

PalArch's Journal of Archaeology of Egypt / Egyptology

TYPOLOGY OF COMMUNITY PARTICIPATION IN TOURISM "LAND ABOVE THE CLOUDS" IN POOPO VILLAGE, SOUTH MINAHASA REGENCY

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Treesje K. Londa, Felly Ferol Warouw, Olvie Mondigir. Typology of Community Participation in Tourism "Land Above the Clouds" in Poopo Village, South Minahasa Regency– Palarch's Journal of Archaeology of Egypt/Egyptology 17(7) (2020). ISSN 1567-214X

Keywords: Participation, Community, Tourism Development

ABSTRACT:

Currently, nature tourism is increasingly interesting to be visited. This is proven by the increasing interest of visitors for the last several years. This research is to find a typology of public participation in the development of tourism object of land above the clouds in Poopo Village of South Minahasa. The purpose of this study is to find a typology of community participation in the development of tourism land above the clouds and to formulate a model for sustainable tourism development. The research method used was descriptive qualitative and quantitative analysis research. Quantitative descriptive is focused more on the interpretation of quantitative data in the field. Whereas descriptive qualitative is focused on the disclosure of various qualitative information through data collected and then analyzed. The results of this study showed that 73.5% of 49 respondents said they were willing to participate in this tourism development program. Furthermore 97.91% of 73 respondents agreed to participate in the management of this tourism. The conclusion is that the development of land above the clouds in Poopo village, Ranoyapo sub-district, South Minahasa regency has a positive impact on the existence of community life in the social, cultural and economic fields; increase awareness of the surrounding community to build, maintain, and develop eco-friendly tourist areas; enhance government and community collaboration. The prevailing participation typology is the participation in the information, consultation, collaboration and control phases. This typology was then concluded to be a model for sustainable tourism development.

INTRODUCTION

Sustainable development is a development that carried out now and in the future without sacrificing and prejudice to the interests of future generations and the environment that takes place continuously (Sukanto, 2000). It is also a reference for development in South Minahasa Regency. One form of development in South Minahasa is tourism sector. This is supported by the discovery of new tourism destinations in the Payung mountain area called "Land Above The Clouds". Tourists who come to this location are not only

come from outside the area or abroad, but local tourists are also increase in number. For this matter, community participation needs to be developed to support this increasing number. The form of community involvement in managing the tourism area must be adjusted to their potential. The role of community participation in managing tourism is one alternative to tourism development related to services in tourist areas as well as a means of supporting programs oriented to the development of sustainable tourism. Tourism development that is carried out through a variety of activities in the form of business that implement independently in tourist locations also requires instruction and form in order to achieve community goals as a driver of tourism development. The hope of this development is to be able to achieve the goal that with the formation of a community that understands that the rules of tourism development must be sustainable. This formed participation could become a barrier in maintaining the sustainability of existing tourism management.

The existence of the community through its participation could also be directed as a government partner in increasing public awareness in the field of tourism, increasing human resources, encouraging the realization of security, order, beauty, coolness, cleanliness, hospitality, and memories, to be further improving the quality of tourism products in order improve competitiveness and restore tourism as a whole. Communities who participate in the development of tourism, especially in Poopo Village in the "Land Above The Clouds" tourist area of South Minahasa Regency, certainly need to be encouraged to concern about the sustainability of tourism as well as the environmental sustainability of the tourism area.

The formulation of this research problems are as follows: (1) What is the typology of community participation in the development of sustainable "Land Above The Clouds" tourism; (2) What is the sustainable development model of "Land Above The Clouds " tourism. The research objectives are: (1) Analyzing typologies of community participation in the development of sustainable "Land Above The Clouds " tourism; (2) Formulating a model for developing a sustainable "Land Above The Clouds " tourism. The urgency of the research are: (1) The results of the research are expected to provide input for the community to understand their position in the framework of developing tourism; (2) The results of this study are also expected to provide input to local governments, especially the government of Poopo Village, South Minahasa Regency and the North Sulawesi government as a solution to new destinations in supporting tourism programs; and (3) The results of the study are expected to provide an implementation model based on community participation in supporting sustainable tourism development programs in Poopo Village, South Minahasa Regency and the North Sulawesi government.

THEORETICAL BACKGROUND

Community participation according to Okazaki (2008), states that "participation" is a process that involves all stakeholders, local government, local citizens, entrepreneurs, and planners in such a way that decision making is divided. A participatory approach has long been advocated as an integral part of sustainable tourism development. The consideration was made because this

approach can increase the capacity of the community to support the reduction of negative impacts of tourism while increasing the positive impact of tourism.

Community participation is the core of the development of sustainable tourism. Participation is seen as a process whereby citizens are given a voice and choices to play a role in issues that affect their lives (Aref, 2011). The community in question is a coastal community as a group of people who live in coastal areas and economic resources depend on the use of marine and coastal resources (Nijikuluw, 2003). The purpose of participation is to ensure the survival of both humans and the environment in the long run. Community participation is learned through understanding, attitude and wisdom of the environment that develops in the community (Qureshi et al. 2019).

The existing policies so far have always been top down and tend to ignore the local community and must be replaced with a bottom up policy that prioritizes the community. According to Mikkelsen (2010), a participatory system or bottom-up approach has several advantages: (1) data is collected, reviewed and tried directly by the user, (2) direct problem solving can be tried directly during the process itself, (3) there is increased appreciation for the problems faced by stakeholders, cultural context and changing conditions, (4) weaknesses and strengths are immediately understood by those who participate in the process, and (5) community motivation to participate in decision making is increasing, because they themselves understand the problem at hand. If the community is actively involved, it will be easier to include the content of awareness about environmental preservation to the community itself. If more people are aware that maintaining and preserving their environment, more or less will certainly have a positive impact on reducing global warming.

Arnstein (1969), in his paper contained in the Journal of the American Institute of Planners with the title "*A Ladder of Citizen Participation*", that there are eight ladder levels of participation based on the level of power in providing development influence which will later be called the participation process. Although it was made in 1969, the Arnstein Ladder still inspires to this day. Two of them are, the International Association for Public Participation (IAP2), which drafted the Spectrum of Public Participation (2000), and the Organization for Economic Co-operation and Development (OECD), which designed the Government-Citizens Relations (2001) scheme.

Tourism is the overall activities of government, business and community to organize, take care and serve the needs of tourists. (Karyono, 1997: 15), tourism is a series of activities carried out by humans, individually or in groups in other regions or countries. The activity uses facilities, services and other supporting factors held by the government and or the community, in order to realize the wishes of tourists. Tourism according to Yoeti (1996: 108) is a trip that is done for a while, which is held from a place to another place, with the intention not to try or make a living in the place visited but solely to enjoy the journey of life for sightseeing and recreation or to fulfill diverse desires. Robert Mc.Intosh together with Shashiakant Gupta revealed that tourism is a combination of symptoms and relationships that arise from the interaction of tourists, business, host governments and host communities in the process of attracting and serving these tourists and other visitors (Pendit, 1999: 31).

The Ecotourism Society (1990) defines tourism as follows: "Tourism is a form of travel to natural areas carried out with the aim of conserving the environment and preserving the lives and well-being of local residents". Indonesia, as a developing country in its development stage, is trying to develop the tourism industry as a way to achieve a balanced foreign trade balance. Through this industry it is expected that foreign exchange earnings can increase (Pendit, 2002).

Alam Intra Indonesia Foundation (1995) translated *tourism* with *turisme*. In this paper the term *tourism* is widely used by foresters, using the term tourism to describe a new form of tourism that emerged in the eighties. Tourists according to Norval (Yoeti, 1995) are any people who come from a country whose reasons are not to settle or work there regularly, and those in the country where he lives temporarily spend the money he gets elsewhere, whereas according to Soekadijo (2000), tourists are visitors in the country they visit. Republic of Indonesia Law No. 10 of 2009 concerning tourism, explains several definitions of the term tourism, including: (1) Tourism is a travel activity carried out by individuals or groups visiting a place and aiming for recreation, personal development, or to study the uniqueness of the attraction of a tourist attraction that visited temporarily; (2) Tourism is a variety of tourism activities supported by various service facilities provided by the community, business people, government, and regional government; (3) The tourist destination can be referred to as a tourism destination is a geographical area within one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities which are interrelated and complement the realization of tourism.

RESEARCH METHOD

The research method used is quantitative descriptive research. This descriptive method is used to systematically describe the facts or characteristics of certain populations or certain fields in an actual and meticulous manner, focusing on observation and natural atmosphere (Hasan, 2002: 22). Quantitative descriptive is focuses more on the interpretation of quantitative data in the field.

The study population includes people in the tourism area (Poopo village community), people who come from Poopo village but have lived outside the village and outside the area, also the local government. Samples are part of the population. Because of the limited ability of the authors to examine all the populations listed above, the sample was determined using a purposive sampling technique with a total of 73 respondents.

RESULTS

Overview of Research Locations

The location of the Land Above The Clouds tourist attraction in the Poopo Village of South Minahasa Regency when viewed from a geographical location is very strategic because it is in the middle of the South Minahasa Regency which is close to other regencies around the South Minahasa Regency such as Kotamobagu, East Bolang Mongondow, Minahasa district, Tomohon city and Manado city.

The new tourism area "Land Above The Clouds" is currently the most popular area for many people to visit, especially local tourists. The tourism Area, which began in 2012 with the community, has tried to protect and develop the

potential of the village. Poopo village which is divided into 3 villages namely Poopo 1, 2 and 3 has a very charming appeal. This hill is ideal for recreation such as trekking. The hill with the name "Land Above The Clouds" is located in Poopo village, Ranoyapo sub-district 30 km south of Amurang, the capital of South Minahasa Regency, or if the capital of the North Sulawesi which Manado is 120 km away. The facilities available are public parking lots, cafes and other facilities that are used to support tourism. From general observations, most tourists who come to this place are independent local tourists, they bring their own vehicles. Every time this place is visited by local tourists from around the South Minahasa itself. From the data of visitors who got from the location every week, especially weekend visitors to the tourist sites amounted to about 2000 people.

Community Participation in Tourism Development

Community participation was found by using the Linkert scale, namely giving the highest and lowest score of each answer to the questions raised by respondents. The answer to the highest question is given a value of 5, while for the lowest answer is 1. The answer between the two scales is adjusted to the number of answers available, for the question strongly agree to be rated 5, agree is given a value of 4, hesitantly is given a value of 3, disagree is given a value 2, and 1 strongly disagree. To get a rating of public opinion, 10 questions were asked, with a total maximum score of 50. Furthermore, the value of each respondent is summed and ranked by the rating scale as follows: Highest score - lowest score or number of categories = categorization difference.

Table 3. Participation in tourism development

| Num | Attitude | Total (Person) | Presentation |
|-----|--------------------------|----------------|--------------|
| 1. | <i>Strongly agree</i> | 45 | 63.64% |
| 2. | <i>Agree</i> | 25 | 34.27% |
| 3. | <i>Hesitantly</i> | 1 | 0.70% |
| 4. | <i>Disagree</i> | 0 | 0.00% |
| 5. | <i>Strongly disagree</i> | 0 | 0.00% |
| 6. | <i>Not answer</i> | 2 | 1.40% |
| | <i>Total</i> | 73 | 100 % |

Source:Data processed from the results of the study, 2019

Based on table 1 above, it is known, as many as 73 respondents can be specified 45 people or 63.64% expressed strongly agree with the existence of environmental management. Furthermore, 25 people or 34.27% agree with the existence of a sustainable environmental management program. These results indicate that the community has understood the purpose of developing tourism site in the Poopo Village, Ranoaypo District, South Minahasa Regency, North Sulawesi.

Typology of Community Participation in the development of Tourism

To find the typology of community participation, the question was asked: How do you participate in tourism planning activities? The choice of participation attitude shows (a) Present only as a listener with a score of 22%; (b) Be present and give input with a score of 12%, (c) Be present and conduct dialogue or question and answer with a score of 10%; (d) Be present and have some influence on what is planned with a score of 27% (e) Be present and divide the responsibilities of planning with a score of 29%. Based on the data from the

research it was concluded that the general public chose an attitude to be involved in the development of public tourism in the Poopo Village.

Further analyzed was using the excel application and SPSS to display the tendency of charts in this study are as follows.



Figure 1. Participation in the Program Planning Phase

In Figure 1 above the inclination curve is increasing which results in the conclusion that the scale of community participation is present and divides planning responsibilities with a score of 29%. Based on the data from the research it was concluded that the general public chose an attitude to be involved in the development of public tourism on land above the clouds in the Poopo Village.

DISCUSSION

The analysis results in the table above are very useful data and information as input and output variables that are taken into account in the black box as a system. It was explained that in order to improve the output value of the competitiveness index of the development of tourism site which is land above the clouds in the Poopo Village, Ranoaypo District, South Minahasa Regency, North Sulawesi. Then the five indicators of competitiveness forming became a controlled input in the tourism management system. These inputs are described into 5 (Five) Typologies of Community Participation in tourism development. This typology is then concluded to be a model of tourism development. The typology is concluded as follows:

1. Typology I Information: Evaluation of Development Areas
2. Typology II Consultation: Findings of Weaknesses
3. Typology III Collaboration: Synthesis of Development Models
4. Typology IV Control: Implementation of the Participation Model
5. Typology V Adaptation: Implications of the Model for Sustainability

Based on the results of participatory scale analysis in the form of typology, it then becomes a recommendation as a model for tourism development. This is described by the facts found by researchers when visiting the location.

This model is a control so that the management of tourism areas becomes sustainable. For this matter, in general the carrying capacity of tourism in

tourist attractions such as Poopo is still adequate, but in the future, this capacity needs to be arranged. The hope to increase the carrying capacity of tourism in tourist attractions must be done by controlling the input variables, including tourists, the area of the tourist attraction, the quality of human resources, environmental maintenance budget and infrastructure capacity. Climatic conditions such as rainfall become a limiting factor for the carrying capacity of tourism, but in this system rainfall variables are categorized as environmental inputs outside the system.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Development of the tourism of land above the clouds in Poopo Village, Ranoyapo sub-district, South Minahasa district has a positive impact on the existence of community life in the social, cultural and economic fields. The conclusions of this study are described as follows:

1. Regarding the analysis of community participation, the findings from the study of the region illustrated that the community agreed with the development of tourism. The results of the analysis of the forms of participation in tourism development consist of 3 scales of planning, implementation and development. However, it should be underlined that the scale of development is increasing even though the current position tends to decrease.
2. The typology of participation above is done to build a model of sustainable tourism development based on community participation. This model is built on the basis of the integration of the concept of the synthesis of participation based on research in the research area. Field findings are related to literature, designed as a development model. The typology of participation is described in the information stage, consultation stage, cooperation while the control and adaptation stage are 5 steps of community participation that can be the control of tourism development.

Suggestion

1. The local tourism community must maintain the preservation of nature with an environmental perspective by paying attention to nature conservation and landfills.
2. The local tourism community must be able to prepare tourist needs in the form of providing toilets, traditional culinary, and shelter.
3. The regional government must cooperate with the government and the village community in maintaining security at the tourism site.
4. The local government must work together with the private sector in managing professional tourism sites in order to stay afloat, nurtured, and sustainable.
5. The government must collaborate with universities in carrying out research that can make a positive contribution to the existing tourism sites and even those that will be built.

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