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# Sustainable Tourism and Socio-Economic Development in Likupang, North Minahasa: A Super Priority Destination of North Sulawesi, Indonesia

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**Abstract**—The focus of this research is a sustainable tourism development model with multidisciplinary approach including a socio-economic approach in North Minahasa Regency. Potential tourism in the North Minahasa Regency are the areas with the potential attractions for natural tourism, cultural tourism, agro tourism and other tourism both developed and undeveloped. The purpose of this research was to create a model for sustainable tourism development in North Minahasa Regency with a multidisciplinary approach. This researcher used a mixed method namely by combining quantitative and qualitative research techniques. The field research consisted of a questionnaire survey using a Likert scale and observations at the locations studied to explore evidence of tourism management and development in North Minahasa regency both open-ended and closed-ended questions. The results of the research showed that the development of sustainable tourism in Likupang, North Minahasa as a super priority destination had an impact and provided positive benefits in tourism as well as social and economic aspects for the region and the people who live in the destination. Therefore, a sustainable tourism development and management model is needed to be implemented by all tourism pentahelix stakeholders, namely Academic, Business, Government, Community and Media.

**Keywords**— *tourism, sustainable, North Minahasa, multidisciplinary*

## I. INTRODUCTION

North Minahasa Regency is an integral part of North Sulawesi Province with the capital city Airmadidi and is about 35 km from the capital city of North Sulawesi Province. North Minahasa Regency is located between 1°18'30" - 1°53'00" North Latitude and 124°44'00" - 125°11'00" East Longitude, bordering the Sitaro Islands in the North, with Minahasa Regency in the South, with Bitung City to the east, and Manado City to the west. North Minahasa was formed in 2004 as the result of the division of Minahasa Regency. The area of North Minahasa Regency is 1,059.24 km<sup>2</sup> that is divided into 10 sub-districts. East Likupang is the largest sub-district with an area of 290.84 km<sup>2</sup> (about 27.46 percent of the total area of North Minahasa district) and South Likupang is the sub-district with the smallest area, which is only 11.82 km<sup>2</sup> (or 1.12 percent of the total area). North Minahasa). As a regency located in a coastal area, there are three sub-districts whose territory is partly separated from the island of Sulawesi,

namely Wori (Mantehage and Nain) sub-districts, East Likupang (Bangka) sub-districts, and West Likupang sub-districts (Gangga, Talise, Kinabuhutan).

The tourism potential in the North Minahasa Regency area is an area that has potential objects and attractions for natural tourism, cultural tourism, agro tourism and other tourism both developed and undeveloped. The potential and natural attractions include: Bangka Island, Sahaung Island, Surabaya Beach, Kalinaun Beach in East Likupang District, Makalisung Beach, Batu Nona Beach, Lake Oki Lake in Kacan Kema, Tondano River Rafting, Tanggari Hot Springs, Mount Klabat in Airmadidi District, Tunan Waterfall in Talawaan District, Zepper Lake in Kauditan District, Naen Island and Mentehage Island in Wori District. Potential and Cultural Tourism Objects include the Archaeological Park in Sawangan Village, Airmadidi District, Waruga Park in Airmadidi Bawah Village, Airmadidi District, Tumatenden Springs in Airmadidi Bawah Village, Airmadidi District, Japanese Cave in Sawangan Village, Airmadidi District, Waruga in Kokoleh Village Satu District, South Likupang. Old Prison in Kema Dua Village, Kema District. Potential and agro tourism objects include hybrid coconut plantations in Wori and West Likupang sub-districts, rambutan gardens in Dimembe and Talawaan sub-districts, carp and tilapia ponds in Dimembe sub-district. Other potential and tourist attractions include Gangga Island Resort in West Likupang District, Pulisan Jungle Resort in Pulisan Village, East Likupang District, Kima Bajo Resort in Kima Bajo Village in Wori District, endangered animal breeding in Pimpim Village, Kema District. One of Indonesia's super priority tourism destinations is Likupang in Kab. North Minahasa, North Sulawesi Province. Likupang is divided into three sub-districts, namely South Likupang District, East Likupang District, and West Likupang District. The Likupang tourism area covers an area of 406.91 km<sup>2</sup> divided into three sub-districts and 40 villages that can be reached by land for 90 minutes to two hours from Manado.

The potential and attractions of tourism in Likupang are very wide and consist of many islands, beaches, seas, various cultures, culinary, artistic attractions as well as diverse local community crafts. However, with the status of a super priority

tourism destination, Likupang requires a review of the sustainable management model in various aspects, namely Legal, Economic, Social, cultural and tourism science.

## II. LITERATURE REVIEW

This Research refers to various references and previous research that is reviewed and analyzed based on relevant data and information. The research and theoretical analysis are as follows:

### A. Tourism

Sugiama [1] explains that tourism is a series of activities, and the provision of services both for the needs of tourist attractions, transportation, accommodation, and other services to fulfill the travel needs of a person or group of people. According to [2], tourism is an activity, service and product resulting from the tourism industry to create a travel experience for tourists. Tourism is a travel activity carried out by a person or group of people for a certain time (temporary) outside of daily activities with several purposes to earn money and involve many industries. Tourism is the journey of a person or group of people from one place to another place, making plans within a certain period of time for recreational purposes and getting entertainment so that their desires are fulfilled [3] (Prayogo, 2019). Tourism development is all activities and coordinated efforts to attract tourists, providing all infrastructure, goods and services, facilities needed to meet tourism needs [4] (Munasef in Chaerunissa (2020).

### B. Indonesia Super Priority Tourism Destinations

Super priority destinations are set by the Government to strengthen the Super Priority Tourism Areas. The destinations need to be supported by infrastructure development. Five (5) Super Priority Destinations (Figure 1) and the planned infrastructure support can be seen in the following Figure (Regional Infrastructure Development Agency (MINISTRY OF PUPR, BPIW, 2020). The five Indonesian Super Priority Destinations are as follows:

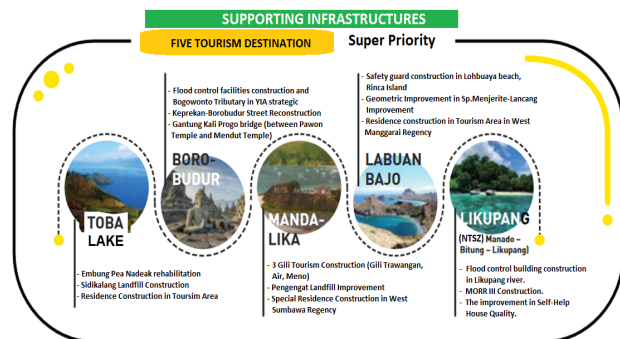


Fig. 1. Super Priority Tourism Destination in Indonesia (Ministry of Public Works and Public Housing, 2020)

Likupang that is located North Minahasa Regency, North Sulawesi province is one of Indonesia super priority

destinations, so it needs to accelerate the development of the Likupang area to make it becomes a world-class destination and is widely known by domestic and foreign tourists [5]. One way to accelerate tourism development is to digitally design tourism designs [6] (Fahrudin and Padjadara, 2020). Digital tourism uses the information technology in the tourism sector to increase tourism development by all tourism management [7]. With the availability of tourism digitalization (e-tourism), it eases the visitors to get information related to the location of tourist attractions so that business actors can share knowledge related to business in the tourism business sector [8].

### C. Sustainable Tourism

Sustainable tourism is part of tourism activities that are currently developing with the increase of accommodation capacity, population, and investment in tourism that can be expected to not have a negative impact on the environment and other aspects in the future. It is necessary to reduce negative impacts by maximizing existing potential by regulating tourism development for the better and also the establishment of tourism sustainability that protects important resources for tourism with the purpose to be enjoyed in the future and not only now [9] (Ardika, 2018). Sustainable tourism is a tourism model that has the least harmful influence on the local ecology and culture while also providing future job opportunities. The three pillars are environmental integrity, social fairness, and economic progress [10]. According to [11] Ginting (2016), there are three (three) principles in developing sustainable tourism: 1) economic sustainability, namely the fulfillment of economic benefits for present and future needs; 2) ecological sustainability, namely development that supports the existence of biological diversity, fulfillment of sustainable use of natural resources, and environmental carrying capacity; and 3) sustainability of local communities.

### D. Development of Sustainable Tourism

The influence of tourism development is felt most strongly in developing tourist destinations [12] and there is great concern about how tourist destinations can be developed sustainably and sustainably [13]. A set of viewpoints and ideas, approaches, and philosophies have been established to investigate and explain the development of environmentally-based sustainable tourism [14]. Indicator monitoring, eco-labelling, codes of behavior, and other kinds of alternative tourism are examples of this method. However, many of these ideas have been documented but still lack quality, technical or practical content, dependability, maturity, fairness, and effectiveness [15]. According to [16], sustainable tourism entails managing all resources in such a way that economic, social, and aesthetic requirements can be met while preserving cultural integrity, fundamental ecological processes, biological diversity, and life support systems. It is intended that as public awareness of efforts to foster sustainable tourism grows, so will the sustainability of natural resources. The oft-repeated phrase "the more preserved, the more affluent" must be supported by a variety of genuine practical measures. The

concept of sustainable tourism development is the preservation of growth rates that might make tourism more appealing as a tool for economic development [17]. Tourism, like most economic activities, has a good influence that helps as well as a bad one that harms the environment and socio-culture. However, most tourism and industry experts face the difficulty of balancing economic growth with environmental protection. They are focused on establishing sustainable tourism as a vehicle for attaining economic development goals while also conserving, preserving, and enhancing the environment [14]. Despite the fact that there have been years of tourism study focusing on sustainable development and its implementation [17]. In theory, it is still considered weak [18]. According to [19] and [20], research on sustainable development must go beyond the creation and discussion of principles and assumptions in order to arrive at practical solutions, which are still being disputed today. Although the concept of sustainable development is very beneficial, it has not been fully comprehended by all tourism business professionals who believe that it is difficult to execute in practice [17]. According to [21] the concept of sustainable tourism is a fallacy that keeps sustainable development from becoming a reality. As a result, there are still obstacles in turning sustainable tourism development into practice in the tourism business.

#### E. Economic Value of Natural Resources and Environment

According to [19] and [20], research on sustainable development must go beyond the creation and discussion of principles and assumptions in order to arrive at practical solutions, which are still being disputed today. Although the concept of sustainable development is very beneficial, it has not been fully comprehended by all tourism business professionals who believe that it is difficult to execute in practice [17]. According to [21], the concept of sustainable tourism is a fallacy that keeps sustainable development from becoming a reality. As a result, there are still obstacles in turning sustainable tourism development into practice in the tourism business. This is formally known as a person's willingness to pay (WTP) for products and services produced by natural resources and the environment. By assessing the monetary value of commodities and services, the ecological value of the environment can be converted into economic language [22]. Natural resources, in addition to producing products and services that can be consumed directly or indirectly, can provide environmental services, thereby offering additional forms of benefits, such as the use of amenities such as quiet, beauty, and so on. The economic and non-economic benefits of these natural resources will present a chance for policymakers to provide complete benefits to nature and the environment. Non-market valuation strategies can be divided into two types. The first is an indirect valuation technique (related WTP) that includes hedonic pricing, travel expenses, and random utility models, while the second is a direct evaluation or survey (expressed WTP) that includes contingent valuation, random utility, and contingent choice [22].

#### F. Willingness to Pay (WTP)

The economic and non-economic benefits of these natural resources will present a chance for policymakers to provide complete benefits to nature and the environment. Non-market valuation strategies can be divided into two types. The first is an indirect valuation technique (related WTP) that includes hedonic pricing, travel expenses, and random utility models, while the second is a direct evaluation or survey (expressed WTP) that includes contingent valuation, random utility, and contingent choice [22]. As a result, an individual's additional value will be proportional to his or her willingness to pay to enjoy something. WTP can be estimated in three ways: 1) by observing the behavior of paying individuals to purchase an item; 2) by observing individual behavior on money, time, energy, and so on to obtain goods or services in order to avoid losses; and 3) by directly asking the individual whether the individual is willing to pay for certain goods and services in order to avoid future damage or extinction. According to Haab and McConnell [23] (2002), an adequate WTP measurement must meet the following criteria: 1). WTP does not have a negative bottom bound; 2) WTP cannot exceed revenue; and 3) There is consistency between the unpredictability of estimation and the randomness of calculation.

### III. METHOD

Researcher used mixed method method by combining quantitative and qualitative research techniques. The field research consisted of a questionnaire survey using a Likert scale and observations at the research site to explore the management and development of North Minahasa Regency. Questionnaire-based survey: with data collection This research was conducted by using a survey using a questionnaire to collect data and information through closed-ended questions (CEQ) and respondents were given several answer options to choose from and open-ended questions (OEQ) namely respondents can give their opinion freely. Respondents in this research were from the government, society, academia, industry, media and business people in the North Minahasa regency and other general public. The information obtained from the questionnaire was analyzed quantitatively. Data collection was carried out by conducting field observations or direct observations in Likupang, North Minahasa regency as a Super Priority Destination. The observation method was used to identify the tourism development in super priority destination based on the model and design of sustainable tourism design and to identify its impact on the destination socio-economic development.

### IV. RESULTS AND DISCUSSION

#### A. The Uniqueness of Likupang Tourist Attractions North Minahasa Regency

The potential aspect of a tourist attraction is referred as the attraction component (attraction / attraction). Basically, the assessment of the potential of the attraction object is an assessment of the component of the attraction. The assessment

of the uniqueness of tourist attractions in Likupang was carried out with survey questions that showed that the top answer, namely 62.7%, stated that they agreed with the uniqueness of the tourism potential in Likupang, that was diverse and complete, consisting of sea, mountains, islands, beaches and hills.

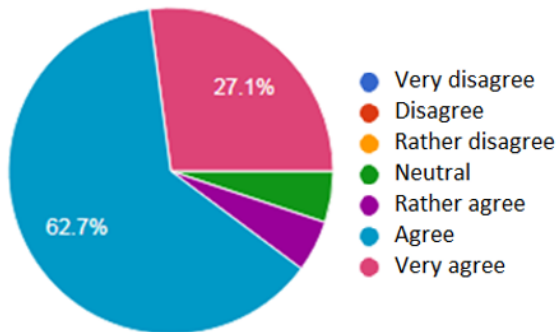


Fig. 2. The uniqueness of Likupang tourist attraction (Survey, 2022)

Figure 2 showed the respondents opinion. As many as 27.1% of the respondents stated strongly agree that tourist attractions in Likupang as a super priority destination were very high. The assessment of the potential of this attraction was carried out by the public and tourists, both domestic and foreign, who visit Likupang, North Minahasa. Thus, there are many opportunities to maximize tourist attraction resources in a sustainable tourism development.

**B. Scarcity of Likupang Tourist Attractions, North Minahasa Regency**

Based on the questionnaire results, tourism attractions in North Minahasa were classified as Very Beautiful. With the beautiful nature, it may attract to visit North Minahasa regency for vacation.

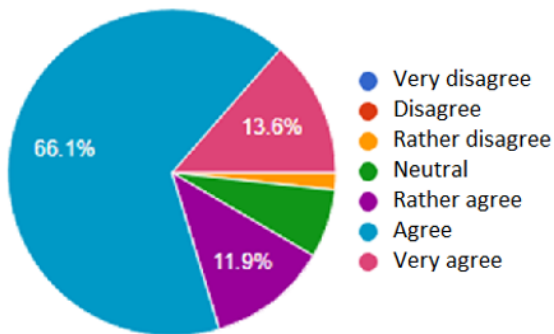


Fig.3. Scarcity of Likupang Tourism Attraction (Survey, 2022)

Based on survey data obtained about the scarcity value of tourist attractions regarding tourist attractions in North Minahasa Regency as many as 66.1% of respondent stated agree (Figure 3). It is because the tourism potential of Likupang as a super priority tourism destination has high

biodiversity that has endemic flora and fauna. Therefore, Likupang in North Minahasa is known to the public with the character specifications of each destination in the North Minahasa Regency.

**C. Sustainable Tourism Concerns in Likupang, North Minahasa**

Based on the survey results, it is known that the largest number of respondents (52) out of 243 respondents thought that environmental care should be integrated into sustainable tourism development policies and be considered by the general public in North Minahasa Regency, especially Likupang as a Super Priority Tourism Destination in Indonesia. Most respondents think that environmental management needs to be prioritized in developing a super priority destination.

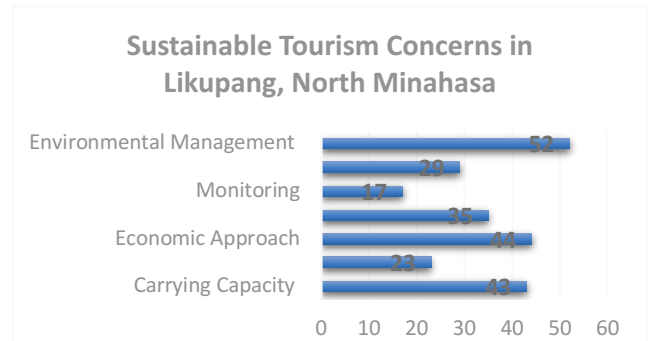


Fig.4. Consideration of Sustainable Tourism in Likupang, North Minahasa (Survey, 2022)

Figure 4 showed that the economic approach through sustainable tourism development (44) was important factor as well. It is a strong encouragement to implement sustainable development practices, including the economic aspect. Based on the development of sustainable tourism, it is expected that the community will benefit from the community economy, for example through increasing income and expanding employment opportunities for the community. The third largest respondent opinion was about the carrying capacity (43) or the carrying capacity of a destination. Likupang as a Super Priority Tourism Destination in North Manahasa will become a tourist destination that will bring many people so that the carrying capacity must continue to be controlled so that it is not excessive. Sustainable tourism becomea a consideration for the general public in North Minahasa Regency, especially Likupang as a Super Priority Tourism Destination in Indonesia to avoid environmental destruction and degradation. Education (35) of the respondents argued that education should be prioritized in the management of sustainable tourism in North Minahasa, especially to encourage sustainable use patterns not only for the current generation but also for ensuring sustainability in future generations. The next important thing is information services and tourism destination marketing. If the coverage in North Minahasa becomes a Super Priority Tourism Destination, it is

necessary to strengthen the provision of information in the context of marketing and promotion to both domestic and foreign markets. The concern and involvement of the government (23) in the development program is very important to be a facilitator of all the stakeholders involved who that are usually called pentahelic stakeholders (Academic, Business, Government, community and Media). Supervision and monitoring from the early stages of development to the final stages that need to be carried out together and integrated.

#### D. Willingness to pay at Destination

The survey continued with the questions about the willingness to pay or spend money on destinations when visiting Likupang as a super priority tourism destination in North Minahasa. Formally, this concept is referred to as the willingness to pay (WTP) of tourists who visit the goods and services available at the destination.

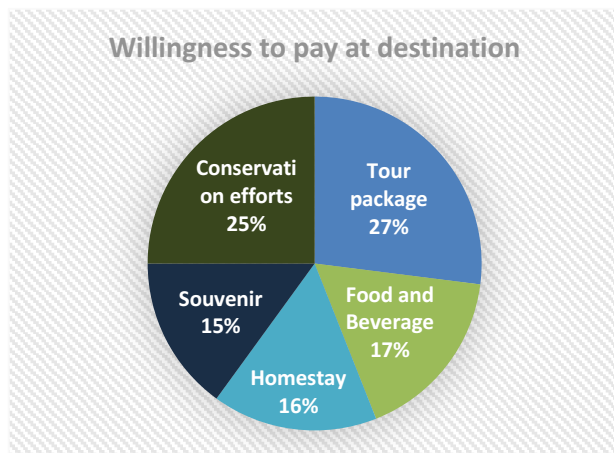


Fig. 5. Tourist spending on destinations (Survey, 2022)

Figure 5 showed that tourists visiting Likupang becomes the highest priority super tourism destination were tour packages (27%) indicating that tourists really want to spend their money on trips to enjoy the various kinds of tours available at the destinations visited. The second largest level of expenditure was conservation efforts of 25% carried out at destinations such as tourism village development, conservation-based attraction management, cultural preservation in the form of art groups, management of islands in destinations and waste management that may support sustainable tourism. Expenditure on food and beverage (17%) became the third rank of tourist's priorities in spending money while visiting. Likupang as a super priority tourism destination in North Minahasa does not have a variety of traditional fish-based foods in almost every restaurant on the beach and island. There is a lot of food in the traditional cakes sold along the beach that is arranged neatly. The need for a homestay is necessary for tourists because tourists also want to stay at the homestays in the destination. It means that tourists are already

planning to spend more than one day and even extend their stay at the destination. To serve tourists who visit for 2-3 days, special handling is needed with attractive offers about various attractions and tourism activity programs so that they can spend quality time with quality experiences.

#### E. Socio-Cultural Impact

North Minahasa is located between 1018'30"-1053'00" North Latitude and between 124o44'00"-125o11'00" East Longitude. Geographically it has boundaries: North with Sitaro Islands Regency, Sulawesi Sea and Maluku Sea; South, with Minahasa Regency; West, with Manado City; and East, with Bitung City. The largest area was in East Likupang with 290.84 km<sup>2</sup>. North Minahasa as one of the Super Priority Tourism Destinations Areas (DPSP), especially Likupang, has been designated as a Special Economic Zone through Government Regulation of the Republic of Indonesia Number 84 of 2019. Geoeconomic advantages lied in the East Likupang location with Geographical Orientation Area adjacent to Sam Ratulangi International Airport and Bitung Ocean Harbor. The geostrategic advantage of Likupang area is the tourism sector with Resort and Cultural Tourism theme. It is supported by the regional topography in the form of beaches combined with mountains and the existence of the Wallace Conservation Center area.

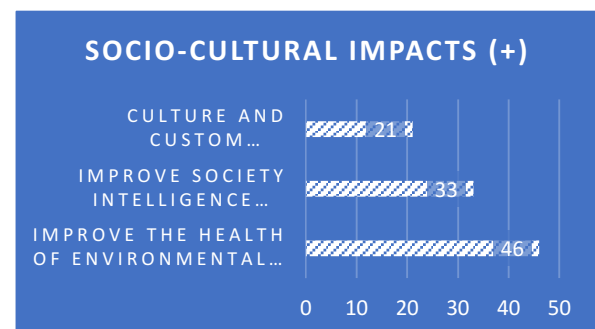


Fig. 6. Positive Impact of Tourism on Socio-Culture (Researcher, 2022)

Figure 6 reflected a well-planned tourism development that give positive impacts on the community. Tourism Development and Development in Likupang as a super priority destination will have a positive impact in the socio-cultural field such as: preservation of culture and customs (46%), increasing public intelligence to interact the tourists (33%) and improving health on environmental utilization (21%). Furthermore, the problem of the impact of tourism on socio-cultural as a result of tourist arrivals to Likupang is assumed as the result in social changes, among others as shown in figure 7. It is showed that the negative things that were considered as the impact of tourism development on the socio-cultural of the destination are: The changes as a result of external intrusion (53%) that generally occurs when the socio-cultural system towards the receiving culture was weaker, changes culture that was destructive to indigenous cultures (31%) and changes that result in cultural

homogenization where local ethnic identities will be immersed in the shadow of the industrial system with western technology, national and multi-national bureaucracies.

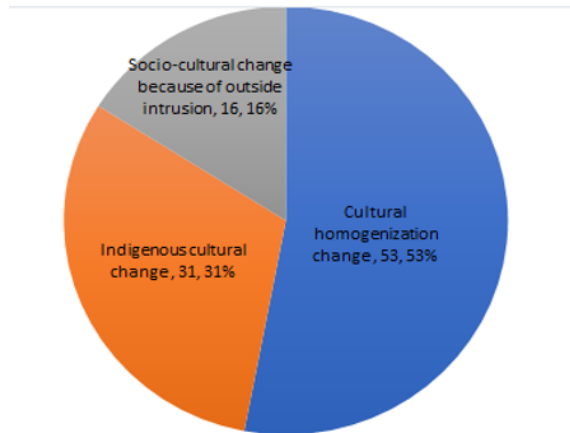


Fig. 7. Negative Impact on Socio-Culture of Destination (Survey, 2022)

Figure 7 data showed that the negative things that were considered as the impact of tourism development on the socio-cultural of the destination are: The changes as a result of external intrusion (53%) that generally occurs when the socio-cultural system towards the receiving culture was weaker, changes culture that was destructive to indigenous cultures (31%) and changes that result in cultural homogenization where local ethnic identities will be immersed in the shadow of the industrial system with western technology, national and multi-national bureaucracies. This will cause the influence of tourism on the social community, namely: 1) Polarization of the population, namely the local population has been polarized. The income of the community is disproportionate, most residents want to get rich suddenly and try to hunt for dollars with shortcuts; 2) Family breakdown, which means that with the influx of foreign tourists and the intensity of the association between those who serve and those who provide services, negative excesses emerge in order to meet their respective biological needs; and 3) development of attitudes of a consumption-oriented society, in which incidents of social pathology are a result of the development of consumption-oriented behavior, such as prostitution, drug addiction, and dr - the applicable law Community Empowerment is an endeavor to raise awareness of the community's capacity, access, and involvement in increasing quality of life, independence, and welfare through tourist activities, both individually and in groups.

**F. Tourism Law**

Tourism development is carried out in accordance with the principles alluded to in article two, which are implemented through the implementation of tourism development plans that take into account the diversity, distinctiveness, and uniqueness of culture and nature, as well as human requirements for tourism. The following table summarizes the concepts of

tourism implementation alluded in Article 2 of the Tourism Law:

TABLE I. Tourism Principles

NO	PRINCIPLE	DESCRIPTION
1	Benefit principle	The implementation of tourism businesses provides benefits for the community from an ecological, economic and social perspective as the core goal of sustainable development.
2	Family principle	Tourism actors and North Minahasa Regional Government as well as other stakeholders always apply deliberation, consensus, and togetherness as a tourism development process and resolving a tourism dispute so that it is in the development process.
3	Fairness and equity principle	The implementation of tourism development must be enjoyed by all levels of the North Minahasa community at all levels.
4	Balance principle	The implementation of tourism needs a balance between the government, the community, tourism business actors and academic support in terms of research and ensuring the preservation of natural resources, ecology and local wisdom from the inevitable intervention of the tourism industry.
5	Independence principle	Tourism independence is a process carried out by the village government and village communities to carry out an activity in order to meet their needs with their own abilities. This principle is relevant to be implemented especially the tourism business.
6	Sustainability principle	Each stakeholder is obliged and responsible for future generations and for the present in an effort to preserve the carrying capacity of the ecosystem and to improve the quality of the environment
7	Sustainable principle	Tourism development activities are expected to take place continuously (sustainable development) to achieve the expected goals.
8	Democratic principle	The implementation of tourism must uphold democratic principles that are supported by two pillars, namely the recognition of participation in government and the recognition of human dignity, it means that this principle provides a large space for the people to express their will in

		their involvement in every tourism business process.
9	Equality principle	In tourism development there needs to be equality between stakeholders, namely the Government, business actors and the community in every stage of development starting from policy formulation, implementation, control, to the evaluation stage of policy implementation.
10	Unity principle.	Tourism development activities cannot be separated from the efforts to foster a sense of love for the homeland and the unity of the nation and state of the Republic of Indonesia through respect, recognition and appreciation of the local wisdom value and efforts to preserve it.

Soure: Data processing, 2022

## V. CONCLUSIONS

Sustainable Tourism Development Model with a multidisciplinary approach based on studies and analyzes carried out from various aspects namely socio-cultural, legal, economic and tourism. The fundamental contribution of a sustainable tourism development and development model is studied and analyzed from a multidisciplinary perspectives. The sustainable tourism development can be implemented in the region prioritizes tourism as the prime mover of regional development. This sustainable tourism development model provides benefits for the North Minahasa Regency government, especially the tourism office and the regional financial and asset management office and all tourism stakeholders. It is expected that sustainable tourism principles are used for policy makers to plan and implement the concepts in tourism development in the North Minahasa Regency area. The results of the research become a reference for study and analysis as well as the design of regional tourism development in North Minahasa Regency that can also be implemented in other areas by adjusting the conditions and situation of tourism development in the area.

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