

## Typology of Community Participation in the Development of the Likupang Special Economic Zone (SEZ) through the Smart Environment Tourism Approach

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### ABSTRACT

Regency, North Sulawesi Province which is also included in the government's strategic program for the development of tourism potential, known as Super Priority Destinations or Likupang Special Economic Zones. Tourism is one of the pillars of sustainable tourism that has contributed significantly to development. Tourism should be planned according to the criteria of a sustainable development standard with a smart environmental approach. The achievement of the smart environment criteria is determined by the role of community participation. This study aims to identify community participation in tourism development in Super Priority Destinations, North Minahasa Regency, North Sulawesi Province. The research location was conducted in the Likupang tourism development area. The research method used is descriptive quantitative. The results of the research on identifying the typology of community participation in the development of the Likupang Super Priority Destination show a stratified order of typology of community participation starting from the stages of information, consultation, cooperation, control, and adaptation. The results of the identification of the typology of community participation that meet the five criteria become the basis for determining the position of the level of community participation. The participation typology found is used as the basis for determining policy scenarios for the development of Likupang Super Priority Destinations. The policy scenario that must be carried out in each stage of the development of the tourist area is determined by public opinion. This scenario can be a typology to guide the knowledge transfer of local communities, empowering them to take advantage of their participatory role for the improvement of sustainable ecotourism development.

**Keywords:** Typology, Community, Participation, Tourism, Smart, Environment, Likupang.

## **INTRODUCTION**

The tip of the coast of Sulawesi, especially in North Sulawesi, there is an area called Likupang and is in the district districts North Minahasa with potency tourist diverse nature in North Sulawesi Province, which is also included in the government's strategic program for the development of tourism potential known as Super Priority Destinations or the Likupang Special Economic Zone which was developed with base decision President Republic of Indonesia. There are 10 destinations developed tourism and one of them is Likupang in North Minahasa. Likupang Beach and its surroundings have beautiful potential, with a stretch of white sand located right in the world's coral triangle. The main sight of this beach is not only sunrise but also sunset with feel beautiful nature. On the beaches in Likupang our could enjoy sun engrossed nor sun rise every moment accompanied by a beautiful natural panorama. Direction the beach in the Likupang area is also opposite direct with beach The famous Pacific with blue sea ( Richards , 2001) . This potential is supported by the vision of the North Minahasa district government with various tourism festivals as support activity tourism. Bay Tomini, Sulawesi Sea, Maluku Sea which is famous for its various beaches as a place for diving with coral reefs, along with its clusters of islands add to the beauty of Likupang beach. Based on the Regional Spatial Plan (RTRW) of North Minahasa Regency, the total area of North Minahasa Regency is about 1,261 km<sup>2</sup> with a coastline of 292.20 km which has 46 islands. Potency beach tour Likupang naturally dominated by tourism nature and flourish become ecotourism (Towoliu et al. , 2020) . As one of the regencies that is famous for its enchanting beach tourism, North Minahasa Regency has a tourist location located in a group of islands in North Sulawesi. Natural tourism that offers the beauty of the sea with clear water, underwater beauty with coral reefs and exotic fish, and beaches with soft white sand that are still natural are the main magnets to attract tourists (Fuad, 2010). Currently, Likupang's branding as a tourist destination uses various competitive approaches (Menayang & Marta, 2020) .

Location is also still in part garden national sea Bunaken and is an area around the coast of Likupang which is the northern part which is close to the coast of Likupang. This coastal area and marine park have a rich biodiversity with a collection of coral species which is one of the most comprehensive in the world. Potency fisheries also support tourism that exists and can developed as potency sport trust that can interesting interest traveler especially those who have a hobby of fishing. This supported with Public local with Support attractions culture including after sport fishing could enjoy dish existing culinary. Potency the make area Likupang as prospective area in regional development and can develop until the future( Arabadzhyan et al. , 2021) .

Development tourist including in Likupang naturally need strut from Public because participation Public will determine continuity travel in various area tour (Fava et al. , 2009) . Participation is carried out in the tourism development process itself will add continuity tourism. Community participation in question must be voluntary and sustainable with initiative society. Community participation is carried out through patterns of thought and patterns of action that view the community as the subject of development (Tosun, 2000) . The participatory approach will create processes and rules in order to realize a program that is tailored to their aspirations.

Several previous studies in recent years, various factors that can make the conditions for increasing the number of tourist visits are determined by the existence of connection between mileage with age level as well travel costs and entrance fees to tourist attractions. Like Likupang d where the age level will determine the tourist visits for this category. Another thing is the tendency to visit ecotourism for significant ages and those who put forward the concepts of eco-friendly tourism. (Lakuhati et al., 2018) .

COVID-19 pandemic that has hit the world has become part study tourist so result done concerning study about potency tour beach like in Pulisan one of destination Likupang who also gave development strategy recommendations based on the principles tourist sustainable. Like Posts have uniqueness beaches and culture that can be developed to use support principal tourist sustainable that. As for the recommended strategy among others with To do promotion by massive with To do approach culture To use interesting visit traveler with increase quality source power people and facilities support for pandemic no cause transmission for traveler (Kawatak et al., 2021) .

As well as research in the field of tourism conducted in various countries cleavage In the world, the types of coastal tourism that must be developed, the technological attributes need to be embedded in tourism development policies so that technology-based tourism can then develop that can support smart tourism for all parties. (Um & Chung , 2021) . Learning from tourism experiences in Seoul, Busan and Jeju in South Korea revealed that the relationship between destination service and service satisfaction among the three cities resulted in a multi-faceted analysis. group on the travel path which shows that technology will have a positive influence on tourist satisfaction in enjoying tourism.

Smart tourism will take advantage of technological developments by conceptualizing the framework of smart tourism destinations through exploration using applications developed by local communities and becoming part of communities and tourism supporting organizations (Buhalis & Amaranggana , 2013) . This is in line with the 14 existing smart tourism destinations on the Spanish Mediterranean coast should not be proposed as part of a territorial evaluation application In coastal destinations based on clear technological variables in access governance and smart business ( Foronda - Robles et al. , 2020) .

In order to develop typology-based participation in Public so development identification tourism on the coast beach Likupang done. Activity this also researched and conducted observations in three sub-districts that became super-priority destinations in the west in Likupang, in the east and in the south. Several studies on community participation have been carried out but no research has identified community participation in the development of the Likupang Super Priority Destination as the basis of this research. If community participation can be identified, it is hoped that it can become the basis for developing community-based tourism in the future, of course through a smart environment approach (McKenna, 2020) . Approach typology tourist Becomes base in give information concerning relationship and correlation tourism done. To use get initiate in studies this with consider input from various party.

## **RESEARCH METHODS**

The research method used is descriptive quantitative method to identify community participation. As for the determination typology based on the beginning typology developed by Sherry Arnstein. Sherry Arnstein classify participation later society Becomes base design typology done \_ in study this ( Gaber , 2019) . So the minimum score obtained for each individual (1 x 1) is 1, the maximum score obtained for each individual (1 x 8) is 8, so if the number of samples is 30, the minimum score for the level of community participation (30 x 1) can be it is known that 30 and the maximum value (30 x 8) is 240. By knowing the minimum and maximum values, it is also known that the interval is  $(240/8) = 30$  (Arnstein, 2019) . So, if the Arnstein typology is used, it can be seen that the level of community participation is:

**Table 1: Participation Rate**

Level	Score
Manipulation	0 – 30
Therapy	30 – 60
Tell	60 – 90
Consultation	90 – 120
Placement	120 – 150
Partnership	150 – 180
Delegated power	180 – 210
Citizen control	210 – 240

## **RESULTS**

### **RESEARCH LOCATION REVIEW**

Super Priority Destinations or Likupang Special Economic Zones. This beach, which is located right at the tip of the island of Sulawesi, occupies 3 sub-districts in North Minahasa Regency. North Minahasa Regency is an expansion area of Minahasa Regency and is flanked by two cities, namely Manado City and Bitung City. Overall, the Likupang coast which is a tourist area that covers the entire area when viewed from the map environment so area this are in scope area triangle coral of the world and become scope garden national sea Bunaken. Bunaken Marine National Park is a world tourism location and is one of the coastal and marine conservation areas. Bunaken National Marine Park is garden national sea made for save coral world and begins since year 2019 and when this Becomes center triangle world coral.

The area of North Minahasa Regency is about 1,059,244 km<sup>2</sup> (land area) and 1,261 km<sup>2</sup> (ocean area) with a coastline of 292.20 km. The topography of the area is mostly in the form of land and hills at an altitude of about 0-650 meters above sea level, except for the area around the mountains, especially Mount Klabat which reaches an altitude of about 1,995 meters above sea level. The topographical characters are almost the same in every sub-district, which are categorized as flat, sloping, and wavy.

Land use in coastal areas is supported by a combination of urban functions such as trade areas with international standard hotels combined with the use of marine and coastal ecotourism land. The scenery is unique because it offers the potential for underwater tourism to the top of the mountain. Mountains and mountains some of which are volcanoes such as Mount Klabat which can be enjoyed directly from the coast of Likupang. As an area located in the Ring of Fire area and being the confluence of the Pacific circum and the Mediterranean circum, the Likupang coast is rich in diversity. These characteristics are the potential for developing coastal tourism based on smart environment management. The beaches and coasts in Likupang are a paradise for coral reefs and have become famous diving spots in various parts of the world, as evidenced by several well-known international diving spots such as Spot diving located on Gangga Island.

Potential and Attractions or attractions owned, Accessibility to objects, facilities or facilities on objects and activities that can be done in coastal tourism objects owned by North Minahasa Regency are as follows 1) Kinaari Beach, 2) La Merry Beach, 3) Mangrove Ecotourism Baho Beach, 4) Surabaya Beach, 5) Kalinaung Beach, 6) Pulisan Beach 7) Paal Beach 8) Casabaio and several locations of developing island groups.

### COMMUNITY PARTICIPATION ANALYSIS

Community participation is an important part of tourism development on the coast of Likupang and its surroundings. The results of the analysis of the typology of participation in tourism development on the coast of Likupang and its surroundings are identified by grouping the forms of participation which are measured quantitatively. The size scale refers to the participation ladder consisting of 8 steps as described in Table 1 above.

**Table 2.** Results of Community Participation Analysis

Not	Participation Scale	N	%	B	NXB
1	Not existence participation during the tourism program	0	0	1	0
2	Have followed as well as in the tourism program however only follow desire government just	4	13.30	2	8
3	Have followed as well as in the program however only for interest Public just	8	26.60	3	24
4	Active discuss in the program and donate thought in program implementation	10	22.58	4	40
5	Active start from activity plan and give influence on the implementation of tourism programs .	5	33.30	5	25
6	Active in the program and participate as well as give and share not quite enough answer together with government	3	10	6	18
7	Be active and join in the program and have authority for take decision dominant _ in implement tourism programs .	0	0	7	0
8	Be active and join in program implementation and participate in activities and have power in implement and supervise the implemented programs .	0	0	8	0
	Total	30	100		115

Source: Data processed from results research , 2021

Top results study on so made typology participation in development tourism in Likupang with respondents ' answers . A large number of respondents participated in attending and discussing Active discussions in the program and contributing ideas in the implementation of the program with a total of 40 consisting of 10 people followed by active starting from planning activities and having an influence on the implementation of the tourism program with a value of 25 with 5 further people Have participated in the program but only for the benefit of society. This show that activity participation still be in the middle from ladder applied participation.

If it is concluded So according to typology participation used in method study this so degrees participation that appears is degrees participation at stage discussion point on level discussion this can interpreted as level consultation. show that government already inviting opinion public in give information in development tourist however Government not yet ensure that what we can input from Public they could made handle in development tourism.

This way has given dialogue two direction Among government and society they each other give input and discuss with put forward the procedure discussion however level success low because his government listen consultation from Public but not yet give certainty that pills constructed by society will held in development programs tourist Especially when study this done in the area coast beach Likupang .

In order to apply this typology of participation, it is necessary to further develop it through an approach participatory activities that encourage community involvement, therefore, approaches through the application of technology can be a solution in developing organizations and entities to develop destinations so that synergies occur between sensing technology everywhere, with social components to support the development of tourist experiences that will be sold to tourists.

With knowing typology participation in development tourist especially in the area coast beach likupang that became super priority area development destination tourism in Indonesia then participation Public this could become part in push Community Engagement for push tourism.

Various studies prove that if occur development tourism which is initiative from Public so will push development later tourism will make tourist by social economy and environment push creation well-being society.

The applicable community participation mechanism is formulated as a community-based ecotourism typology with stages, namely: the information stage, the consultation stage, the cooperation stage, the control stage, and the adaptation stage which is the results analysis from the stage that has been done.

## **CONCLUSION**

With get results from study concerning typology participation Public in development tourism on the coast enough then could concluded that development tourist could determine by factor participation Public where capacity Public this could push development tourism. if they knowing will potency tourism and join as well as in development tourist So they will feel join responsible answer in development tourist especially they are population local will relate directly with development tourism.

Existence potency tourist only will Becomes factor supporter in development tourist however if Public no involved ideally in development tourist only will cause tourist, then decrease quality and not then Becomes priority destinations.

For that in development tourist push participation Public will give donation for continuity tourism and after tourist sustainable in long time to develop so Well-being Public then will Becomes destination end from development tourist with permanent notice continuity environment. The applicable community participation mechanism is formulated as a community-based ecotourism typology with stages, namely: the information stage, the consultation stage, the cooperation stage, the control stage, and the adaptation stage.

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