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Review of the Implementation of the Concept of Sustainable Tourism on the Manado Bay

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Abstract — Sustainable development of the Manado Bay travel coast is essential. Tour coast is one of the foundations of sustainable tourism and has significantly aided in development. The standards of environmental sustainability for coastal tourism must be observed if development is to continue holding fast and providing its greatest contribution. must be planned using the accepted standards of sustainable development. Community participation plays a key role in determining if sustainable ecotourism development criteria are met. This study intends to categorise the city of Manado's coastal tourism patterns from a sustainable tourism development perspective. The research location was carried out on the coast of the Manado bay. Descriptive quantitative research is the methodology employed. According to the study's findings, there were various types of coast and beach. Manado Bay has a variety of tour types, including tours of the beach, the underwater world, culinary travel, and tourism trading. A draught application for sustainable tourism was identified and applied to four locations in a sequential manner with the help of the public. The findings of the study demonstrate that the tourist area dive, tour trade, tour beaches, and tour culinary are where the public's opinion of implementation indicators is most concerned. Understand the terms of the proposed tourist sustainability demonstration that is being held along the Manado Bay coast.

Keywords— Manado, typology, ecotourism, community

I. INTRODUCTION

Tourism is one of the activities that is at the forefront of development today and is being promoted in various countries. Tourism development certainly has various challenges in the development carried out. This challenge is faced with a sustainable tourism approach. The sustainable tourism approach is an approach that harmonizes social, economic and environmental development in equal collaboration.

Sustainable tourism development is believed to be able to contribute to environmental sustainability, increase the community's economy and impact on welfare. The goal of social justice for all Indonesian people as a development mandate can be realized through the development of tourism, especially in the coastal area of Manado Bay. There

are various coastal tourism potentials that can continue to be developed to support Indonesia's national development.

Many positive things have been done in developing tourism in various parts of the world which encourage environmental sustainability. The concept of sustainable tourism embodies things related to ecosystem maintenance where the tourism concept developed with an ecosystem maintenance approach is carried out to protect various biodiversity and natural beauty which can be the attractiveness of tourism processing itself.

Sustainable tourism development has become the main focus of development for various countries in various parts of the world where this situation is to ensure that the growth of the tourism industry does not damage the environment and culture and provides long-term benefits for the community in activities supporting tourism.

Examples of tourism development that adopts the concept of sustainable tourism include New Zealand where this country adopts a sustainable tourism approach by promoting natural beauty including the mountain landscape and New Zealand Mori culture which is a typical local culture of the New Zealand people[1]. Apart from that, he has also recently developed policies for reducing environmental impacts and protecting wildlife through the role of local community participation in the development of sustainable tourism in New Zealand.

Another example of sustainable tourism development is also carried out in Costa Rica where Costa Rica is one of the leaders or leaders in developing the concept of sustainable tourism[2]. Where they focus on preserving rainforests and improving natural conditions and biodiversity and ecotourism, Costa Rica has various national parks and areas that protected and implemented as tourist areas but with strict environmental certification regarding accommodation and tourism development operations.

In Japan, tourism development is carried out by combining traditional culture with modern culture and nature conservation through the Satoama Experience program which promotes rural tourism and community relationships with nature[3]. The tourism concept developed in Japan provides a new nuance for tourism development where visitors who come to Japan then have to adapt to the culture that is characteristic of tourism development in Japan.

This Maldives Islands country makes preserving coral reefs and marine ecosystems part of its sustainable tourism development plan by reducing the use of plastic and

promoting underwater tourism as tourism that protects nature but is also profitable and has industrial potential[4].

Indonesia is an archipelagic country that has long beach second longest in the world after Canada [5]. The potential for beach and shore development must be obviously done sustainably. A medium-sized island nation that is naturally developing has to integrate collaboration and sustainable development, including tourism [6]. Various regulations must be added to the framework to keep the development plan sustainable [7].

Located in the world's coral triangle, Manado City has a shoreline that extends for more than 17 kilometres. [8]. A stunning sunset over the Pacific Ocean is the predominant sight along Manado Bay's coastline. This potential is encouraged by the government's goal to boost tourism along the shore.

The Manado Bay coast, which is renowned for its coral reef diving, is home to an important coastal waters environment. [9]. Manado Bay became a location for breaking world diving records in 2019—even in multiple categories at once. Located along the Manado Bay coast lies Bunaken Marine Park. A specific size transitional area between land and sea is the coastal area. [10]. One of the world's most diversified coral reef systems, Bunaken Marine Park contains a great array of coral species [11]. The Manado Bay Coast, like a number of current beaches, has offshore fisheries potential that promises to be developed as part of sports and tourist like fishing, gastronomy and other options. [12]. Additionally, the area offers a wide range of intriguing cultural attractions, including a number of culinary opportunities. [13]. In light of the possibilities mentioned above, it goes without saying that the future of tourism growth in the city of Manado is highly promising.

Community participation is a major role in the growth of the tourism industry. [14]. The process of tourism development itself involves participation. In question must be voluntary and enduring community engagement. By adopting attitudes and behaviours that treat society as a topic, one can participate in their community [15]. By using a participative approach, programmes that are suited to their ambitions will be realised through the creation of procedures and regulations. [16].

Tourism development requires an in-depth evaluation framework and can be carried out sustainably. In order to conduct a review of tourism development, especially in coastal areas such as Manado Bay and other coastal tourism areas in Indonesia, it is necessary to design a system to evaluate and implement the sustainability of coastal tourism by considering social and economic environmental factors. This was formed in a systematic measurement and evaluation model of the impact of tourism on the natural environment in a sustainable manner. Reviews of sustainable tourism can help improve the sustainability of tourism in various areas, including coastal areas, by identifying negative impacts that arise and providing solutions to overcome these impacts. This can be done by collecting data and information about aspects of tourism sustainability such as the contribution of tourism to local communities, the environmental impacts of tourism activities and the ability of tourist areas to manage these tourism impacts.

Of course, the concept of sustainable tourism development requires cooperation from all parties, including the government, local communities, industry players and tourists. The challenges and opportunities in implementing the tourism concept need to continue to be studied and researched according to regional characteristics so that they can then support sustainable tourism development and be able to contribute to environmental quality ties and improving the community's economy.

In order to review tourism development, especially in coastal areas, it is necessary to design a system to evaluate the sustainability of coastal tourism by considering social and economic environmental factors. This was formed in a systematic measurement and evaluation model of the impact of tourism on the natural environment in a sustainable manner. Reviews of sustainable tourism can help improve the sustainability of tourism in various areas, including coastal areas, by identifying negative impacts that arise and providing solutions to overcome these impacts. This can be done by collecting data and information about aspects of tourism sustainability such as the contribution of tourism to local communities, the environmental impacts of tourism activities and the ability of tourist areas to manage these tourism impacts.

Implementation reviews can also help make policies and decisions in determining more sustainable tourism policies, for example by considering the impact of tourism on the environment and society, the government and stakeholders can make wise policies in managing tourism on the coast.

This research was carried out to develop the identification of community involvement in the growth of ecotourism on the Manado Bay shoreline. Numerous studies including community involvement have been conducted, but no research on relevant reviews, implementation, or draught tours has been done to support this research. to guarantee that the effort development tour, this review was completed. Not only do you help the economy, but you also protect the environment.

II. RESEARCH METHODS

The research method used is through a quantitative descriptive method with score 1-5 and area to apply in a manner consistent will will score highest concerns degrees implementation tourist sustainable according to the indicators set [17].

The question regarding the research that will be proven in the research is the extent to which the concept of sustainable tourism is applied to each of the coastal tourist areas of Manado Bay, especially in the four types of coastal tourism areas identified, namely beach tourism, diving tourism, culinary tourism and trade tourism. Measured indicators _ consists on (1) Application energy renewable , (2) Management rubbish independent , (3) Improvement area green , (4) Reduction emissions , (5) Participation society .

As for the way measurement with use scale likert 1 to with 5 with detail 1= Bad Once , 2 = Bad , 3 = Moderate , 4 = Good and 5 = Good once .

For total score with score interval 1-25 with division = 1-5 = Bad Once , 6-10 = Bad , 11-15 = Moderate , 16-20 = Good and 21-25 = Good once .

III. RESULTS AND DISCUSSION

A. Description of Research Locations

Manado Bay is a developing tourism area with depend on potency beautiful coast with various potency tour coasts and seas that have Enough known even until to foreign countries. Potency coast Manado city is also very dynamic with direction the beach facing the sunset produces different scenery every day. Administratively, the city of Manado consists from 11 districts wrongly, One subdistrict is Bunaken which is Island with potency center triangle world rock. Coastal location Manado Bay which is on the peninsula peninsula facing the island of Sulawesi directly on the beach Pacific condition topography coast Manado Bay in general own sloping position with hills covering some areas however there is also a coastal area which is rocks and islands . famous islands off the coast Manado Bay like island Bunaken and old Manado island. as a coastal area Manado city beach is developing various type tour Good tourist lower sea and diving nor tourist beach as well as tourist culinary and tourism trade. Moment This in support activity travel on the coast Manado Bay development coast Keep going encouraged With presence various centers shopping. condition this too of course cause addition type travel on the coast Manado Bay as tour present artificial Because demands support to growing tourism moment this. development tourism on the coast Manado Bay is combination tourist natural nor tourist growing trade in one interconnected urban area intersect Good land coast the sea with land development urban. besides there are also areas that are community areas local as fishermen and also become areas of attraction tourism.

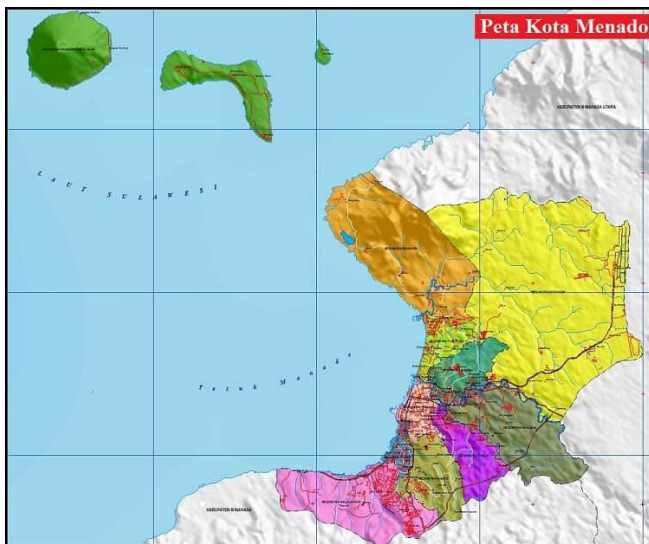


Fig. 1. Manado Map (Source:Government Manado Kota)

B. Concept Implementation Measurement Analysis

Evaluation, action, and policy The growth of ecotourism along Manado Bay's coast includes a significant focus on sustainable tourism. By categorising

the participation types that are qualitatively measured, the findings of the typology analysis of participation in the development of Manado Bay coastal ecotourism are revealed. [7]. The participation ladder, which has 8 steps as illustrated in table 1 above, is referred to as the size scale. The researchers utilised it as a guide when staging the participative procedure on the Manado Bay shore.

Measured indicators consists on (1) Application energy renewable, (2) Management rubbish independent, (3) Improvement area green, (4) Reduction emissions, (5) Participation public.

TABLE I. ANALYSIS RESULTS

Tourism Area	Score Indicator					Total	rank
	(1)	(2)	(3)	(4)	(5)		
Beach	3	3	3	3	3	15	3
Dive	4	5	4	4	5	22	1
Culinary	4	4	3	2	4	17	2
Trading	3	3	3	2	3	14	4

In order to review tourism development, especially in coastal areas, it is necessary to design a system to evaluate the sustainability of coastal tourism by considering social and economic environmental factors. This was formed in a systematic measurement and evaluation model of the impact of tourism on the natural environment in a sustainable manner. Reviews of sustainable tourism can help improve the sustainability of tourism in various areas, including coastal areas, by identifying negative impacts that arise and providing solutions to overcome these impacts. This can be done by collecting data and information about aspects of tourism sustainability such as the contribution of tourism to local communities, the environmental impacts of tourism activities and the ability of tourist areas to manage these tourism impacts.

Implementation reviews can also help make policies and decisions in determining more sustainable tourism policies, for example by considering the impact of tourism on the environment and society, the government and stakeholders can make wise policies in managing tourism on the coast.

The concept of sustainable tourism which is measured through indicators such as the application of renewable energy, waste management, increasing green areas, reducing emissions and community participation can be described as tourism management that pays attention to environmental conditions.

The concept of applying renewable energy along the coast of Manado Bay is like using solar panels to supply electricity in the coastal area. The results of field observations made by researchers show that solar panels on the coast of Manado Bay, especially in tourism areas, have increased from year to year. This is certainly beneficial for tourism development because it will save energy, especially as the solar potential from the sun on the coast is abundant.

This concept is a concept that emphasizes the application of renewable energy starting from an energy approach that is renewed naturally and will not run out. This aims to reduce dependence on fossil energy sources which are not only limited but also have a negative impact

on the environment and climate. The application of renewable energy in the context of sustainable tourism on the coast of Manado Bay, if traced, is already underway and understood by the community.

Regarding the concept of independent waste management in the coastal area of Manado Bay, it has begun to be developed, especially by entrepreneurs who are on the coast of Manado Bay and are developing reclamation areas. what entrepreneurs do in collaboration with the community is reducing waste at the source by collecting waste separately and recycling waste through composting. in these coastal locations of Manado Bay there are also several national communities.

Regarding the concept of increasing green areas in the coastal tourist area of Manado Bay, this is an important part that will provide aesthetic and ecological benefits for local people and tourists. This will certainly add to the beauty of the Manado Bay coastal tourism area. Activities carried out include planting trees and local vegetation, making parks such as the Manado Beach Walk, then reforesting coastal paths, developing natural theme parks, managing water and drainage and routine maintenance of green areas.

For the process of reducing emissions in the development of coastal tourism in Manado Bay, of course this aims to encourage the creation of conditions to reduce the negative impact on climate change and the environment. This is done by promoting environmentally friendly transportation, using environmentally friendly vehicles or electric vehicles, then using renewable energy and energy efficiency and reducing energy use. This fossil fuel also needs to be carried out with socialization with the surface and industry and also carried out on the coast of Manado Bay.

For community participation in tourism development in the coastal area of Manado Bay, it can be seen that the Malalayang tourist area was developed for the benefit of the community and served as a place for consultation both in the planning and implementation stages, as well as empowering the local economy through the development of MSMEs, educational training and promotion of local culture. which is part of the role of community participation.

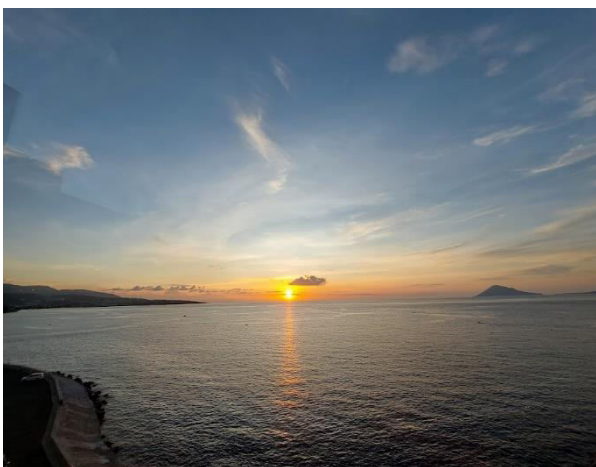


Fig. 2. Sunset at Manado Bay (Research Primary Data)

C. Research Results

Know the conditions implementation review tourist sustainable in development travel on the coast Manado bay then can interpreted that :

- That concept tourist sustainable has held in development tour coast Manado Bay . However need enhancement understanding to concept and policy so that you can understood by all development stakeholders tour .



Fig. 3. Manado Bay View To Manado Tua (Research Primary Data)

- Analysis indicator management rubbish independent good at activities tour hose tour culinary tour trading nor tour beach Already done in a manner independent only of course need noticed most responsible community answer with management rubbish This point besides That management rubbish This must capable developed in a manner independent and able produce profit for development tourism .

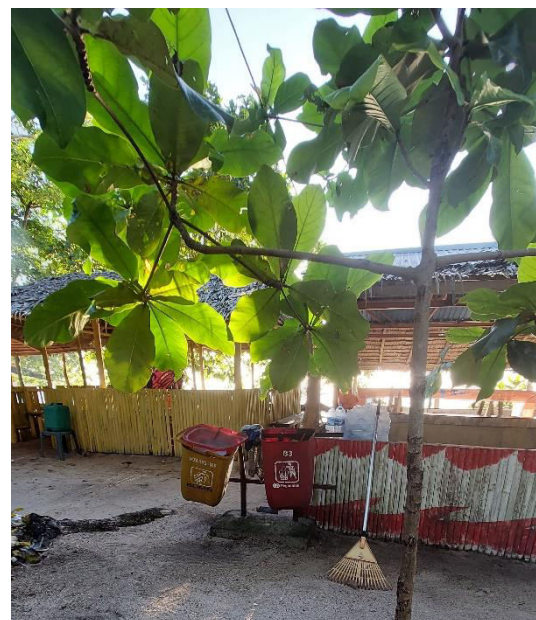


Fig. 4. Garbage Management at Manado Bay (Research Primary Data)

- Analysis indicator enhancement area green need done through policy rules issued by the government in order when development done room open green become

One obligation in development development tourism on the coast Manado Bay .



Fig. 5. Sustainabel Green Concept at Manado Bay (Research Primary Data)

- Analysis participation public based on research conducted by previous researchers as well that in these areas public Already become actor main in development tourist although something is done in a manner maximum through control community and there is done Still hope from government .



Fig. 6. Manado Bay Culinary (Research Primary Data)

IV. CONCLUSION

Sustainable tourism development is believed to be able to contribute to environmental sustainability, increase the community's economy and impact on welfare. The goal of social justice for all Indonesian people as a development mandate can be realized through the development of tourism, especially in the coastal area of Manado Bay. There are various coastal tourism potentials that can continue to be developed to support Indonesia's national development.

Based on research conducted _ then know the conditions implementation draft tourist sustainable in development travel on the coast Manado bay then can interpreted that :

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CONFESSION

The authors thank all parties who helped make the research results about the concept review defining typologies of community participation in the development of ecotourism on the coast of Manado Bay compiled. Please note that this has ramifications for the social, economic, and environmental three pillars of sustainable development. Hopefully this research might be published in a publication run by the IJCST seminar at Manado State University.

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