhibition which

switch places every year in order to make all the locals get the same impacts from the event.

- Another alternative that could be done by the local government of Tomohon City if reducing the use of Styrofoam is considered to be difficult is; building a recycling station and/ or waste management plant. Having a recycling station and waste management plant is not only beneficial to manage the waste from the Tournament of Flowers after event but it also could help managing the waste that produce daily by the locals so that it would not get piled up in landfill and contribute to land and also water pollution.

## BIBLIOGRAPHY

- About Panagbenga – The Baguio Flower Festival. Retrieved (August 15, 2019) from <https://www.panagbengaflowerfestival.com.about-us/>
- Caribbean Tourism Organization. Festivals. Retrieved (August 15, 2019) from [https://www.onecaribbean.org/content/ files/FestivalsCaribbeanNicheMarkets.pdf](https://www.onecaribbean.org/content/files/FestivalsCaribbeanNicheMarkets.pdf)
- Ceballos-Lascurain, Hector. 1996. Tourism, ecotourism and protected areas, France. SADAG.
- Creswell, J. W. 1994. *Research Design Qualitative and Quantitative Approaches*. Sage Publications. London.
- Fathoni, Abdurrahmat. 2006. *Metodologi Penelitian & Teknik Penyusunan Skripsi*, Jakarta. PT. Rineka Cipta
- Fennell, D.A. 2002. *Ecotourism Programme Planning*, Ontario. CABI Publishing.
- Fennell, David A. 1999. *Ecotourism: An Introduction*. London. Routledge.
- Goodwin, H.J., Kent, I.J., Parker, K.T., and Wlpole, M.J. 1998. *Tourism, Conservation and Sustainable Development*. International Institute for Environment and Development.
- Ismayanti. 2010. *Pengantar Pariwisata*, Jakarta. PT. Gramedia.
- McIntosh, Robert W., Goeldner, Charles R., Ritchie, J. R. Brent. 1995. *Tourism: principles, practices, philosophies*, New York. Wiley.
- Miller, G. Tyler., Spoolman, Scott E. 2015. *Sustaining the Earth*. United States of America. Cengage Learning.
- Page, Stephen J., Dowling, Ross K. 2002. *Themes in Tourism, Ecotourism*, Essex. Pearson Education Limited.
- Pitana, I Gde., Diarta, I Ketut Surya. 2009. *Pengantar Ilmu Pariwisata*, Yogyakarta. Penerbit ANDI Yogyakarta.
- Paterson, B., Bottorff, J., & Hewatt, R (2003). Blending observational methods: Possibilities strategies, and challenges. *International journal of Qualitative Methods*, 2 (1). Article

3. Retrieved (August 15, 2019) from [http://www.ualberta.ca/~iiqm/backissues/2\\_1/html/patersonetal.html](http://www.ualberta.ca/~iiqm/backissues/2_1/html/patersonetal.html).

Punongbayan, Alvin B. (2018) Research Article: An Assesment of the Kambingan Festival of Tuy, Batangas: Its Impact to the Tourism Industry and Culture of Tuynians.1-5. DOI: 10.24941/ijer.32293.09.2018

Spradley, James P. 1980. Participant Observation, United States of America. Holt, Rinehart and Winston.

Sugiyono. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono, 2009, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung: Alfabeta.

Wearing, Stephen., Neil, John. 2000. Ecotourism Impacts, Potentials and Possibilities, Great Britain. Butterworth – Heinemann.

Weaver, David. 2001. Ecotourism, Queensland. John Wiley & Sons Australia, Ltd.