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Analysis of Manado City Tourism Management Policy Diane Tangian¹, Bernadain D. Polii², Seska M.H. Mengko³ Manado State Polytechnic^{1,2,3} Buha, Mapanget, Manado City, North Sulawesi Correspondence Email: dianetangian@yahoo.co.id ORCID ID: 0000-0003-3347-7895 ABSTRACT The tourism industry has an important role to improve economic and community welfare. In several regions, the industry boosts the regional economy as the main income source. Realizing this, the government has been currently trying to develop tourism potentials in their respective areas.

North Sulawesi is one of the priorities for developing tourist destinations by the central government, and one of the tourist objects is Likupang. By setting Likupang as one of the priorities for developing tourist destinations, it will afford opportunities for the City of Manado to increase revenue from the tourism sector. Thus, a tourism management policy is needed to harmonize environmental, socio-cultural, and economic aspects.

Manado City tourism management policy is assessed with The Exponential Comparison Method (MPE) by looking at the degree of Overall policy assessment refers to four aspects, namely environmental, socio-cultural, economic, and political aspects. Based on the weighting results, the availability of employment has the highest value. Meanwhile, for the assessment of alternative policies, the first integrated management policy between the main tourist objects around has the highest value. Keywords: Community Welfare, Manado, Management, Policy, Tourism Industry INTRODUCTION The tourism industry plays it proves to boost the economy in their regions and become the main source of income.

As the tourism industry and its derivatives remain the main economic driving factor (Sudharma & Rahmadani, 2020), recently, the government has made several efforts to

develop the tourism potential in respective regions. Likupang, North Sulawesi, was designated as one of the priorities of tourism destinations by the Central Government. It is to open up opportunities for Manado City to explore all of its existing potentials and attractions. Hence, the surge of tourist visits will not be a threat yet a opportunity for the development of the city.

Considering the existing tourism potentials in Manado City, there is a need for a directive policy for tourism management to harmonize the environmental, socio-cultural, and economic aspects. According to Sombu, et al in Borman & Helmi (2018), a policy is a set of concepts and ideas that becomes the outline and base plan in the implementation of a job, leadership, organization, statement of ideals, aims and principle guidelines or (Sombu, 2012) refers to the behavior of an actor (for instance an official) or a number of actors in a particular field or activity. Manado City tourism management policy is assessed with The Exponential Comparison Method (MPE) by examining the effectiveness.

MPE is a method used to determine the order of priorities of decision alternatives with plural criteria (Marimin, 2007). MPE can reduce the biases that might occur in the analysis because the resulted score illustrates the order of priorities that becomes so large that the priority order of alternative decisions becomes more real (Rangkuti, 2011). The assessment of alternative tourism management policies in Manado City as a whole refers to four aspects, namely the environment, socio-culture, economy, and politics.

The criteria of the assessment are the welfare of the community, the availability of employment opportunities, human resources, cultural preservation, environmental quality as well as government programs and policies. The success of policies is largely determined by the process of making and the implementation (Djogo et al, 2003).
RESEARCH METHOD The research was conducted in Manado from 2018 to 2020. Manado, the capital of North Sulawesi Province, geographically lies between 10° 10' N and 124° 12' E. The Manado City tourism management policy is assessed with The Exponential Comparison Method (ECM) by examining opinions.

ECM-based policy-making is a decision-making method that quantifies on a certain scale by weighting the results expected to be more (Sugeng & Tanjung, 2003). The calculation of the weighting uses the following formula: where: V_j = objective value to from expert of j n = The number of experts
RESULTS AND DISCUSSION The policy for the management and development of tourist objects and attractions provides the basic philosophy for development and determines the direction of tourism development for the destination's future. The current tourism management policy strategy refers to the 3A and 3P, namely Accessibility, Amenities, Attraction, People, Planet, and Prosperity.

Accessibility is about easy and fast access to tourist objects. Amenities are tourism facilities such as restaurants, lodging, gift shops, and public facilities such as toilets, places of worship, health, parks, and trash bins while attractions deal with objects and attractions for tourists to enjoy. 3 Based on the above factors, the assessment of alternative tourism management policies in Manado City as a whole refers to four aspects, namely the environmental, socio-cultural, economic, and political aspects.

The criteria for the assessment are the welfare of the community, the availability of employment opportunities, human resources, cultural preservation, environmental quality as well as government programs and policies. Based on these criteria then weighting is carried out based on the opinions of experts. The results obtained for the criteria of job availability with the highest weight, 0.29197, and the second is the welfare of the community with a weight of 0.236002 (see Figure 1). Figure 1.

Quality of Assessment Criteria KM : Welfare of Community LP : Employment Opportunity SDM : Human Resources PB : Cultural Preservation KL : Environmental Quality PKP : Government Programs and Policies The criteria mentioned above need government attention since they have a big influence on tourism management. The availability of employment opportunities for residents of the tourism object. If the community feels a positive impact economically, they will protect keep the environment secure, and comfortable. Tourism is one of the largest and fastest industries in the world that boost economic growth especially in providing job opportunities, increase income, improve standards of living, and stimulate the development of other sectors (Neto in Wibawa & Budiasa, 2018). The development of a tourism destination requires both active participation and support from the community and the government policies in establishing tourism destination development strategies.

The government is responsible for making tourism a green industry. The government should play its role in conditioning order and security for the community, the arrangement of spatial regulation, and tourism planning development (Connel et al. in Wibawa & Budiasa, 2018) 0.23602 0.29197 0.09080 0.02786 0.11734 0.23601 Quality of Assessment Criteria KM LP SDM PB KL PKP 4 The environmental preservation weights 0.11734. Tourism can bring both positive and negative impacts. Many tourism objects undergo environmental degradation as the number of spatial tourist visits exceeds the capacity.

The research conducted by Russo in Venesias showed that tourism in Venezuela is not supported by tourism policies that consider the environmental carrying capacity that its supporting subsystems such as transportation and garbage management become

inadequate in comparison with the increasing number of tourists (Russo in Nofriya, Arbain, & Lenggogeni, 2019). In addition, the consequences of tourism activities contribute to the environment in various aspects including changes in land coverage, land usage (accommodation, infrastructure, transportation, recreation centers, erosion and heap of garbage), and the use of energy contributing to CO2 emission, biotic change and the extinction of wild species, exchange and spread of diseases and water use (Gossling in Nofriya et al, 2019).

If the four criteria mentioned above have been met, two other criteria will automatically follow. Referring to the assessment criteria above, three alternative policies for the management of Manado city tourism are (1) integrated management between the main tourism object and the tourism objects in the vicinity, (2) the development of facilities and infrastructure as well as tourism supporting facilities in the tourism object, and (3) the availability of information about the existing tourism objects and facilities through online media.

The results show that the first alternative strategy, namely integrated management between the development of the tourism object and the tourism objects around it, has the highest value, that is 6.9136. The second policy is the development of facilities and infrastructure and tourism supporting facilities in the tourism object with a value of 6.77687. The third alternative policy, namely the availability of complete information about the existing tourism objects and facilities through online media, has a value of 6.65928 (See Table 1). Table 1.

Policy Alternative Assessment Policy Alternative s KM LP SDM PB KL PKP value Degree
 Policy 1 1.2414237 56 1.3067350 14 1.047666 938 1.014390 865 1.062022 217 1.241414
 038 6.913 65 I Policy 2 1.1286637 13 1.3067350 14 1.047666 938 1.025858 379 1.026529
 521 1.241414 038 6.776 87 II Policy 3 1.2414237 56 1.1615210 34 1.086760 874 1.014390
 865 1.026529 521 1.128658 768 6.659 28 III KM : Welfare of Community LP :
 Employment Opportunity SDM : Human Resources PB : Cultural Preservation KL :
 Environmental Quality PKP : Government Programs and Policies Integrated management
 between the main tourist attraction and the surrounding tourism objects is the policy
 with the highest value.

This is in line with the results of Tangian, Polii, and Mengko (2019) in which the object potential and tourism attraction in Manado City, 5 based on the evaluation results of Bunaken National Park Zone (Bunaken Island, Manado Tua, Siladen, and Tongkaina Mangrove Forest), of land natural tourism objects was 84.17%, seaside resort 88.01%, Malalayang Beach 86.83%, Tumpa Mountain 85.16%, Kima Waterfall 84.22%, and Boulevard Beach 96.82%. Furthermore, Waruga has the highest index value of 99.96 %,

Sumanti Stone and Hisia 95.93%, and Japanese Cave 93.43%. Kanjeng Ratu Kedaton and The Japanese Soldier have the lowest index value of 78.28%.

The results above show that all potential tourism objects and attractions fall into 'go' d' highly gdctegriestob elodastorisdstio. The results of the previous study giving Micro ROS Model (Recreation Opportunity Spectrum) of Manado Tourism imply that the small and the large tourism area are considered to be equally important in providing tourism opportunities (Tangian, Polii, & Mengko, 2018).

As the integrated management between the main tourism object and the other tourism objects has the highest value, it is necessary to protect Bunaken Tourism object as the main tourism object of Manado City from the pressure of tourist visits exceeding the environmental carrying capacity. CONCLUSIONS Our work has led us to conclude that based on the set criterion for employment opportunity has the highest weight by 0.29197. The first policy alternative, namely integrated management between the main tourism object and the neighboring tourism objects, has the highest value of 6.91365.

The results above suggest that Manado city tourism management should consider the local community concerning employment opportunity availability, economic improvement, and community welfare through the tourism industry. In addition, socio-cultural, and economic balance ought to be taken into consideration. REFERENCES Borman, R.I., & Helmi, F. (2018). Penerapan metode perbandingan eksponensial (MPE) dalam sistem pendukung keputusan penerimaan beasiswa siswa berprestasi pada SMK XYZ. *Journal of Computer Engineering System and Science*, 3(1), 17-22. Djogo, T., Suhajito, D., & Sirat, M. (2003).

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