



Research Paper

Development of a Sustainable Tourism Strategy in Budo Village, Wori District, North Minahasa Regency

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ABSTRACT

Tourism has the potential to become a competitive advantage for Indonesia. Sustainable tourism is the development of a travel concept that can have a long-term impact. Both social, cultural, economic and environmental for the present and future for all local communities and tourists who visit Budo Village, Wori District, Tourism Village Regency, which is included in the top 50 in

Indonesian Tourism Village Award (ADW) 2022 event. Budo Village, located in Wori District, North Minahasa Regency, is a tourist village with the unique beauty of mangrove forests and a pier on the coast. Tourism potential exists in Budo village in the form of natural, cultural and educational tourism. Budo Tourism Village is not just an ordinary holiday destination. Budo Tourism Village has mangrove forest tourist attractions and diving tourism as underwater tourist attractions that are no less than the Bunaken Marine Park. Mangrove forest tourism, which has a gazebo, culinary delights and also very beautiful photo spots. Then, diving tourism is an underwater tourism attraction that is no less beautiful than the Bunaken Marine Park, with unique biota and some that are rarely found in various places such as the unique biota Pygmy Seahorse, a dwarf animal that is highly sought after by photographers. underwater specifically for macro dives, the topography is sloping down and up.

This research is a qualitative descriptive research. Observation, interview and literature study methods were used to obtain information about tourism potential. Qualitative descriptive analysis was used to formulate a Tourism Development Strategy in Budo Village, Wori District, North Minahasa Regency.

The aim of this research is to achieve sustainable tourism in Budo Village, Wori District, North Minahasa Regency. There are also 3 (three) objectives in this research, namely wanting to know strengths, weaknesses, opportunities and threats, knowing alternative strategic planning and determining sustainable tourism strategy priorities. In determining the strategy, the internal external environment is identified which includes strengths, weaknesses, opportunities and threats based on Sustainable Development Tourism indicators. Keywords: Strategy, tourist village, tourism, sustainable tourism, SWOT analysis.

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I. INTRODUCTION

Tourism is a social phenomenon that has links between humans, society, groups, organizations, culture and others, which is a sociological study. In general, tourism is an activity of the government, business world and society as a whole to regulate, manage and serve the needs of tourists. Karyono (1997) defines tourism technically as activities carried out by humans either individually or in groups within the territory of one's own country or another country.

According to Koen Meyers (2009) defines tourism as a temporary travel activity from one's original place of residence to another place where the aim is not to settle or earn a living, but to take a vacation, fulfill one's curiosity, or other purposes. Another purpose of tourism is for business, business, official, work needs. Indonesia has extraordinary tourism potential, has a variety of tourist attractions both in terms of geography and cultural diversity. This is proven by Indonesia's ability to enter the top 10 countries that must be visited in terms of tourism (<https://travel.kompas.com>, 10 January 2023). Thus, Indonesia and tourism are an inseparable unit (Rubiyatno, Diva, and Pranatasari, 2022).

The pandemic period several years ago was the most difficult time for tourism. Due to physical distancing, the tourism sector experienced a drastic decline in income. Many people tend to stay at home for safety

and as a form of support for the government's appeal at that time. In Indonesia, up to July 2020, foreign tourist visits fell by 64% compared to the same period in 2019. Various countries closed access for foreign tourists (inbound) or tourists who were traveling abroad to prevent the transmission of COVID C19 (Deputy for Strategic Policy, 2021) However, after vaccines and several health solutions began to be discovered, the pandemic status was lifted and the tourism sector began to recover. The recovery of this sector gives great hope to the Indonesian people, especially those who work and are involved in the tourism sector. Budo Village, Wori District, North Minahasa Regency (Minut) used to be just a village Normally, even in terms of development, this village seems to be lagging behind the 125 villages in Minut. By utilizing village funds, Budo Village is starting to improve, starting from starting the performance of Village-Owned Enterprises (Bumdes), planning village infrastructure development and developing Human Resources (HR). The Budo Village Government together with Bumdes have also built collaborations with various educational, educational, private and social institutions to accelerate village transformation. Finally, after going through many challenges, the development of Budo Village into a tourist village began to be seen.

II. LITERATURE REVIEW

In Law Number 10 of 2009 concerning Tourism, the definition of tourism includes all tourism activities that are multidimensional and multidisciplinary, including interactions between tourists and local communities, fellow tourists, the Government, Regional Government and entrepreneurs. This tourism development orientation.

The orientation of tourism development needs to refer to the concept of tourism development. In Law No. 10 of 2009, tourism development includes the tourism industry, tourism destinations, marketing and tourism institutions. In Indonesia, the development of creative tourism is mostly done with community-based tourism (Ginting, Dewi, Maesaroh, and Maria, 2023)

2.1. Sustainable Tourism Development

According to Law Number 10 of 2009 concerning Tourism, especially Articles 6 and 7, tourism development must be carried out by paying attention to the advantages and uniqueness of each tourist destination.

Quality tourism measures total results which are a function of the number of tourists multiplied by average expenditure per day multiplied by the length of stay of tourists (Dewi, 2022). This quality tourism emphasis is on the tourism experience. There needs to be management to increase value for the lives of customers, in this case tourists. High-value experiences can leave an impression on tourists' minds. This will have an impact on the sustainability of tourism itself. The sustainability of this tourism will bring in more tourists so that it can improve the economy of the community itself. However, you need to realize that this can also have negative impacts too. So we need to be aware that sustainability should not only focus on economic aspects but also social and environmental aspects (Rubiyatno, Diva and Pranatasari, 2021)

2.2. Sustainable tourism development

According to. Sikula in Sedarmayanti (2007:64) says that. "development is a long-term, systematic and organized educational process in which managerial personnel learn conceptual and theoretical knowledge for general purposes."

Tourism development according to Hamid in Yoeti (1999:60) is: All resources and efforts to explore, utilize and increase the potential of nature, culture, facilities and tourism economic infrastructure and facilities, thereby providing convenience, comfort and satisfaction for tourists, which ultimately provides benefits and profits for the country, the tourism community in general, especially other sectors in tourism. Sustainable tourism (Sustainable Tourism) is often associated with development sustainable (Sustainable Development). This happens because tourism does not have a positive impact but also has a negative impact. According to Gunawan & Ortis (2012:30) Sustainable principles refer to Environmental, economic, social, cultural aspects in tourism development, and an appropriate balance must be established between these three dimensions to ensure its sustainability in the long term. So, sustainable tourism should:

1. Utilizing Environmental Resources which is a key element in optimal tourism development, maintaining important ecological processes and helping to conserve natural heritage and biodiversity
2. Respect the Sociocultural Authenticity of the host community. Preserve artificial heritage and contemporary cultural life, traditional values, and contribute to intercultural understanding and tolerance.
3. Ensure long-term operations

2.3. Strategy

According to Stephanie K. Marrus in Husein (2013): Strategy is defined as a process of determining plans by top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve these goals.

Hamel and Prahalad (1995) in Husein (2013): "Strategy is an action that is incremental (always increasing) and continuous, and is carried out based on the perspective of what customers expect in the future. Thus, strategy always starts from what will happen and not from what happened. The speed of new market innovation and changes in consumer patterns require core competencies (core competencies). Companies need to look for core competencies in the business they carry out"

2.4. Tourist

That the journey is not permanent. Fennel in Syafrî & Zaenuri (2013:35) tourism is an interaction system which includes service associations that provide attractions, transportation and accommodation facilities for people who travel on tour. Koeswara in Syafrî & Zaenuri (2013:33) initial understanding of tourism can start from strengthening the terminology of the words tourism, tourism and tourism.

2.4. SWOT Analysis

To analyze the situation systematically, SWOT analysis (strengths, weaknesses, opportunities, threats) can be used. Rangkuti (2014:19) explains in detail about SWOT analysis and provides the understanding that: "SWOT analysis is the systematic identification of various factors to formulate company strategy. "This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats." Rangkuti (2014:83) states that "SWOT is an abbreviation for the internal environment of strengths and weaknesses and the external environment of opportunities and threats." Furthermore, Rangkuti (2014: 83) stated that "the tool used to compile the company's strategic factors is the SWOT matrix

III. RESEARCH OBJECTIVES AND BENEFITS

Research Objectives for Sustainable Tourism Strategy Development in Budo Village.

1. Identify the potential of Budo Village as a sustainable tourism destination
2. Analyze the Impact of Tourism on Budo Village
3. Formulate a Sustainable Tourism Management Strategy
4. Increase Local Community Involvement

Benefits of Research on Sustainable Tourism Strategy Development in Budo Village

1. Economy:

Providing opportunities to increase community income through community-based tourism and developing village economic diversification by prioritizing local products and services.

2. Social:

Empowering the Budo Village community in managing tourist destinations independently and strengthening cultural identity and local traditions as tourist attractions.

3. Environment:

Preserving the mangrove ecosystem as the main attraction and environmental buffer.

4. Policy:

Support cooperation between government, community and private parties in managing tourism in Budo Village.

5. Scientific and Practical:

Become a reference for developing similar tourist destinations in other coastal areas and produce a sustainable tourism management model that can be replicated in other villages.

This research aims to ensure tourism in Budo Village not only improves the local economy but also preserves the village environment and culture, creating an ideal balance between progress and sustainability.

IV. RESEARCH METHODS

A. Time and Location of Research

This research was conducted for (eight) months and the research location was in Budo Village, West Likupang District, North Minahasa Regency.

B. Data Source

The data sources in this research are netted from primary and secondary data sources in accordance with the objectives of this research.

1. Primary Data

Primary data sources are the main data sources used to collect various data and information related to the focus being studied. This is done through interview and observation methods.

2. Secondary Data

Secondary data sources are supporting data sources needed to complement the primary data collected. This was done as an effort to adapt to field data needs. Secondary data is mainly obtained through documentation.

C. Techniques for Determining Research Informants

The technique for determining informants in this research is based on purposive sampling or deliberately selecting people who are deemed to be able to provide accurate information according to the purpose of the research, namely the development of sustainable tourism strategies.

D. Data Collection Techniques

Data collection techniques used by the author in this research include:

1. Observation, namely the author makes systematic direct observations and recording of research on Sustainable Tourism Strategy Development

2. The interviews used by researchers are free structured interviews, meaning that researchers conduct direct interviews with elements of regional government, sub-districts, tourism managers and the community, and interviews

Free means that the researcher is free to ask the questions that have been asked prepared beforehand.

3. Literature study, namely collecting data by reading literature or research results that are relevant to the development of a sustainable tourism strategy.

V. ACHIEVED RESULTS AND OUTCOMES

A.RESULTS

BUDO VILLAGE PROFILE

In ancient times, Budo Village was a forest. Once upon a time two husband and wife came from Kaili Village, over time they had a white daughter who was named Budo, since then the name Budo Village was taken from this daughter who came from Kaili, over time her parents and The child left this place and then this place became plantation land for the people of Budo village which neighbors this area. Over time, this plantation continued to become a village or hamlet called Budo Hamlet. Because initially this community came from Darunu village, in 1950 the residents of the village began to grow and began to live independently, then the number of residents began to increase and finally in 1965 there was a father named Yohanis Pinamangung who, with the help of several of his friends, fought to separate this village from Budo village. With The goal is to stand alone and want to separate from the Budo village and form one a village consisting of two hamlets or hamlets which are called BUDO Village villages Budo Village, located in Wori sub-district, North Minahasa district, is a tourist spot supporting the super priority destination Likupang. The Tourism Village which received the Indonesian Tourism Village (ADWI) award in 2022 has a tourist attraction of 30 hectares of mangrove forest and access to the Bunaken Marine Park. Budo Village is included in the top 50 tourist villages in the Indonesian tourist village award and the Ministry of Tourism and Creative Economy.

Potential of the Budo Village Tourism Village Budo Village has a variety of tourist attractions provided for tourists and visitors, namely:

1. Marine tourist attractions

The marine tourism attraction of the beautiful coastal Budo village with a pier surrounded by mangrove plants. The Budo tourist village has an underwater world whose beauty is almost the same as Bunaken Marine Park. The species that exist under the sea in Budo village include Pygmy Seahorse, sea horse, nudebranchia or water snail, jungle crab, frog fish or frog fish, lion fish, octopus, crocolile fish, squid, crab, stargeizer fish, blue ring octopus , mandarin fish, yellow Crab, Nudebranchia, green Sheahorse not all marine parks have this species. rab, Nudebranchia, green Sheahorse not all marine parks have this species.

1. Mountain tourist attractions

The attraction of natural tourism in the Dapi-dapi mountain area has coconut, clove, nutmeg, banana and also woka plants, which are one of the biggest sources of income in the Budo village community, apart from that in the Dapi-dapi mountain area there are many herbal plants that are used the people of Budo village. The view from Mount Dapi-Dapi is very good and beautiful. Tourists can see the sunrise in the morning and sunset in the afternoon. The height of Mount Dapi-Dapi is approximately 300 meters above sea level. The Budo village government has also opened a tracking tourist destination for tourists who want to climb. both local and foreign tourists and at the same time guided by the Budo village climber guide. Apart from that, what is unique about the Budo village is the woka plant. The woka plant is an important icon of the Budo village where all the residents in

the village compete to decorate their yard by building small huts. Mount Piring has the same view as Mount Dapi-dapi where the two mountains have the same view, the difference in elevation of Mount Dapi-dapi and Mount Piring is only slightly different. Clean water provided to

Budo village residents are clean water from the plate mountain spring, where the government Budo village built a pipe from Mount Piring to residents' homes to facilitate community access to drinking water.

3. Mangrove Forest Attractions

The mangrove forest in Budo village has an area of 3000 square meters, and is useful as carbon storage, like other forest ecosystems. The mangroves in Budo village are a place for education and research. Many academics and researchers conduct research with the mangroves in Budo village. The uniqueness of this mangrove forest is its ecosystem which includes land and marine biota. This unique place makes it attractive for educational institutions and researchers to develop resource management in coastal areas. Mangroves are included in ecotourism whose environment is protected with the aim of preserving the environment, life and welfare of local residents. This has become one of the largest global economic activities. There are 9 types of mangroves in Budo village, the types are: Red Mangrove, Api - Black Api, Ringworm Mangrove, Avicennia Lanata (Api Api), Avicennia Marina (Api - White Api), Acrostichum Aureum, Kandelia Candel, Kandelia Obevata and Rizhopora Lamarcki.

4. Local Wisdom of Budo Village

1. History of Budo Village

Budo Village was previously a forest, then a husband and wife came from the Kaili tribe from Central Sulawesi. They were blessed with a woman with white skin and blonde hair. This husband and wife named their child Budo. A beautiful girl with smooth white skin and blonde hair since she was growing up, many young men and teenagers were attracted to her beauty, but God had other plans in the life of this Budo princess. He died before he married so he had no children. This girl's name is the name of the village Budo. A husband and wife have left Budo village but this place has become a plantation called Budo Village. Initially, Budo village was united with Darunu village, in 1965 these two villages were separated because the population was increasing. According to history, the village that fought for the separation of the two villages was named Yohanis Pinamangung with several themes. Old Law 2a8or the first village head in Budo village It is Mr Yohanis Salaeng. The next old law is: Mr. Yohanis Salaeng; Jonah Birth; Erens Pianaung; Welly Taidi; Wem Kaliging; Zet Lintogareng; Bertji Salindeho ; Hani Lorens Lion; Lisbet Litogareng (now).

2. Tulude traditional ceremony

The Tulude traditional ceremony is held at the beginning of the new year in January. Tulude is also called the key to the year. This traditional ceremony has become a tradition of the dea Budo community since the first ancient law is still implemented today. The Tulude traditional ceremony is carried out with prayers for the entire community to avoid disaster, reject all evil and ask for blessings from the community. The symbol of this traditional Tulude ceremony is cutting the Guest cake or Tumpeng which is cut according to tradition. Before cutting, it is preceded by praying for the village. This cake is in the shape of a long triangle and the raw material is made from yellow rice or Waji (glutinous rice, brown sugar and spices.) This traditional ceremony is very sacred. People believe that they should not cut the cake wrong. If guests cut the cake wrong, there will be problems that will come and things This has happened in other villages. The Tulude traditional party process begins with a prayer of supplication, manahulending/cooling of the village, a prayer to reject evil and a prayer of blessing.

3. Mapalus

Budo Village, to this day, in social life, the role of local mapalus culture is still entrenched. Community togetherness in cooperation is a technique and system in mapalus. Collaborative activities in various sectors of life, namely religious and social. Mapalus activities are seen in the community's life cycle, namely: birth, marriage and death. There is also mapalus in garden work and building houses for residents which is carried out jointly. 4. Traditional Culinary The culinary delights that are the mainstay of Budo village are processed seafood such as various fish culinary preparations (grilled fish, grilled fish with coconut milk, woku belangan fish, woka grilled fish, fried fish). Typical cakes from Budo village are kongke dodol cakes/dodol budo cakes wrapped in woka leaves; ongol-ongol cake, a cake made from sago flour and coconut and banana chip cake. The community also manages coconut oil which is made from pure oil from coconuts.

4. Traditional Culinary

The culinary delights that are the mainstay of Budo village are processed seafood such as various fish culinary preparations (grilled fish, grilled fish with coconut milk, woku belangan fish, woka grilled fish, fried fish). Typical cakes from Budo village are kongke dodol cakes/dodol budo cakes wrapped in woka leaves; ongol-

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5. Masamper Dance

Masamper dance is an art that combines movement and vocal songs in tune. There is a performer or singer who leads the dance. This dance is in the form of a circle and the center is empty. Masamper is a dance group by singing together and replying. The meaning of this dance is a medium for expressing one's identity. The values contained in this dance are togetherness, religion, cultural identity. This dance is performed at official and unofficial events.

6. Pato-Pato Dance

Pato-pato Dance is a dance that originates from North Sulawesi itself, where this dance itself is a dance that combines dance arts with songs from the typical Sanger tribe community. The song that is sung to accompany this dance itself does not only tell about the relationship between humans and the natural environment. This art itself is performed at events such as traditional ceremonies, religious holiday celebrations, wedding parties and also birthdays

Accessibility

The location of Budo village is in the middle of the mountains and the sea. Budo Village is close to the islands of Bunaken, Mantehege, Nain and Siladen Island, each 30 minutes away. From Sam Ratulangi Airport, tourists can drive for 45 minutes with a distance of 23 kilometers. The boundaries of the Budo village area, the eastern side is bordered by Budo village, the northern side is bordered by the Sulawesi sea, the southern side is bordered by the upper Talawaan and Talawaan Bantik areas; To the west it borders the Sulawesi sea and Minaesa village.

Amenities

The facilities in Budo village include homestays, restaurants on the pier, public toilets, meeting places, cafeterias, jungle tacking, selfie areas, photo spots, places to wash hands before entering the pier. Visitors or tourists who visit the pier You can see views of sunrise in the morning and sunset in the afternoon. Currently, the facilities in Budo village on the coast are 7 units of gazebo and 3 daving booths. The entry fee at the mangrove forest pier is IDR 10,000 and the parking fee for cars is IDR 5,000 and motorbikes IDR. 2000.

Ancillaries

Budo Village is currently managed by Bumdes Sinar Usaha Budo. Thanks to cooperation, all the people of this village receive quite a large income. Budo Village became for example in villages in North Minahasa because they received the tourist village award national level. The advantage of this village is due to its independence in village development.

Budo Village Development Strategy

In formulating a development strategy in Budo Village, the first stage is to look at the components contained in Budo Village, after which internal and external factors are identified. What is meant by internal factors is a description of strengths and weaknesses, while external factors are a description of opportunities and threats. The following is a description of each factor:

Internal Factors

Internal factors are the identification of development aspects in Budo Village. These aspects consist of existing strengths and weaknesses. These factors will be used to formulate development strategies in the SWOT analysis. Below is an explanation of each aspect:

1. Strength (strength) The strength referred to in internal factors is the potential that exists in Budo Village.

Regarding these strengths are as follows:

- a) The mangrove atmosphere in Lambangjaya Village is very beautiful.
- b) Potential based on nature, culture and society is an attraction owned by Budo Village.
- c) There is a high public desire to participate in village development.

2. Weakness (weakness) The weakness referred to in internal factors is a deficiency that results in activities to develop existing potential being less than optimal. The weaknesses are as follows

- a) Environmental conditions and facilities supporting tourism activities are lacking.
- b) The information and promotional media carried out are still small in scope.

- c) Accessibility to Budo Village is quite far, public transportation is very lacking and only available at certain hours.
- d) The signal in Budo village is not good.

External Factors

External factors are the identification of aspects contained in development from outside Budo Village. These aspects are in the form of existing opportunities and threats. This factor will also be used to formulate a development strategy for Budo Village in the analysis.

SWOT.

The following is an explanation of each aspect:

1. Opportunities (opportunities)

The opportunities referred to in external factors are factors from outside that can have a positive impact and are able to support tourism activities. Regarding these opportunities are as follows:

- a) There is a youth forum or youth organization to develop automotive and electronics skills.
- b) There is an association of Budo Village PKK mothers who continuously conduct training to improve their skills and quality in being competitive.
- c) The access road to Budo village is good, and to get to tourism, the road is already paved.

2. Threats (threats)

Threats defined as external factors are factors originating from outside that can influence tourism activities negatively or can be described as obstacles to an activity. The threats in question are as follows:

- a) There is starting to be a lack of maintenance for the gazebos in the Mnggrove Forest Location, so that some gazebos are no longer used.
- b) The start of mangrove forest tourism around Budo village, which is starting to attract more attention from visitors.

From the identification of Strength, Weakness, Opportunities and Threats factors based on the tourism potential of Budo Village, a SWOT analysis was carried out to find the right development strategy to implement, namely as follows:

VI. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Budo Village has great potential as a sustainable tourism destination
2. Local Community Involvement is Very Important
3. The Importance of Environmental Protection
4. Infrastructure and Policy Support
5. The Role of Synergy Between Stakeholders

Suggestion

1. Strengthening Community Capacity
2. Preparation of a Sustainable Tourism Masterplan
3. Development of Environmentally Friendly Tourism Infrastructure
4. Tourism Promotion and Diversification
5. Periodic Monitoring and Evaluation
6. Collaboration with Stakeholders

With proper implementation, Budo Village can become a successful example of a sustainable tourist destination that combines environmental preservation, strengthening local culture and community welfare.

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