

THESIS

THE DEVELOPMENT OF TANJUNG KAKARA AS A SUSTAINABLE COASTAL RURAL TOURISM IN NORTH HALMAHERA REGENCY



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2024

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I hereby declare that the thesis research proposal entitled entitled “The Development Of Tanjung Kakara As A Sustainable Coastal Rural Tourism In North Halmahera Regency” is truly free from plagiarism. Shall in the future proven that there is plagiarism in this scientific paper, then I am willing to accept sanctions in accordance with the implemented regulation.

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THESIS

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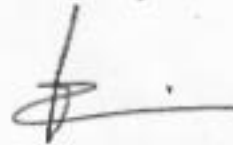
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APPLIED RESEARCH THESIS

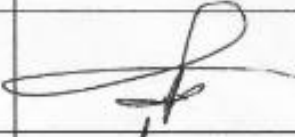


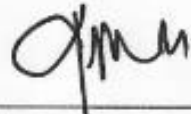
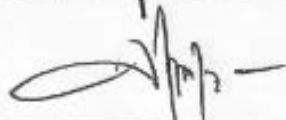
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PREFACE

Praise and gratitude the author prays to Almighty God because of His blessings and grace the author was able to complete the thesis entitled “**The Development Of Tanjung Kakara As A Sustainable Coastal Rural Tourism In North Halmahera Regency**”

The preparation of this thesis is one of the requirements for graduation in the Tourism Planning Study Program, Applied Master Program, Tourism Department, Bali State Polytechnic. On this occasion the author would like to thank all those who have helped in completing this thesis, to:

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Constructive criticism and suggestions from various parties are needed to complete the writing of this thesis. The author hopes that this thesis can be useful for all parties. Finally, the author would like to apologize if there are still errors in writing this thesis.

Badung, 8 August, 2024

Author

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Abstract

The development of Tanjung Kakara as a sustainable coastal rural tourism destination in North Halmahera Regency aims to integrate environmental, socio-cultural, and economic sustainability. This study focuses on assessing the current state of tourism management in Tanjung Kakara, evaluating its impact on local communities, and identifying strategies for sustainable development. Methodology. This research employs a qualitative approach, qualitative data collection methods. Semi-structured questionnaires were distributed among key stakeholders, including local residents, tour operators, and administrative officials. Additionally, in-depth interviews and focus group discussions were conducted to gather detailed insights into the perceptions and experiences of tourists and local communities.

Key Findings. Environmental Sustainability. The study highlights the importance of minimizing environmental impacts, such as preserving coral reefs and maintaining beach cleanliness, to ensure the long-term viability of coastal tourism. Efforts to reduce waste and promote eco-friendly practices among tourists and local businesses are crucial for sustainable development. Socio-Cultural Sustainability. The research emphasizes the positive social and cultural impacts of rural tourism, including community involvement and empowerment. Economic Sustainability. The study reveals that local communities perceive the economic benefits of tourism positively, with increased income and job opportunities. However, there is a need to ensure equitable distribution of economic benefits to all stakeholders, including local residents and small businesses. Conclusion. The development of Tanjung Kakara as a sustainable coastal rural tourism destination requires a holistic approach that integrates environmental, socio-cultural, and economic sustainability. By addressing the challenges and opportunities identified in this study, policymakers and stakeholders can ensure the long-term sustainability of tourism in North Halmahera Regency, benefiting both local communities and the environment.

Keywords: 00

CHAPTER I INTRODUCTION

1.1. Background

North Halmahera Regency is one of the regencies in North Maluku Province (Malut) with the city of Tobelo as the District Capital. The land area is 4,951.61 km² (22%) and the water area is 17,555.71 km² (78%). The city of Tobelo, known as Tobelo Marahai, has very diverse potential, such as the natural and cultural potential that is spread in this area. The very diverse tourism potential can be divided into coastal tourism, cultural tourism, cultural attractions and special interest tourism objects.

Tourism development should have a positive impact on the local community, local government, or environmental sustainability around tourist destinations. The positive impact that is expected by the community is the development of the community's economy such as increasing income and the availability of new jobs, another impact that is also felt by the government is increasing local revenue (PAD) and the availability of supporting facilities for the activities of visiting tourists is also available.

Tanjung Kakara tourist destination has been designated as one of the tourist objects and attractions in North Halmahera Regency, so that the local government has built supporting facilities such as a port, a building for storing diving facilities, multipurpose rooms, toilets and seats for visitors. However, currently all the facilities that were built are neglected and even damaged, lots of garbage is scattered everywhere, the surrounding environment is starting to deteriorate because it is no

longer organized. The following are some of the reasons why facilities are abandoned or placed on the market Lack of effective management, ineffective management or lack of experience in the management of tourist attractions can lead to negligence in the maintenance of facilities. Poor management can lead to the inability to plan and carry out periodic maintenance. Lack of funding, another reason is the lack of funds for the maintenance and maintenance of the facility. Tourist sites in financial difficulties may not be able to provide sufficient budget to keep the facilities in good condition. As well as the lack of Government or Local Authority attention, tourist sites are often under the jurisdiction of government or local authorities. If the government does not give enough attention or does not have a clear policy related to the maintenance of the tourist site, the facility could become overcrowded. The following reason that should also be noted is the lack of public involvement, local communities can also play a role in the maintenance of tourist sites. If the public is not involved or has no sense of ownership of the place, the facilities are likely to be ignored.



Figure 1.1. The Environment Of Kakara Island

This is a problem because neither party feels responsible. If this problem is left unchecked, the impact that will be received is on the surrounding community because previously they could sell, become helmsmen for sea transportation. This is one of the factors that caused the number of tourist visits to decline as shown in the following table.

No	Tourist Attraction	Year	Number of Visitors	Growth
1	Tanjung Kakara	2018	1801	
2	Tanjung Kakara	2019	700	- 1101
3	Tanjung Kakara	2020	500	- 200
4	Tanjung Kakara	2021	400	- 100
5	Tanjung Kakara	2022	900	+ 500
			Total= 4301	- 901

Table 1.1. Number of Visitors to Tanjung Kakara Tourist Attraction

Source: Research 2023

In Table 1.1 has described the conditions of tourist visits to Tanjung Kakara in North Halmahera district, the growth of the number of tourists visits is not too significant and in several years tends to experience a decrease this suggests that there is something to be improved, indeed many factors affecting the rate of visit tourists one factor that affects the low rate of visits tourists is not good development strategy as well as ineffective management and there are also other factors such as low quality accommodation, or poor accessibility can make tourists refuse to visit. Lack of promotions or effective marketing can make a destination forgotten or unknown by potential tourists.

The problems that have mentioned above are obstacles to the development of Tanjung Kakara tourist destinations, such as people losing jobs so that the economic impact on society is not realized, investors or the private sector are reluctant to invest or develop the tourism industry in North Halmahera Regency. Based on the Triple Bottom Line concept, the Triple Bottom Line implies that companies must prioritize the interests of stakeholders (all parties involved and affected by the activities carried out by the company) rather than the interests of shareholders (shareholders). The interests of these stakeholders can be summarized into three parts, namely the interests of the sustainability of profits (Profits), the side of social sustainability of society (people) and the side of environmental sustainability (Planet).

There is other problems trough the current development, development planning is used top down management. Though top-down methodology has some advantages, there are also drawbacks to consider in how this approach might impact individual team members and overall team morale. Ultimately, top-down management doesn't work for everyone. It can limit creativity and slow down problem-solving, so it may not be the best choice for teams that require greater flexibility and responsiveness.

Base on Global Code of Ethics For Tourism, Article 3 Tourism, a factor of sustainable development. (1). All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations; (2). All forms of tourism development

that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities; (3). The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy; (4). Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercised in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas; (5). Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites.

Tourism development is one of the regional development concepts that is being intensively implemented because this sector can increase the country's foreign exchange earnings, generate economic growth in providing employment, increase income, standards of living and stimulate other factors of production. Tourism development is carried out by the government, the community or the

private sector has an impact on development so that tourism development is used as a development plan that can drive the economy and welfare of the community.

The management for developing tourist destinations must have a development plan based on several considerations which serve as the basis for tourism development. With careful planning, tourism development will have a positive impact on the local community, both in terms of the economy and people's welfare as well as environmental sustainability.

According to Suwena and Wydiatmaja in Setyanto and Pangestuti (2019) that the needs and services of tourist destinations must be supported by four main components with the designation "4A" namely attractions, amenities, accessibility, and ancillary services. Attractions, namely in tourist destinations there are tourist attractions such as the beauty and uniqueness of nature, culture and activities of the local community, historical building relics, as well as artificial attractions such as games and entertainment facilities. Accessibility is the availability of facilities that make it easy for visitors to reach a tourist destination, in this case the availability of transportation facilities to tourist destinations and affordable distances to tourist destinations is important. Amenities, namely the availability of facilities to support the needs of visitors during tourism activities, such as the availability of sellers of food, drinks, accommodation and souvenirs. Ancillary (additional facilities) are additional supporting facilities such as currency exchange facilities, ATMs, and security posts.

Previous research conducted by Singgalen, YES, Sasongko, G., & Wiloso, PG (2018). The method used in this research is qualitative with a case study

approach. This research was conducted on Kakara Island, Tagalaya Island, Bobale Island, Kumo Island, Luari Beach, Paca Lake, Duma Lake, and Mamuya Hot Springs as a priority in the North Halmahera Tourism Development Program by the local government. The results of the evaluation show that the bureaucratic system, resources (human resources and funding sources), commissioning and coordination dispositions play a very important role in the tourism policy implementation process. The implication of the stagnation in the implementation of tourism policies is the lack of community participation and damage to tourism facilities and access which threatens the sustainability of tourism.

Singgaleh, YES (2014). This previous research study uses the Process Hierarchy Analysis (AHP) approach in determining development priorities. The criteria used are the criteria of Security, Accommodation, Accessibility and Number of Visiting Tourists. The results obtained refer to Kakara Island as a priority for tourism development in the archipelago and furthermore Kumo Island, Paca Lake and Kupa-kupa Beach.

From the two studies above, no one has discussed the role of stakeholders in managing Tanjung Kakara as a sustainable tourism destination in North Halmahera Regency.

The concept of green tourism includes tourism programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of the local community. Green tourism, apart from evaluating cultural and environmental factors, is also an integral part of promotional activities, energy efficiency, recycling and the creation of economic opportunities for local

communities. Weaver in Wardhani and Valeriani (2016) stated that green tourism has a focus on capacity considerations, education, preservation of environmental resources and regional development and regionally unique activities.

One of the tourist objects in North Halmahera Regency which has the potential to be developed into a tourism object with the concept of sustainable tourism, based on the Decree of the North Halmahera Regent No 556.2/HU/2009 is the Tanjung Kakara tourist destination located in Kakara Village, Tobelo Subdistric, North Halmahera Regency and North Mollucas Province. As is well known, Tanjung Kakara is geographically located on a small island which is very close to the mainland city of Tobelo which is the capital of North Halmahera Regency. Tanjung Kakara in North Halmahera district which has various tourism potentials such as the charm of the natural environment and socio-culture which is one of the attractions for tourists to visit. The main potential in the Tanjung Kakara tourist destination, North Halmahera Regency, namely coastal tourism, tourist attractions, has white sandy beaches and clear sea water, mangrove forests, exotic coral reefs, as well as cultural tourism, which if managed and developed properly and appropriately will become attractive and sustainable tourist destinations. Judging from the physical potential possessed by the Tanjung Kakara tourist destination, such as mangrove forests, sandy beaches, clear sea water, shady trees, coral reefs and attractive natural scenery (Tourism and Culture Office of North Halmahera Regency), there needs to be a development management that is well, be it the Regional Government, Village Government, and the people of Kakara Village. The development strategy needs to be carried out considering that there is

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The development management needs to be carried out considering that there is a lot of potential for destruction. such as mangrove forests, sandy beaches, clear sea water, shady trees, coral reefs and attractive natural scenery (Tourism and Culture Office of North Halmahera Regency), there needs to be a good development management, be it the Regional Government, Village Government, and the community of Kakara Village. The development management needs to be carried out considering that there is a lot of potential for destruction, and the community Kakara Village.



Figure 1.2. Kakara Island Attraction

Source: research 2023

The potential and components owned by Tanjung Kakara can be managed, developed as a tourist destination, handling needs to be carried out starting from the physical handling of the beach such as structuring the location so that it remains beautiful, providing more adequate facilities that can support development and competition with regional tourist objects, as well as local government community empowerment in the development of the Tanjung Kakara tourist destination in Kakara Village, North Halmahera Regency. The development of the Tanjung Kakara tourist destination is not only seen from the impact of regional original income (PAD) but must be seen from various aspects such as the impact on improving the local community's economy and increasing the regional economy as a whole. Apart from that, with the development of the Tanjung Kakara as a sustainable tourist destination in North Halmahera Regency, new jobs have been opened for the community, which in this case has reduced unemployment. Another positive thing that arises when the Tanjung Kakara tourist destination is developed is that this tourist object will become increasingly recognized by the outside community and in the future the Tanjung Kakara tourist destination can become one of the most promising tourist destinations in North Halmahera Regency.

Considering the existing condition, the future even can be predicted in Tanjung Kakara touris destination will occur if the Tanjung Kakara tourist destination is developed, it is necessary to have the right management in developing the Tanjung Kakara tourist destination. An appropriate development management is needed so that in the future the Tanjung Kakara tourist destination is able to contribute to the economic growth of the community and is able to increase the number of tourist visits to North Halmahera Regency while still paying attention to environmental sustainability around tourists destinations.

Based on the problems above, the researcher is interested in studying the "The Role of Stakeholders in Managing Tanjung Kakara as a Sustainable Tourism Destination in North Halmahera Regency".

In this research the researcher using a descriptive kualitative analysis in the development management of a sustainable tourism destination can provide valuable insights and contribute to the long-term success of the destination.

Rather of shedding light on the fundamental reasons of a phenomenon, descriptive qualitative analysis is a study methodology that attempts to provide a full and comprehensive explanation of the phenomenon. This approach is particularly useful in fields like the social sciences, education, psychology, and health sciences where researchers wish to look into and understand the experiences, opinions, and characteristics of certain individuals or events.

Pay Attention to the Description The main objective is to provide a thorough description of a phenomenon, addressing who, what, where, and how inquiries instead of why ones. When compared to other qualitative methods that aim for

deeper interpretations or theoretical frameworks, this approach is frequently perceived as being simpler. For researchers looking to comprehend and characterize events in a detailed manner, descriptive qualitative analysis is an essential tool that can provide insights that can guide practice.

Environmental Factors, assessing the impact of tourism on the environment and identifying measures for eco-friendly and sustainable practices. Legal Factors, complying with legal requirements and regulations related to sustainable tourism development.

By integrating these analyses into the development management, a sustainable tourism destination. Align management with Resources, ensure that the strategy aligns with the available resources and capabilities, maximizing their utilization for sustainable goals. Mitigate Risks, anticipate and address potential risks, minimizing negative impacts on the destination's sustainability. Adapt to Changing Conditions, stay adaptable and responsive to changes in the external environment, ensuring continued sustainability in the face of evolving challenges. Engage Stakeholders, facilitate collaboration with various stakeholders, including local communities, businesses, and government bodies, to foster a holistic approach to sustainability.

“A development managing is a plan or approach used to achieve specific goals and objectives related to economic, social, or technological progress. It involves outlining a roadmap and identifying the necessary actions, resources, and policies required to foster growth and improve the overall well-being of a country, organization, or community.

Oleksandra, K., Oksana, S., & Yevheniia, H. (2019). Here are some key considerations and components of a development strategy:

1. **Goal Setting:** Clearly define the desired outcomes and objectives that the development strategy aims to achieve. These goals should be specific, measurable, achievable, relevant, and time-bound (SMART).
2. **Diagnostic Assessment:** Conduct a comprehensive analysis of the current situation, including strengths, weaknesses, opportunities, and threats. This assessment helps identify the areas that require improvement and the potential challenges that may arise.
3. **Prioritization:** Determine the most critical areas or sectors that need attention and allocate resources accordingly. Prioritization ensures focused efforts and effective utilization of limited resources.
4. **Stakeholder Engagement:** Involve relevant stakeholders such as government agencies, private sector entities, civil society organizations, and local communities. Collaboration and consultation help gain diverse perspectives, build consensus, and enhance ownership of the development strategy.
5. **Policy Framework:** Develop a robust policy framework that aligns with the identified goals and priorities. Policies should be designed to address key challenges, promote inclusive growth, and create an enabling environment for development.

6. **Resource Mobilization:** Identify and mobilize the necessary financial, human, and technological resources to implement the development strategy effectively. This may involve seeking domestic and international funding, fostering public-private partnerships, and leveraging innovative financing mechanisms.
7. **Implementation Plan:** Create a detailed plan that outlines specific actions, timelines, responsibilities, and performance indicators. The plan should be adaptable to changing circumstances and incorporate monitoring and evaluation mechanisms to track progress.
8. **Capacity Building:** Invest in enhancing the skills and capacities of individuals and institutions involved in implementing the development strategy. Capacity building ensures that the necessary knowledge and expertise are available to drive successful implementation.
9. **Monitoring and Evaluation:** Establish a robust system to monitor progress, measure outcomes, and evaluate the effectiveness of the development strategy. Regular assessments help identify bottlenecks, adjust approaches, and ensure accountability.
10. **Adaptability and Learning:** Foster a culture of learning and continuous improvement throughout the implementation process. Flexibility and adaptability allow for adjustments based on evolving circumstances and feedback received during the implementation

phase. <https://www.samhsa.gov/sites/default/files/nc-smart-goals-fact-sheet.pdf>

In the framework of bridging the research gap in developing Tanjung Kakara Tourist Destination, the researcher propose the following research questions.

1.2. Problem Formulation

Based on the background above, the formulation of the problem in this study is as follows:

- a. What is The Development Of Tanjung Kakara As A Sustainable Coastal Rural Tourism In North Halmahera Regency?
- b. What is the Model of the The Development Of Tanjung Kakara As A Sustainable Coastal Rural Tourism In North Halmahera Regency?

1.3. Research Objectives

1.3.1. General Objective

Based on the formulation of the problem above, the objectives to be achieved in this study. The general objective, to analisys and synthesis The Development Of Tanjung Kakara As A Sustainable Coastal Rural Tourism In North Halmahera Regency.

1.3.2. Specific Objectives

- a. To develop a model of managing Tanjung Kakara as a sustainable tourism destination in North Halmahera Regency.
- b. To find a managing model for the Tanjung Kakara as a sustainable tourism destination in North Halmahera Regency.

1.4. Research Benefits

The results obtained through this research can provide the following benefits:

1.4.1. Theoretical Benefits

- a. By carrying out this research, it is hoped that it will be able to add knowledge and insight, especially about the development of tanjung kakara as a sustainable coastal rural tourism in North Halmahera Regency.
- b. Can contribute ideas that are useful for consideration in making the next thesis.

1.4.2. Practical Benefits

- a. For students

Can add insight and knowledge, especially related to The Development of a Sustainable Coastal Rural Tourism.

For Bali State Polytechnic

This research is expected to be a reference in the literature at the Bali State Polytechnic and can be used as a guide or source for further research.

- b. For Related Industries

This research is expected to be useful for the tourism industry related to the development of a sustainable coastal rural tourism.

CHAPTER VI CLOSING

6.1. Conclusion

Based on the writing that has been made by the author, the conclusion is based on the background, problem formulation and research objectives, conclusions can be drawn regarding “The Development Of Tanjung Kakara As A Sustainable Coastal Rural Tourism In North Halmahera Regency”

This research discusses regarding “The Development Of Tanjung Kakara As a Sustainable Coastal Rural Tourism In North Halmahera Regency”. If we look at these two theories, this research shows that the sustainable coastal rural tourism in North Halmahera Regency is not progressing because there is no synergy between stakeholders. Pentahelix is a model of interaction and synergy between stakeholders, which is very important in achieving successful management of sustainable tourist attraction such as Tanjung Kakara. With synergy between stakeholders, the role of stakeholders in the management and development of Tanjung Kakara as a sustainable coastal rural tourism in North Halmahera Regency can run more smoothly and effectively, generating economic benefits for the local community and maintaining environmental balance. Therefore, it is important for the government, community, entrepreneurs, media and academics to work together in managing Tanjung Kakara to achieve sustainable coastal rural tourism in North Halmahera Regency.

6.2. Recommendation

Based on the results of the research described previously and based on the findings, the author puts forward several recommendations that can be considered by stakeholders in managing Tanjung Kakara as a sustainable tourism destination in North Halmahera Regency. Recommendations for stakeholders in managing Tanjung Kakara as a sustainable tourism destination in North Halmahera Regency are as follows:

6.2.1. Recommendations for the Government

- a. Infrastructure Development: The government must improve the infrastructure around Tanjung Kakara, such as providing sea transportation, public facilities and accessibility to tourist destinations.
- b. Sustainable Tourism Policy

The government must develop a sustainable tourism policy that involves synergy between stakeholders, including the community, academics, business people and the media.

- c. Education and training

The government must provide education and training to the public about the importance of environmental and biodiversity conservation.

- d. Supervision and Control

The government must ensure that the management of Tanjung Kakara is carried out well and is based on a clear concept and does not harm the environment.

6.2.2. Recommendations for the Community

a. Active Participation

The community must be actively involved in the management of Tanjung Kakara, both in the decision-making process and in implementing tourism activities.

b. Skills Development

Communities must be empowered with the skills needed to manage sustainable tourism destinations so that they are directly involved.

c. Environmental Conservation

The community must play a role in environmental conservation and biodiversity around Tanjung Kakara.

d. Local Economic Development

The community must play a role in developing the local economy through sustainable tourism activities.

Recommendations for Academics

a. Research and development

Academics must carry out research and development related to the management of Tanjung Kakara, including environmental conservation and biodiversity.

b. Education and training

Academics are obliged to provide education and training to the public about the importance of environmental conservation and biodiversity.

c. Consultation and Guidance

Academics provide consultation and guidance to the government and community in managing Tanjung Kakara.

d. Management Model Development

Academics are responsible for developing an effective and sustainable management model for Tanjung Kakara.

6.2.3. Recommendations for Business People

a. Development of Tourist Facilities

Pehisnis develops tourism facilities that are sustainable and do not harm the environment.

b. Skills

Pehisnis provides training to employees about the importance of environmental conservation and biodiversity so that they feel they own it.

c. Tourism Product Development

Pehisnis makes tourism products that are sustainable and do not harm the environment.

d. Network Development

Pehisnis builds networks with the government, community and academics to increase synergy in managing Tanjung Kakara.

6.2.4. Recommendations for Media

a. Giving information

The media provides accurate and complete information about the management of Tanjung Kakara.

b. Create a Campaign

The media conducted effective campaigns to increase public awareness about the importance of environmental and biodiversity conservation.

c. Educational Content

The media is creative in creating educational content related to the management of Tanjung Kakara.

d. Network Development

The media must develop networks with the government, community, academics and business people to increase synergy in managing Tanjung Kakara.

Thus, it is hoped that this recommendation can help increase synergy between stakeholders in managing Tanjung Kakara as a sustainable tourism destination in North Halmahera Regency.

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