Analysis of Manado City Tourism Management Policy

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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 importance based on experts' opinions. 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 Walfare, Manado, Management, Policy, Tourism Industry

INTRODUCTION

The tourism industry plays an important role in boosting the growth of the community's economy and improve people's welfare. In some regions, 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 an opportunity for boosting the people's economy and welfare.

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 purpose as efforts to achieve the expected goals. In general, the term 'policy' (Winarto,

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 degree of importance based on experts' opinions. 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 $1^0 25'88'' - 1^0 39'5''$ NL and $124^0 47'00'' - 124^0 56'00''$ EL.

The Manado City tourism management policy is assessed with The Exponential Comparison Method (ECM) by examining the degree of importance based on the experts' opinions. ECM-based policy-making is a decision-making method that quantifies someone's opinions on a certain scale by weighting the results expected to be more quantitative and objective (Ma'arif & Tanjung, 2003). The calculation of the weighting uses the following formula:

$$W_e = \frac{\sum\limits_{k}^{n} \lambda_{ej}}{\sum\limits_{e=1}^{k} \lambda_{ej} \sum\limits_{j=1}^{n} e_{ej}} \qquad \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots \text{(1)}$$

where:
e = 1,2,3, …. k
λ = objective value to λ 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.

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).
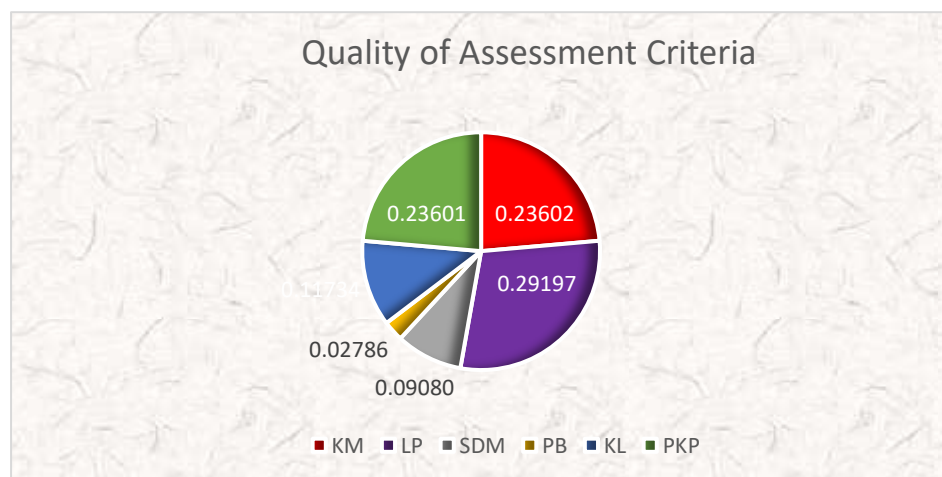
Figure 1. Quality of Assessment Criteria

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)

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 Venesis 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 CO_2 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 Alternatives	KM	LP	SDM	PB	KL	PKP	value	Degree
Policy 1	1.241423756	1.306735014	1.047666938	1.014390865	1.062022217	1.241414038	**6.91365**	I
Policy 2	1.128663713	1.306735014	1.047666938	1.025858379	1.026529521	1.241414038	**6.77687**	II
Policy 3	1.241423756	1.161521034	1.086760874	1.014390865	1.026529521	1.128658768	**6.65928**	III

KM   : Welfare of Community
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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,

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 'good' and 'highly good' categories to be developed as tourist destinations. 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.

CONLUSIONS

Our work has led us to conclude that based on experts' opinions, the assessment 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.

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