
**CULTURE POTENTIAL TO DEVELOPMENT OF NATIONAL SUPER
PRIORITY TOURISM DESTINATION IN LIKUPANG NORTH
SULAWESI**

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ABSTRACT

Various ways have been taken by the government in advancing tourism, because with its various characteristics, tourism has become a mainstay sector in economic development. However, tourism is not only seen in an economic frame, but it is also a global socio-cultural environment. Indeed, tourism must be sold. However, tourism can also provide benefits and contribute to the preservation of culture and customs, increase community intelligence, preserve natural resources and a sustainable environment. The objectives of this study are (1). Explain the development of cultural potential in developing super priority tourist destinations as regional superior products; (2) Describe the factors that need to be seen in supporting the elements of a tourist destination. The method used in this research is a qualitative approach, which describes the data descriptively, which emphasizes the involvement of the researcher during the research process. This approach is expected to be able to explain the substance of the problem to be studied. And data collection techniques used are secondary data collection and primary data collection.

Likupang destination when declared as a Tourist Destination Area must be an area selected for sale to tourists with a number of supporting potentials. This research was conducted in tourist attraction destinations located in Likupang, North Minahasa, North Sulawesi as a unit of observation, while those used as units of analysis were cultural arts groups including performance groups; dance music and other attractions.

Keywords: Culture, Tourism, Tourist Destinations

INTRODUCTION

The potential for the development of the tourism industry in Indonesia is felt to be urgent when the economic impact is considered a potential asset that supports the country's foreign exchange earnings. In particular, after the state revenue from the oil and gas industry sector is no longer the

prima donna due to the drop in the price of oil on the world market. Among the existing industries for the Indonesian government, the tourism industry is one of the main alternatives.

In addition, various efforts have been made to quickly develop the tourism industry in our country. From existing policies that are linked to the existence and characteristics and goals to be achieved, it seems that the government is developing the tourism industry in two ways, namely by looking outward and inward looking. Outside policies are mostly used to gain experience from countries with advanced tourism industries and also to promote tourism.

In North Sulawesi the tourism industry has become the center of government attention, which is expected to be an aspect of efforts to increase the country's foreign exchange. Cultural diversity is the main potential in attracting the attention of visitors, so that tourism has begun to receive intensive attention by its inclusion in the agenda of increasing and developing the regional economy. The aim is to spread job opportunities for Indonesians and introduce Indonesian ethnic culture to the outside world (Pendit 1984; 64).

Tourism activity is an activity that can be felt directly touching and involving the community, thus bringing various influences on the local community. Even tourism is said to have extraordinary breakout power, and is able to make local people experience metamorphoses in various aspects. With the development of tourism as an industry, businesses in the fields of hotels, restaurants, tourist transportation, travel agencies will naturally develop well. Meanwhile, tourism activities can indirectly improve the agricultural sector, manufacture of household utensils, plaits and embroidery, folk crafts, folk arts and entertainment.

Expenditures spent by tourists for hotel accommodation, eating and drinking at restaurants, sightseeing and tours to tourist objects, buying souvenirs at souvenir shops, are a reflection of foreign exchange that can be used for further development needs. As a result of tourist expenditure in the tourist destination concerned, the per capita income of the local community will increase, tax revenue will be greater and will indirectly increase the overall regional income.

In its development as a tourist destination, North Sulawesi will depend a lot on the attractiveness and uniqueness of the area itself. The attraction is in the form of some natural beauty, historical places, people's way of life, religious ceremonies, and traditional cultural arts. The traditional way of life of a society is usually an important driving force to be offered to tourists. Lately, the decline in traditional arts has begun to be felt. The situation is rather urgent and if there is no training, it is feared that in the future it will disappear, this decline is partly caused by the community and local residents no longer paying attention. This happens because most of the people have a taste for changing to modern art, or maybe because traditional cultural arts are still considered to have shortcomings compared to modern art that has begun to enter the village.

When Likupang becomes a super priority destination, it is necessary to make various efforts so that the complex problems faced in managing new tourism destinations will be resolved quickly. It is difficult to deny that the development of tourism in an industry can have negative impacts in line with the positive impacts it gives. If this is not immediately resolved, it is feared that the movement to promote regional tourism as a source of foreign exchange will be in vain.

METHOD OF RESEARCH

Based on the problems and objectives of this study, and to make the results more meaningful, a qualitative approach was used. This research can describe the data in descriptive form and emphasize the active or limited involvement of the researcher in the research process and as far as possible understand the empirical world of the phenomenon of the group under study. The descriptive research is to describe what it is in the context of wholeness or a unified whole (Martodirdjo, 1991: 91). This approach is expected to be able to explain the substance of the research problem.

RESULT AND DISCUSSION

Since it was established by the central government through the Ministry of Tourism, namely making the Likupang area of North Minahasa Regency in North Sulawesi Province into a Special Economic Zone as a national super priority destination. This provides a breath of fresh air for the people and local government of North Sulawesi Province because they can directly benefit from the increase in local revenue, opening up business opportunities and increasing employment opportunities for people in tourist destination areas.

Likupang destination in North Sulawesi as a national super priority destination is a strategic location, not only as a gateway to the Asia-Pacific, but also a melting spot for various sub-cultures. This destination is an area that has been chosen to be sold to tourists with a number of characteristics that support it: (1) it is an attractive choice for consumers; available facilities and attractions; (3) having an attractive / pleasant geographical location and natural conditions; (4) community hospitality; (5) a stable and peaceful political situation. From all the requirements above, Likupang destinations can meet the requirements.

Likupang is located in North Minahasa Regency, North Sulawesi Province, this place has a lot of exotic natural tourism which is worthy of further exploration. Visitors can enjoy the beach, mangrove forests to the sea view. Because of this natural charm, the Government has made Likupang a super priority destination.

Objects in Likupang, such as Paal Marinsow Beach and Pulisan Beach and others, are tourist

areas in North Sulawesi that offer many marine tourism as well as promising panoramas of the sea and beaches. After being designated as a Special Economic Zone for Tourism, the potential is very large to develop.

The geo-economic advantage rests on the Likupang location in North Minahasa Regency which has a geographic orientation in the area close to Sam Ratulangi Airport and Bitung Port. The Likupang special economic zone is projected to attract investment and absorb a large number of workers. Likupang's geo-strategic advantage is the tourism sector with the theme of resorts and cultural tourism. The theme is supported by an area that has a beach with the Wallace Conservation Center. The Likupang special economic zone concept will develop a premium and middle class resort (mid range resort), culture (culture) and the development of Wallace Conservation.

The Likupang Tourism Special Economic Zone is predicted to be able to increase the economic growth of North Sulawesi in the future, so it is necessary to expand the tourism market by continuing to increase the arrival of foreign tourists and not only Chinese tourists but it needs to be done to bring European and United States tourists in general have a higher quality of dispensing.

It is necessary to strengthen local wisdom and traditions by making it a tourist attraction. With the strengthening of existing local wisdom, the government needs to formulate the form of attractions and potentials into an integrated tour package. Some of the potentials that can be combined include natural, marine, artificial tourism, and the creative economy industry. Of course, the events that have been on their way are filled with efforts to obtain the uniqueness of society in history and culture, which they attend without wasting the opportunity to understand, let alone live deeply. Especially if they come with a group of tourists who, since they got off the plane, are immediately led to hotels and tourist attractions united by the tourism bureau. Thus, in addition to the time factor, the space for movement or social contact between tourists and the people visited is very limited to certain tourism attractions.

In North Sulawesi, the emergence of a desire to revive traditional arts in supporting tourism development can be used as a basis for creating cultural arts in various cultural creations. Performances in most cultures are usually closely related to music, dance, drama and ceremonies (Kissing, 1958; 356). This phenomenon can be seen in cultural and arts festivals organized by the government, both in the form of competitions and in the form of festivals. Various aspects of traditional arts are displayed, such as war dance / kabasaran dance which is commonly called cakalele, masamper, pato-pato, katreli, to immune art performances that are often performed by entis Bantik and other types of traditions.

These cultural arts products are usually packaged in miniature so that they can be served and enjoyed in a relatively short time. Both of these art forms have been developed through a process of miniaturization in an effort to be offered to tourists.

This miniature effort is an anticipation of the demands of the tourism industry in order to serve tourists. In connection with the needs of tourists, miniaturization is a commendable effort. The essence of this effort actually stems from a practical concept, both in terms of the dimensions of form and interpretation. The aim is to make it easier for tourists to visit various objects scattered in an area. This miniaturization is closely related to the economic principle of saving the time and energy required. Especially for cultural tourism, miniature forms or objects that have sacred value for souvenirs are made, which are mass produced at relatively low production costs, so that the selling price is relatively cheap as well. Besides that, these souvenir items have several other advantages, such as being used as decorative objects, saving materials, and having the quality of traditional art without having to be associated with the original object. This miniature culture has presented a new challenge for artists to create products that can meet the demands and limitations of the tourist audience as consumers of their works, namely souvenir products which are not only a representation of a particular regional appearance, but also have an aesthetic value with their form. practical and affordable prices for tourists.

As is well known, apart from the destinations in the East Likupang and West Likupang regions as the national super priority destinations which are the focus of this study, there are also potential tourist destinations that are no less interesting, namely still in the North Minahasa Regency area to be visited either on nature or with a theme. history and some of them:

1. Raewayaya Hills Airmadidi
2. Bangka Island
3. Tunan Waterfall
4. Mount Klabat
5. Dian's feet
6. Gangga Island
7. Manterawu Island
8. Waruga Sawangan

Efforts are needed in developing tourism in the region, by emphasizing the appearance of cultural elements as the main asset in attracting tourists, this does not mean that other aspects will be abandoned, such as natural beauty, beaches and scenery, flora and fauna. including its underwater beauty and other types of entertainment. Every step and movement of tourism development is expected to remain normative based on culture. Thus, all aspects related to

tourism such as promotions, attractions, management patterns, food, souvenirs are expected to use cultural potential as much as possible. The cultural position in the development of tourism in the region, not only as a supporting medium but also as a giver of "identity" to the community itself.

Cultural factors have very important benefits, including:

1. As a tourism promotion material in general, both domestically and abroad.
2. Art and cultural products will prepare jobs and increase people's income.
3. Art and cultural performances besides attracting tourists' attention can also increase the empowerment of local arts and culture.
4. Art and cultural performance can increase the maintenance of cultural products, galleries and other cultural art monuments.
5. Funds generated by the sale of cultural arts products to improve people's lives.
6. A touch of cultural arts can increase dignity, respect and understanding of the meaning of humanity.

Prior to the Covid-19 pandemic, the surge in international tourists to North Sulawesi increased, especially those from China, so the government opened flights to 9 cities. From Sam Ratulangi International Airport to Singapore, and 8 cities in China, namely: Chengdu, Chongqing, Gunzhou, Wuhan, Nanchang, Changsha, and others. Will encourage community efforts to continue to create and maintain art forms and traditions. Soedharsono in his article on "The Tourism Industry is a Challenge and a Hope" confirmed that the development of tourism as the largest industry in this decade has given rise to various art forms and tourism culture which are often called tourist art.

By emphasizing the handling of cultural arts that are "cultural Industry", including handling the production of arts and culture as superior. These cultural arts products are very useful in developing tour packages. Therefore, it is necessary to take inventory of these superior cultural arts to be used as attractions whose packaging display has distinctive regional values. Therefore, below can be described a brief description of superior cultural arts that can be used as regional tour packages. Both in the form of traditional music and types of dances that are very popular for people in North Sulawesi, including:

1. Types of Traditional Music Arts

a. Kolintang music

Kolintang music was originally made from a material called *wunut* from a type of wood called belar. In subsequent developments, Kolintang began to use Moringa and Chrysanthemum wood.

Kolintang orchestra as a traditional music art is not only a means of entertainment, but also as a medium of education. Because it is in demand by school children in this area.

b. Bamboo Blow Music

This traditional music originates from the Sangihe Islands. It is said that the creator was a farmer, initially this music was only a means of entertainment after a day of activities as a farmer, usually this type of wind music is played at the end of dinner. Nowadays bamboo music has become the mainstay of regional music, and is often used at certain events, thus making the event (party) more lively and prestigious.

c. Bia Blow Music

Bia is a type of shell or conch that lives and develops on the seabed. Around 1941 a resident of Batu Village in North Minahasa Regency, made the shells / snails as musical instruments. From the collection of bia-bia, the types of tones are made to produce variations of the sound so that a melodious rhythm is created, which eventually becomes traditional music which also adds value to the people of North Sulawesi. The presence of this music at various artistic attractions and performances has created a special attraction for domestic and foreign tourists.

2. Types of Traditional Dances

- a. Kabasaran dance
- b. Lenso Dance
- c. Maengket dance
- d. Tumatenden Dance
- e. Maramba Dance
- f. Pisok Dance
- g. Waving Nyiur Dance
- h. Gunde Dance

This dance is defined in groups by both men and women. The number of female dancers is 5 or

more, while the male is also 5 or more, can be paired or not. The areas where this dance spread is Manado, Tomohon and Minahasa.

Musical instruments that accompany this dance are:

1. Tambur Minahasa
2. Tagonggong Sangihe
3. Tambourine Bolaang Mongondow
4. Kolintang Minahasa
5. Tetengkoran Minahasa

Good planning is one of the conditions for the success of tourism development in an area. Therefore, in order for the potential contribution of Likupang tourism to be optimized, what must be done is: (1) Determining goals and (2) Formulating policies in order to achieve these goals. Goals should be specified and stated in broad and general terms. Thus it can be determined the supporting elements needed to design the right tourism development for the region. Tourism objectives in general are always related to various economic, ecological and social benefits which are indicators of sustainability such as "Increasing Regional Income", Protection and Nature Conservation", "developing historical values, traditions and regional (nation) culture". What must be considered from the details of this objective is the importance of a balance between three factors of sustainability that are interrelated and often experience conflicts of interest. The concept of sustainability must aim to ensure the achievement of a better quality of life for the community, now and in the future in all areas of life including tourism. Carrying capacity needs to be considered in order to achieve a sustainable condition while maintaining the availability of resources, both natural and man-made. To ensure this is achieved, tourism actors and all levels of society must provide support for a number of factors contained in this concept: ecological economy and socio-culture. The Partnership / partnership program needs to be implemented in order to minimize the problems that may be faced. The partnership concept is a significant mechanism to increase capacity building in sustainable tourism. Actors with different backgrounds are provided with information and opportunities to brainstorm before collaborative planning is made and long-term policies are established.

In order to realize the national program for the super priority destinations that have been determined, it is necessary to develop appropriate policies and strategies. A number of basic steps must be examined including:

1. Assess the availability of tourism products and services

Especially products that have a comparative advantage over other regions. Likupang, has many

comparative advantages in the form of tourism products and services. The best evaluation that can be given by outside professionalists where processes and assessments can be carried out objectively.

2. Analysis of the potential for tourism products and services owned

With the large potential of North Minahasa District Likupang, it must also be determined whether the demand can be increased or the need for demand diversification measures such as demarketing.

3. The tourism sector growth target

It is necessary to determine the number of tourists who will visit, the number expected to visit, when and where, what losses or burdens may occur in supporting the entry of the desired number of tourists, from an economic, social, financial and environmental perspective.

4. Components of the tourism sector

In order to produce a comprehensive policy formulation, it requires an integrated understanding and approach as well as a development strategy that involves the interconnection of various components of the tourism sector.

5. Tourism evaluation

The process of evaluating the performance that has been determined at the beginning is carried out continuously in the tourism development plan.

The steps mentioned above need to be carried out in a structured manner as an integrated provision. Measurable success criteria and the sustainability of the development program are the main keys.

CONCLUSION

This research will contribute to the local government, in improving management and developing the potential of the Likupang destination as a regional leading tourist visit area, in this case the tourism and culture service must pay attention to the lives of artists and cultural observers who care about tourism development, because the agency -agencies or institutions that have the authority to regulate cultural arts are very important.

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