

Policy for Arranging Tourist Destinations in North Minahasa Regency

Methalia¹, Evi E Masengi², Jetty E. H. Mokat³

(Program Pascasarjana Program Studi Administrasi Negara Fakultas Sains dan Hukum Universitas Negeri Manado)

Abstract

BPK examinations are conducted on the Central Government, Regional Governments, other State Institutions, Bank Indonesia, State-Owned Enterprises, Public Service Agencies, Regional-Owned Enterprises and other institutions or entities that manage state finances. The examination in question includes financial examinations, performance checks, and examinations with specific objectives. The results of the BPK examination express opinions on financial statements, conclusions and performance recommendations for implementation, services, activities, government programs, as well as conclusions on the implementation of the internal control system and compliance with the provisions of laws and regulations. This research uses a qualitative paradigm approach through direct interviews and documentation studies. Researchers have an important role to choose relevant informants as data sources, collect data, and process the data obtained. Furthermore, researchers will conduct data analysis, validate data, and draw conclusions from research results according to actual circumstances. The results of the study found that the follow-up of the examination results has a strategic role in the supervision cycle of government administration, because the success or failure of supervision can be seen or measured from the progress of follow-up, so that understanding of the methods / mechanisms for implementing the completion of the Follow-up Recommendations of the CPC Examination Results needs to be a concern to be carried out according to commitment, There needs to be a special team to handle follow-up not focused on one person only, thus facilitating the process of coordinating and completing follow-up recommendations.

Keywords: *Follow-up Recommendations, BPK RI Examination Results, Financial Statements, Kotamobagu Regional Government*

INTRODUCTION

The position of the tourism sector of North Minahasa Regency is very important as one of the core businesses of North Minahasa Regency. With the determination of tourism as one of the core businesses, the attention of the local government and central government to tourism development in North Minahasa Regency will increase and tourism development will become a priority in regional development. The purpose of tourism development of North Minahasa Regency is to make tourism a part in realizing and filling the pattern of national tourism development, and one of the economic activities and sources of regional income. The tourism development goals that have been set are expected to spur the development of tourism in North Minahasa Regency. Tourism in North Minahasa Regency has become one of the regional economic activities, although most have not contributed significantly to the regional economy.

North Minahasa Regency has such diverse tourism potential, especially in terms of tourism products. With its natural and cultural potential, North Minahasa Regency offers various tourist attractions. Based on the Regional Tourism Development Master Plan (RIPPDA) of North

Minahasa Regency in 2020 which is still being discussed in meetings with the North Minahasa Regency DPRD, there are several marine tourism objects in North Minahasa Regency, one of which is Paal Beach. This beach is located on the north coast of North Minahasa, precisely in Marinsow Village, East Likupang District, with an elongated beach shape and white sand. The road to this beach is paved smoothly and the distance is only 12 km from the city of Manado so it is easy to reach for visitors who want to witness the beauty of Paal beach.

Likupang is an area administratively located in North Minahasa Regency, North Sulawesi Province. Likupang's tourism development policy is mandated by Government Regulation Number 50 of 2011 concerning the 2020-2025 National Tourism Development Master Plan (Ripparnas). In order to accelerate the realization of the development of the National Tourism Strategic Area (KSPN), in 2019 Likupang was designated as one of the five Super Priority Tourism Destinations (DPSP).

The number of foreign tourists to North Minahasa increased significantly, from 8,901 arrivals in 2011 to 93,964 visits in 2019. This number even exceeds the number of domestic tourists (vishnus) since 2018, a period in which

the total movement of vishnus experienced a significant increase of 102.19%. This achievement shows promising opportunities for the development of North Minahasa tourism in order to attract domestic and foreign tourist visits, there are indicators that greatly determine the success of tourism development in this case the improvement of tourist image, namely the availability of adequate tourism facilities and infrastructure.

Tourism development needs to pay attention to the availability of facilities and infrastructure in order to realize tourism development as an industry. Efforts to promote natural beauty and cultural wealth to foreign countries must also be supported by all existing infrastructure and facilities in the promoted area. These facilities and infrastructure include airfields, sea ports, adequate road conditions and hotels, including communication facilities. Management and maintenance of tourism objects, which is a determinant variant in domestic and foreign tourist visits which at the same time improves the image of tourists.

The current condition of national-scale tourism tends to be less conducive due to the Covid-19 Pandemic, so that tourist visits until now have not recovered properly. However, it is realized that at this time tourism in North Minahasa Regency is inadequate, this is due, among others, to the lack of professionalism of human resources such as the lack of ability of officials, in this case, the Tourism Office of North Minahasa Regency in promoting tourism. It is known that tourism promotion is very influential on the perception of foreign and domestic tourists on tourism conditions in North Minahasa Regency, which in turn also affects their attitude in making decisions to visit and or not visit North Minahasa Regency as one of the tourist destinations.

The problems as described above illustrate the importance of *collaboration* in encouraging tourism development in an area. After Covid-19, the impact on not achieving the development target in Likupang as mandated by PP 84/2019, which should have been completed and can be operated no later than three years after the establishment of the SEZ. Until the first semester of 2022, no infrastructure has been

completed and is ready to be operated by the Likupang SEZ Development and Management Business Entity. This means that SEZs have not been able to absorb tourism sector workers as the targets have been conveyed.

METHOD

The method used in this study is qualitative. According to (Haris Herdiansyah, 2013), qualitative research is research that aims to understand the phenomena experienced by research subjects, such as behavior, perception, motivation, action, etc., comprehensively and through descriptions with words and language, in a reasonable and concrete context. It uses many different natural methods. This method is used to examine objects in a natural state, where the author is the main instrument with data collection techniques carried out using triangulation (combination), data analysis Inductive data and research results emphasize meaning rather than generalization (Sugiyono, 2011).

This study seeks to provide an overview of the Tourism Destination Arrangement Policy in North Minahasa Regency. Where there are still many problems that arise, regarding the process of structuring / managing existing tourist destinations. There are two specific purposes to be achieved in formulating research problems by utilizing focus. First, setting a focus can limit the study. Second, the determination of focus serves to meet the inclusion-exclusion criteria or entry and exit criteria of newly obtained information in the field. So, with a clear and detailed focus setting, authors can make informed decisions about which data is collected and which does not need to be touched or which will be discarded, (Lexy J. Moleong, 2018).

Data collection through observation is carried out by directly observing the object of research in order to obtain information and information as accurate data about the things studied. The things observed through this observation are all matters related to the policy of structuring tourist destinations in North Minahasa Regency.

The research location is at the Tourism Office of North Minahasa Regency as the implementer of the arrangement of tourist destinations in North Minahasa Regency.

RESULTS AND DISCUSSION

In terms of territory, the location of North Minahasa Regency is very strategic, because it is located between 2 main cities with fast growth, namely Manado City and Bitung City, and between 2 main local, archipelago, and international gateways, namely Bitung Port and Sam Ratulangi International Airport. Where North Minahasa Regency is included in the fast-growing corridor Manado-Bitung which is the National Activity Center (PKN) consisting of Kalawat district, Airmadidi district, Kauditan district and Kama district. The Manado-Bitung Toll Road development plan and Sulawesi Island Railway Development strengthen the strategic position of North Minahasa Regency towards economic development and BIMINDO's metropolitan development plan. This needs to be managed properly in order to have a positive impact on accelerating development in North Minahasa Regency while still paying attention to aspects of sustainable development.

The Tourism Office as the implementing element of the North Minahasa Regency Government in the field of tourism, carries the task and responsibility of assisting the Regional Head in exercising authority in the field of culture and tourism, so that it fully leads to the achievement of the vision of North Minahasa Regency, namely "The realization of a Great North Minahasa through changes for progress and welfare based on faith and mutual cooperation". The main task of the Tourism Office of North Minahasa Regency in Regent Regulation Number 93 of 2016 is to carry out government affairs in the field of culture and tourism.

To carry out these main tasks, the Tourism Office has several functions as follows:

1. Formulation of technical policies in the field of culture and tourism;
2. Granting licenses and implementing public services in the field of culture and tourism;
3. Guidance on technical selection units;
4. Management of official administrative affairs;

5. Implementation of other duties assigned by the Regional Head according to duties and functions.

Community Involvement

The development of the Special Economic Zone in Likupang, leads to the tourism sector where the development of Super Priority Destinations in Likupang is the central point of the purpose of the development. The tourism sector in Likupang is one of the sectors that is quite helpful in increasing people's income, especially those who live in the area. In addition, the tourism sector will also affect the level of economic growth in a country, especially in developing countries.

The following is described the exposure of research data in the form of data from interviews that researchers conducted with several informants. One of the informants interviewed by the researcher was Mrs. FAMP who served as Head of the Tourism Office of North Minahasa Regency.

"The existence of development in the form of the tourism sector will create many possible positive impacts such as employment, poverty reduction, increasing the income of the surrounding community, community empowerment and developing the potential of the surrounding community".

Research Focus:	Policy for Structuring Tourist Destinations in North Minahasa Regency
Sub Focus 1	Findings in the field
<i>Community Involvement</i>	<ul style="list-style-type: none"> - There is innovation from the local community in the context of developing tourist destination areas and collaborating with the local government. - Forming a BUMDes Organization as the person in charge of management

	<ul style="list-style-type: none"> - The development of DSP has a positive impact on improving the economy of the local community. - Community participation in seminar activities and so on.
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Based on the results of the interviews conducted, it can be seen that the form of community involvement in terms of BUMDes management has a strategic position in the management of tourism resources in the Special Economic Zone. The participation of village governments, communities, and other stakeholders collaborates in improving the development of further tourist destinations. This shows that villages that continue to strive to build an economy based on shared welfare through the development of tourist destinations are fully owned by the village government and local village communities.

Based on interviews and field observations, almost all villages on the coast of North Minahasa Regency that were the location of the observations already have BUMDes. However, all of them have almost the same similarity, namely unclear / unfocused business fields occupied. Even so, there are several BUMDes that have managed tourist areas in their villages. For example, BUMDes Sumber Berkat in Marinsow Village manages the Paal Beach area in the village. The management is only in the form of managing the regional entrance ticket levy. Similar to Morinsow Village, BUMDes in Pulisan Village also do the same thing by managing the entrance to the Pulisan Beach area. By looking at the potential that exists in each of these villages, BUMDes have a strong potential to expand the scope of their activities. In the future, several business fields that can be developed include the processing of agricultural and plantation resources to be processed into souvenirs, marketing of processing products, homestay management, and so on. The business sector is adjusted to the resources and capacity of the existing village community. Although higher capabilities are needed, cooperation is also

needed first in increasing the capacity of rural communities with several educational institutions or non-government institutions engaged in tourism.

Participation in the implementation of activities is a continuation of decision making that has been mutually agreed upon at the time of deliberation, in its implementation planned by the government. Community participation is very influential and also a benchmark in the success of a process. Tourism development is an activity in order to organize and advance a tourism object to be developed for the better.

In the implementation of various activities resulting from joint decision making with the community, the Marinsow Village government always conducts socialization before the activity takes place so that the process of running activities can be exactly as expected. For example, when there are seminars, training or community empowerment activities in increasing tourism in Paal Beach, community involvement is very central such as operational training for homestay services provided by the government for how to receive guests, manage and organize clean and neat homestays and how to prepare breakfast for guests properly. So it can be said that government support in developing community participation to increase attractiveness to tourism around Paal Beach tourist destinations is good enough.

People living in East Likupang District work more as garden farmers and fishermen. Several mining companies that explore for Gold and Iron Ore have entered so that it affects the livelihood of the local community because some village youth want to work as mine workers both as artisanal mining processing workers and workers in these mining companies. When the government takes a policy with the establishment of Likupang as DPSP, it will certainly affect changes in social conditions of the community. The community must be prepared when their area becomes a leading tourist destination in North Sulawesi, not to experience "cultural shock" and then instead do things that can reduce the comfort of tourists.

The main interest of tourists coming to a tourism destination is driven by the attractiveness of the object itself (Kartika, Indrianty, &

Yuliani, 2017). Tourist attractions can be in the form of wealth such as customs, historical and ancient relics, art, monuments, ceremonies, and other cultural events (Sari, 2018).

Human resource capacity is still a challenge faced by the tourism industry, especially for regions that make tourism a superior sector. Without skills, human resources and business actors cannot enter or survive in the travel and tourism industry (Evans, 2019). Competence develops from resources and demonstrates skills, technology or knowledge Building a tourism destination area, not just talking about physical infrastructure, facilities, and infrastructure. In addition to accessibility, amenities, and attractions, human resources must be a concern because they can influence people's motivation to participate in cross-sector partnerships. Lack of information, capital, skills, and self-confidence become obstacles for people to engage (Cole, 2006). The main livelihood of the people of Likupang is fishermen and garden farmers, who do not yet understand that tourism can also provide better jobs.

Limited human resources of tourism managers, both number and quality are inhibiting factors or obstacles to the development of tourism potential/objects in the District. To promote a regional tourism product, there are many things that must be prepared by the Government – not only regarding the physical of the tourism object itself, – but also regarding the readiness of all stakeholders, especially those related to mental, behavioral, and socio-cultural attitudes and characteristics of the local community.

Accessibility (Facilities and Infrastructure)

Geographically, these three locations have locations with relatively close distances. To reach these three beaches can be started from major cities around it, such as Manado City and Bitung City. To reach these three beaches can be started from major cities around it, such as Manado City and Bitung City. The distance from Manado City to these three coastal areas is as far as 73 Km with a travel time of about 2 hours by four-wheeled driving. While from Bitung City, these three areas can be reached with a travel time of about 1 hour four-wheeled drive. The road condition is excellent with asphalt paving.

Judging from the results of the interview, there is no public transportation that serves the route to the three regions from nearby cities. However, there is already transportation available to the Paal Beach Area and its surroundings, namely in the form of DAMRI Buses with the Sam Ratulangi-Casabaio Resort-Pantai Paal Airport route. Efforts to provide DAMRI to the location in order to provide convenience for the community to reach the location. However, tourists who start the journey from cities in North Sulawesi, such as Manado City, Tomohon City or Bitung City, for now must use private vehicles or rent either four- or two-wheeled vehicles. The road condition is very good with asphalt paving and wide enough, so there is no problem, especially for those who carry two-wheeled vehicles.

Bakir (2008) suggests that tourism is one of the fastest growing sectors in the world, especially Indonesia as one of the holiday destinations for tourists, in Indonesia is strongly supported by its diverse natural and cultural conditions, besides that Indonesia is an archipelagic country that has the most islands in the world and has tebenyak beaches in Southeast Asia.

Determinants

Natural tourism in the form of beaches in North Minahasa Regency is not only Paal Beach, Pulisan Surabaya which is included in the SEZ area, but North Minahasa Regency has many natural tourist destinations (beaches). One of them is Kalinaun Beach where the facilities on this beach are more limited than those on Paal Beach. Even if there is, this facility is in the form of public facilities that are integrated with the residential area of Kalinaun Village. There are no tourism facilities available in this beach area. This is because this area is not a priority for tourism development of North Minahasa Regency. While the facilities in the Pulisan Beach Area, more or less the same as those in the Paal Beach Area.

There are food stalls, gazebos, parking lots, public toilets and permanent kiosks under construction. The facilities in the Paal Beach tourist destination area are still entrusted to be managed by the village community. Similar to the conditions in the beach destination area

around Paal Beach, such as in the pulisan beach tourist area, there are no lodging facilities such as star hotels. New star-rated hotel facilities are available in Maen Village, namely Casabaio hotel resulting in if there are tourists who want to stay overnight, they have to budget hotel costs. The North Minahasa Regency Government has sought the construction of homestays in collaboration with villages and the private sector so that if foreign tourists and local tourists who want to enjoy night time around the tourist destination area and tourists do not want to stay outside the tourist attraction area, homestays can be an alternative choice and also in addition to lodging infrastructure. Tourism Information Center, especially in SEZ tourist destination areas, is still very minimal

CONCLUSION

Based on the results of research as stated in the previous section, it can be concluded as follows

1. Some BUMDes have included the tourism sector as one of the business fields, but it is still in a small scope such as the entrance ticket levy. Participation in the utilization of results can be seen from the existence of Paal Beach tourism objects is very beneficial for the people of Marinsow Village, this is evidenced by the more changes that occur after the development of tourist attractions. Tourism development is useful for increasing the number of tourist visits and increasing the acquisition of economic benefits from the tourism sector.
2. In general, the policy of the Regional Government of SITARO Regency through the Department of Culture and Tourism in developing the potential of tourism objects has been implemented, but the results have not been optimal.
3. The North Minahasa Regency Government has sought the construction of homestays in collaboration with villages and the private sector so that if foreign tourists and local tourists who want to enjoy night time around the tourist destination area and tourists do not want to stay outside the tourist attraction area, homestays can be an alternative choice and also in addition to lodging infrastructure.

Tourism Information Center, especially in SEZ tourist destination areas, is still very minimal.

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Postgraduate Program of State Administration Study Program, Faculty of Social Sciences and Law, Manado State University

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