

## **Analysis of Potential Tourism Attractions in Manado City**

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### **ABSTRACT**

The tourism industry is currently experiencing significant progress as can be seen from the number of annual tourist visits that has increased. The number of tourists visiting the city of Manado in 2015 was 1,103,081 tourists, in 2016 it was 1,531,505 and in 2017 it increased to 1,786,499 tourists. The increased number of tourist visits will certainly have a positive impact on economic growth and social welfare. The tourism industry is said to be successful if the number of tourist visits increases. With the increase in the number of tourist visits, the economy and welfare of the people will also increase. The longer tourists stay, the more money they spend on shopping. Seeing the potential of the tourism industry, it is necessary to identify the existing potential objects and tourist attractions so that tourists who visit have a variety of tourist attractions offered. In addition, it is also to maintain the environmental sustainability of Bunaken tourism objects from the pressure of the number of tourist visits that exceeds the carrying capacity limit. The utilization of the potential objects and tourist attractions, starting from natural, artificial, historical, artistic and cultural tourism must be carried out optimally. The assessment of the potential of the tourist objects and attractions is carried out by using the table of assessment criteria for potential objects and natural attractions of the Department of Forestry.

Keywords: Sustainability, attractiveness, potential of tourist objects, assessment

### **INTRODUCTION**

Tourism is one of the industries that is able to improve the economy and the welfare of society by optimizing all the potential related to the tourism industry. Inskeep in 1991 in Adiati, M.P and Basalamah, A (2014) states that the components in the development of tourist destinations consist of tourist attractions and activities, accommodations, tourist facilities and services, transportation facilities and services, other infrastructures, and institutional elements. Indonesia has the beauty of nature, art and culture as tourist attractions that are able to attract tourists to visit Indonesia. Opportunities for the tourism sector are very large where Indonesia is among the six most beautiful countries in the world, and also in the top 10 countries that must be visited. A tourist object is an embodiment of human creation, living procedures, cultural arts and history and places or natural conditions that have an attraction for tourists to visit (Fandeli, 2002).

Based on the data of The Central Bureau of Statistics (BPS), the number of foreign tourists visiting Indonesia in February 2019 reached 1.27 million visits. This has increased by 6.12% compared to the number of foreign tourist visits in February 2018 which amounted to 1.20 million visits. The number of visits consisted of tourists visiting through air entrances of 1.44 million visits, 661.16 thousand visits through the sea entrances, and 383.08 thousand visits through land entrances. If viewed from the number of tourist visits based on the entrance, it appears that the highest number is through the air entrance. This is in line with the government's attention in efforts to improve service facilities and the provision of direct flights between countries. The

number of foreign tourists coming from the ASEAN region in 2019 increased by 28.12% compared to the previous year.

The city of Manado has natural beauty that should be considered as one of the tourism destinations. Bunaken National Park has been known to the world for its beauty and natural tourist attraction. In general, tourists who visit enjoy the beauty of nature by diving, snorkeling, canoeing and exploring the beauty of mangroves (Tangian, 2014).

The number of foreign tourist visits in Manado City in 2017 was 79,773 while in 2018 it increased by 56.48% to 124,830. The majority of tourists visiting come from China which was 83.78%. The tourism industry is said to be successful if the number of tourist visits increases. With the increase in the number of tourist visits, the economy and welfare of the people also increase. The longer tourists stay, the more money they spend on shopping (Pleanggra, F and Edy, Y. 2012). Seeing the potential of the tourism industry, this study aims to identify the potential objects and tourist attractions that exist so that tourists who visit have a variety of tourist attractions offered. This has a positive impact where tourist visits are not only centered on the leading tourist attractions in the city of Manado, Bunaken, which is currently experiencing environmental degradation as the number of tourist visits has exceeded the carrying capacity.

Cronin (1990: 15) in Kristiana and Theodora (2016: 2), conceptualizes the development of sustainable tourism as development that focuses on two things, (1) sustainability of tourism as an economic activity on the one hand and (2) considering tourism as a policy element broader sustainable development. The utilization of the potential tourist objects and attractions, starting from natural, artificial, historical, artistic and cultural tourism must be carried out optimally, so that the surge in the number of tourist visits does not become a threat but gives a positive impact on economic progress and public welfare. The assessment of the potential of tourist attractions and attractions by using the table of natural object and tourist attraction (ODTW) criteria, which is adjusted according to the standards set.

## **RESEARCH METHOD**

This study uses an assessment of ODTW Nature potential that is adjusted based on the standards set by the Directorate of Nature Tourism and Environmental Services Utilization, Directorate General of Forests and Nature Conservation (PHKA) of the Forestry Department, 2002. This research was conducted using survey method (non experimental) through direct observation at the research location. Collection of ODTW data of potential visitors was done with in-depth interview techniques and observations according to Kusmayadi (2004).

### **Data analysis**

The data obtained were tabulated and then analyzed based on the type and purpose.

### **Analysis of potential assessments**

Analysis of ODTW potential assessment was done by using ODTW Nature assessment criteria table, which was adjusted based on the standards set by the Directorate of Natural Tourism and Environmental Services Utilization, Directorate General of Forests and Natural Conservation (PHKA), Ministry of Forestry, 2002. Furthermore, ODTW historical assessments using assessment of ODTW Natural potential and utilization of environmental services were modified by Directorate General of Forests and Natural Conservation elements / sub-elements of assessment criteria to assess ODTW History with reference to Gunn (1994).

## Visitor analysis

Based on secondary data, the data were then analyzed by tabulating, calculating and describing descriptively (Wiranto, 2002). The main points of analysis are the number of visitors, origin, length of visit, and season of visit.

## RESULTS AND DISCUSSION

### Assessment of the natural ODTW

The assessment of the potential of the natural ODTWs of the city of Manado and their socio-cultural and economic potentials are discussed according to 3 categories of attractions, namely: land-based tourism objects, beach-shaped tourism objects, and sea-shaped tourism objects. While the index value of each of the results of the assessment of resource potential, is the total value of each natural tourist attraction. The evaluation results obtained were: Bunaken National Park Area (Bunaken Island, Manado Tua, Siladen and Tongkaina Village) for land-based natural attractions 83.25% and sea 87.09%, while Malalayang Beach 86.83%, Mount Tumpa 84.65%, Kima Waterfall 84.22% and Pantai Boulevard has the highest value of 96.82 (Table 1). This is because Pantai Boulevard reaches 100 points for accessibility criteria, security, availability of clean water, supporting infrastructure and facilities (a radius of 20 km from the object). The elements used as the assessment criteria of tourist objects are: attractiveness, socio-economic environment conditions, community services, levels of relations or accessibility, accommodation (15 km radius from the object), infrastructure and supporting facilities (20 km radius from the object), security, availability of clean water, object relations with other tourism objects and climate conditions.

Table 1  
Results of assessment of natural ODTW potential

No	Site Name	Total Value <sup>1</sup>	Value <sup>2</sup> (Nxb)	Index <sup>3</sup> (%)
1	ODTW kawasan TNB (Laut)	5465	4810	<b>88.01</b>
2	ODTW kawasan TNB (Darat)	5465	4600	84.17
3	Pantai Malalayang	5505	4780	<b>86.83</b>
4	Gunung Tumpa	5865	4995	85.16
5	Air Terjun Kima	5865	4940	84.22
6	Pantai Boulevard	5505	5330	<b>96.82</b>

1 total value of each object and attraction of natural attractions assessed

2 the results of an assessment of the potential of objects and natural attractions

3 index of the results of the potential assessment of the total value stated in the percentage

N: choice of the value of each element in the potential assessment criteria

b: the weight of each potential assessment criteria

### ODTW history

The results of evaluating objects and historical tourist attractions show that waruga has the highest index value of 99.96%, then Batu Sumanti 95.93% and Goa Jepang with an index value of 93.43% (Table 2). While the lowest index value is the Kanjeng Ratu Kedaton tomb and the Japanese Army Monument with an index value of 78.28% respectively, influenced by the integrity of the site where the object has been partially restored so that its authenticity does not appear.

Table 2

Historical ODTW Assessment Results

No	Nama Situs	Nilai <sup>1</sup>	Indeks <sup>2</sup> (%)
1	Waruga	980	<b>98,98</b>
2	Makam Kanjeng Ratu Kedaton	780	78,78
3	Batu Sumanti	960	<b>96,46</b>
4	Goa Jepang	865	<b>87,37</b>
5	Veld Box	865	87,37
6	Parigi Tujuh	790	79,79
8	Parigi Puteri	685	69,19
9	Batu Kuangang	775	78,28
10	Batu Buaya	865	87,37
11	Monumen Tentara Jepang	685	69,19
12	Kubur Belanda	865	87,37
13	Kelenteng Ban Hing Kiong	950	<b>95,95</b>
14	Batu Bantik	880	88
15	Gereja Sentrum (Oude kerk)	920	92,92
16	Monumen Perang Dunia II	890	89,89
17	Meriam Kuno	890	89,89

<sup>1</sup> total value of each object and historical tourist attraction that was assessed

<sup>2</sup> the results of an assessment of the potential of objects and historical attractions

## Waruga

Waruga is a tomb of relics in the 13th-19th centuries. Waruga has its own appeal compared to the tombs of today. The bodies of the deceased are not placed in a sleeping position, but in a sitting position and placed inside the stone / waruga. The uniqueness of a Waruga is that it was made by the user before he died, decorated with snake-shaped carving art based on the beliefs of the Minahasa people of that era. According to their belief, the deceased is likened to a snake who replaces coolies, which is to move from the real world to the spiritual world.

At the top of the right and left of Waruga there are prominent carvings such as two hanging pieces in an effort to form the reliquary flower of Tambaloi (*Xanthostemon Celebicum*) which is a symbol of his spiritual strength to be born back into the world of the spirit realm. The integrity of the site is good where authenticity is still maintained, so tourists can see and know how the tombs were formed in those days. Waruga is widely spread in Manado and Minahasa areas.

## Batu Sumanti

Batu Sumanti was named after a warrior and is a stone sacred by the Minahasa tribe, because it is believed to be the protector of the Minahasa people. At the traditional ceremonies where the Cakalele / Kabasaran dance (war dance) is presented, before the swords are used at the event, they are first sharpened with Batu Sumanti. Batu Sumanti is located in Tikala Ares Village. So, this area is believed to be always protected and there have never been cases of murder. The supporting facilities are very adequate with excellent accessibility because they are located in the city center, and the integrity of the site is still maintained. The evaluation results show that Batu Sumanti has the potential value of historical tourism objects and attractions with an index value of 95.95%.

## Goa Jepang

Goa Jepang is located in Singkil Village, which signifies that the Japanese once occupied the Indonesian nation and inhabited the city of Manado. The uniqueness of Goa Jepang is that it has several rooms and there are also wells, and a sanctuary for Japanese soldiers. It is located not far from the city center, precisely in Wawonasa Village and can be reached within 15 minutes. Supporting facilities are very adequate because it is located not far from the city center, and the accessibility to the object is very easy. Evaluation results show that Goa Jepang has the potential value of historical tourism objects and attractions as high as 93.43%.

## Artificial ODTWs

There are 26 potential artificial tourist objects and attractions in the city of Manado that can attract tourists to visit them. The potential can be seen in Table 3.

Table 3.  
Artificial ODTW potential

No	Name of Attraction	Manager
1	Monumen Boboca	Government
2	Citraland Waterpark	Private
3	Gelanggang Olahraga Sario	Government
4	Patung Wolter Monginsidi	Government
5	Patung DR. Sam Ratulangi	Government
6	Monumen Lilin	Government
7	Kawasan Kuliner Wakeke	Private
8	Gereja Centrum	Sinode
9	Monumen Zero Point	Government
10	Monumen Pendaratan Batalyon Worang	Government
11	Monumen Perang Dunia II	Government
12	Teater Terbuka Dotu Lolonglasut	Government
13	Museum Provinsi Sulawesi Utara	Government
14	Kawasan Bendera (Pasar 45/Pusat Kota)	Government
15	Kampung Cina / Pecinan	Chinese ethnic
16	Klenteng Ban Hin Kiong	Chinese ethnic
17	Kampung Arab	Ethnic Arabic
18	Kawasan Pelabuhan Manado	Government
19	Patung Toar Lumimuut	Government
20	Patung Walanda Maramis	Government
21	Patung Kuda Pal 2	Government
22	Kampung Warna Warni Sindulang	Government
23	Lapangan Golf Kayuatu	Local management
24	Gelanggang Olahraga " God Bless "Paniki	Government
25	Monumen Adipura	Government
26	GPI Waterpark	Local management

## Visitor Analysis

The number of tourists visiting Manado City is seen in Table 4. On the average, it increases every year. In 2017 there was an increase in the number of foreign tourist visits to 93.6% while the number of tourist arrivals experienced an increase of 12.6%.



Table 4  
Number of Tourist Visits of Manado City

Year	Foreign tourists	Local tourists
2013	25.753	584.269
2014	34.443	832.015
2015	32.400	1.070.681
2016	47.103	1.484.402
2017	87.976	1.698.523

Source: Dinas Pariwisata Kota Manado

### Origin of visitors

The highest number of foreign tourist visits based on country of origin in 2015-2017 is China whose number of tourist visits in each of these years is 7,258, 28,008, and 63,797 respectively. It can be seen in the period of three years that the number of Chinese tourists experienced a very significant increase (Table 5).

Table 5  
Foreign tourists visit of each country

No	Year 2015		Year 2016		Year 2017	
	State	Total	State	Total	State	Total
1	China	7258	China	28008	China	63797
2	Australia	2786	USA	1719	Germany	1639
3	Germany	1679	Germany	1598	Singapore	2037
4	England	1550	Singapore	1408	USA	1465
5	Singapore	1538	England	1258	England	955
6	Philippines	1537	Australia	1254	Hongkong	925
7	USA	1272	Netherlands	822	Australia	820
8	Japan	936	Japan	781	Malaysia	776
9	France	739	Switzerland	682	Japan	720
10	Netherlands	738	Philippines	510	Netherlands	630

Source: Dinas Pariwisata Kota Manado

### Average length of stay

Based on data obtained from BPS Sulut, the average length of stay of foreign guests in May 2018 is 3.87 days while in June 2018 it is 3.73 days. When compared to the previous year (May 2017) it decreased by 0.14 points, reaching 3.97 days. Overall RLMT in June 2018 is 2.22 days increased by 0.05 points compared to May 2018 which reached 2.17 days (Table 6).

Table 6.  
The average tourist stays

Guest Type	Month/Year	Star					Total
		1	2	3	4	5	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
RLMT	June 2018	2,26	1,8	2,99	3,75	8,35	3,73
Foreign	March 2018	3,48	2,11	2,54	1,58	1,85	1,88
	June 2017	7,50	1,00	4,01	3,17	1,99	3,19
RLMT	June 2018	1.17	2.48	2.45	1.66	1.52	1.91
Indonesi	May 2018	1.36	2.17	2.54	1.58	1.85	1.88
	June 2017	5.68	1.68	2.05	2.06	1.84	1.99
RLMT	June 2018	1.20	2.47	2.51	2.16	1.91	2.22
Total	May 2018	1.41	2.16	2.66	2.04	1.84	2.17
	Juni 2017	5.77	1.68	2.29	2.28	1.85	2.17

## CONCLUSION

1. The city of Manado has eight natural ODTW potentials.
2. The city of Manado has 18 ODTW historical potentials.
3. The city of Manado has 26 artificial ODTW potentials.

## Suggestion

After identifying and evaluating the potential of ODTWs, further analysis of the tour package needs to be made so that tourists can choose tour packages according to the length of stay in the city of Manado.

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