



COMMUNITY PARTICIPATION IN THE MANAGEMENT OF THE TOLIRE KECIL BEACH IN TAKOME VILLAGE, TERNATE CITY

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Abstract

Community participation plays a vital role in the management of tourist attractions. The active involvement of local residents in all stages of management from planning and implementation to evaluation is crucial for ensuring the sustainability of tourism, the equitable distribution of economic benefits, and the preservation of culture and the environment. This study aims to analyze the level of community participation in the management of the Tolire Kecil Beach Tourist Attraction located in Takome Village, Ternate City. The method used is quantitative descriptive with a case study approach. The study sample consisted of 30 respondents selected through purposive sampling. Data were collected through field observations and the completion of questionnaires by local residents. The results indicate that community participation in tourism management at the study site falls into the "poor" category, with an overall average score of 3.16 and a percentage of 63.57%. Based on the stages, participation in planning received an average of 3.01 (60.17%), participation in implementation 3.23 (65.31%), and participation in evaluation 3.26 (65.22%). All three also fall into the "poor" category. Thus, it is concluded that community participation in the management of Tolire Kecil Beach by the Takome Village Administration remains low. To address this situation, it is recommended that the Takome Village Administration establish or empower a dedicated management team to serve as a platform for coordinating and facilitating community participation. Additionally, collaboration with the Ternate City Tourism Office is necessary to ensure that tourism management is conducted in a professional, well-planned, and sustainable manner. Local residents are also encouraged to increase their awareness and take the initiative to actively participate in every stage of managing the tourist attraction.

Keywords: Community Participation, Tourism Management, Tolire Kecil, Ternate City

A. Introduction

Indonesia is the world's largest archipelago, covering an area of 1,904,569 km² and comprising 17,508 islands stretching 5,120 km from east to west, with a coastline of 81,000 km and a maritime area of 3.1 million km² accounting for 62% of Indonesia's total territory (Yuliani & Herminasari, 2017). With a coastline of 81,000 km and abundant natural resources, both in the oceans and on land, Indonesia possesses vast resources that, if managed properly, can yield significant benefits for the country. One way to harness this potential is by developing these areas into tourist destinations (Iwan, 2016).

Tourism is a vital industry to develop because the activities carried out within its ecosystem impact various sectors of society. The tourism sector can be leveraged to drive economic transformation and create job opportunities, increase income, and improve the quality of life for local communities (Ramanda et al., 2019). In a broader context, tourism is not merely about travel or recreation but also constitutes a complex and multidimensional system. It involves interactions between tourists, local communities, the natural and cultural environment, and various related industries such as accommodation, transportation, culinary services, and handicrafts. Therefore, tourism management requires a holistic approach that takes all these aspects into account to provide optimal benefits for all stakeholders (Ramanda et al., 2019).

In addition to being a destination, tourism also serves as a place where people live, work, and engage in social and cultural activities. This is also explicitly regulated in Law No. 10 of 2009, Article 1, Paragraph (6) on tourism, which states that a tourism destination is a geographical area located within one or more administrative regions that contains tourist attractions, public facilities, tourism facilities, accessibility, as well as a community that is interconnected and contributes to the realization of tourism. Effective tourism management is a key factor in attracting a large number of visitors. According to Law No. 10 of 2009, Article 1, Paragraph (3), on Tourism, tourism is defined as various types of tourism activities supported by facilities and services provided by the community, businesses, the central government, and local governments.

Tourist attractions are closely linked to the community. As the primary driving force behind the creation of a tourist destination, the community is essential in terms of its participation and support in fostering a climate conducive to the growth and development of tourism in a region, with the aim of improving the community's well-being. Management that does not involve the community tends to marginalize the community itself. The development of a tourist destination is a planned transformation that requires the holistic participation of the local community (Sidiq et al., 2012). The participation in question can take the form of mental, emotional, and physical engagement, utilizing all available capabilities (taking the initiative) in all activities carried out, as well as supporting the achievement of objectives and assuming responsibility for all forms of participation. Furthermore, according to Astuti & Siti (2011), participation is the mental and emotional involvement of an individual within a group setting that motivates them to support the group's objectives and share responsibility for the group.

One region with promising tourism potential is the city of Ternate. With its unique natural and cultural riches, Ternate offers a variety of attractive tourist destinations. One of them is Tolire Kecil Beach, which has great potential to become an attraction for both domestic and international tourists. Its natural beauty and potential make Tolire Kecil Beach one of the promising tourist destinations in North Maluku (North Maluku Provincial Tourism Office, 2022). However, the management of the Tolire Kecil Beach tourist site still faces various challenges, such as the absence of a dedicated body or team willing to manage the beach such as a BUMKEL (Village Owned Enterprise) as well as inadequate facilities and infrastructure, including a lack of toilet facilities. This is supported by a 2022 study by Salim & Ruslan on the Analysis of the Development of Tolire Lake as a Tourist Attraction in Ternate City, which identified several issues, including a lack of community participation in its management. Regarding the issue mentioned above, Sunaryo (2013) states that public engagement is crucial in the management of a tourist attraction. In line with this view, the importance of this issue warrants further research; therefore, the researcher has chosen the research title "Community Participation in the Management of the Tolire Kecil Beach Tourist Attraction in Takome Village, Ternate City."

B. Methodology

1. Research Design

This study employs a quantitative descriptive method using a case study approach. This method was chosen to systematically describe the phenomenon of community participation in the management of the Tolire Kecil Beach Tourist Site (See Figure 1), based on numerical data measured using statistics. The case study approach allows the researcher to conduct an in-depth analysis of a specific site namely, community participation in Takome Village, Ternate City without generalizing to a broader population.

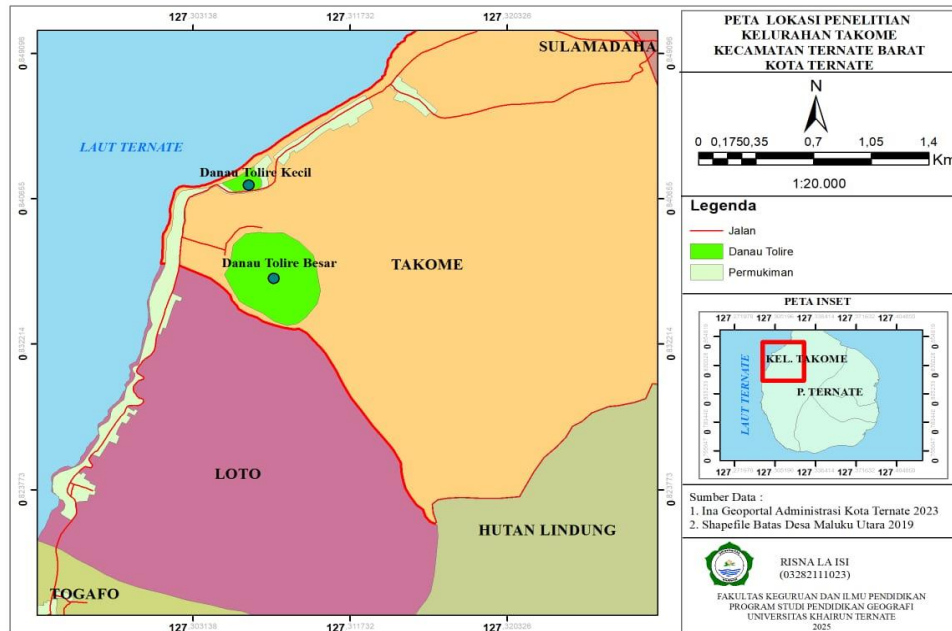


Figure 1. Map of Research Location

(Source: Data Processing Result, 2023)

The study population consists of the entire community of Takome Village, totaling 342 households (BPS, 2024). A sample of 30 individuals was selected using purposive sampling with the following criteria: aged 15–60 years and residing within a few meters of the tourist site. This technique aims to ensure that the selected respondents possess genuine knowledge and direct involvement in the management of Tolire Kecil Beach. The data sources used were primary data, obtained through direct field observations and a closed-ended questionnaire distributed to the 30 respondents. The questionnaire was structured based on three indicators of community participation: planning, implementation, and evaluation. This primary data served as the primary basis for addressing the research questions.

2. Instruments

The primary instrument used in this study was a closed-ended questionnaire, in which respondents selected only from the provided answer options. The questionnaire was designed based on the indicators of community participation outlined by Sarlina & Hasniah (2021), which include:

- a) Participation in planning (decision-making, deliberation, providing input)
- b) Participation in implementation (provision of facilities and infrastructure, financial contributions, maintaining safety and cleanliness)
- c) Participation in evaluation (monitoring of development, visitor satisfaction surveys, environmental monitoring, attendance at evaluation forums)

In addition to the questionnaire, the researchers also used direct observation to assess the objective conditions at the study site.

3. Technique of Data Analysis

This research employed a Likert scale to measure community participation in the management of the Tolire Kecil Beach tourist attraction. The Likert scale was chosen because it is suitable for measuring attitudes, opinions, and perceptions of individuals or groups regarding a specific phenomenon. In this study, the Likert scale was used to transform the three participation variables (planning, implementation, and evaluation) into measurable indicators, which were then developed into questionnaire items. The scale consisted of five response categories with the following scores:

Table 1. Likert Scale

Category	Score
Very Good	5
Good	4
Less Good	3
Not Good	2
Very Not Good	1

To calculate the percentage of each response option chosen by respondents, the following formula was used:

$$P = \frac{F}{N} \times 100\%$$

Where:

P = Percentage category

F = Frequency of responses

N = Total number of respondents

Next, to calculate the mean score for each indicator, the following formula was applied:

$$\bar{x} = \frac{a_1 f_1 + a_2 f_2 + a_3 f_3 + \dots + a_n f_n}{N}$$

Where:

$\bar{x}$ = Mean score

a_n = Score category (1 to 5)

f = Frequency of each score

N = Total number of respondents

The overall mean score was obtained by dividing the total sum of scores from all questionnaire items by the total number of respondents. Finally, the calculated mean scores were classified into five categories of community participation levels based on the classification table proposed by Pujiyanti (2020):

Table 2. Classification of Community Participation Level

Class Interval	Category
1.00 – 1.80	Very Not Good
1.81 – 2.60	Not Good
2.61 – 3.40	Less Good
3.41 – 4.20	Good
4.21 – 5.00	Very Good

Using this analytical technique, the data collected from 30 respondents through questionnaires and field observations were systematically processed to determine the level of community participation in each stage of tourism object management, namely planning, implementation, and evaluation. The results were then presented in the form of mean scores, percentages, and category classifications to answer the research problem formulation.

C. Findings and Discussion

1. Findings

This study involved 30 respondents selected through purposive sampling from the community of Takome Village, Ternate City. In terms of demographics, the respondents were predominantly women, numbering 20 (66.67%), while men numbered 10 (33.33%). In terms of age, the majority of respondents were in the 20–60 age group, totaling 29 people (96.67%), while the remaining 1 person (3.33%) was a teenager aged 15–19. Regarding the respondents' educational levels, the majority had completed upper secondary education: 18 people (60%) had a high school (SMA/SMK) background, followed by 5 people (16.67%) with a junior high school (SMP) background, 4 people (13.33%) with an elementary school (SD) background, and 3 people (10%) with a college or university background. These characteristics indicate that the respondents considered representative of the community around Tolire Kecil Beach are adults who possess sufficient understanding to evaluate the management of tourist attractions in their local area.

Public participation in the planning phase for the management of the Tolire Kecil Beach Tourist Attraction falls into the “poor” category, with an average score of 3.01 and a percentage of 60.17%. The first indicator in this phase is participation in decision-making, which received an average score of 3.23 (64.67%). This figure indicates that the community has not been optimally involved in the tourism management policy-making process, as evidenced by a lack of information regarding meetings or discussion forums and limited opportunities to express opinions. The second indicator is participation in deliberations and providing input, which recorded the lowest average score of 2.79 (55.67%). In detail, community engagement in meetings to contribute ideas reached only an average of 2.77 (55.33%), while engagement in providing suggestions and feedback reached an average of 2.80 (56.00%). This low level of participation in the planning stage is the most critical finding because without involvement from the outset, the community tends not to feel a sense of ownership toward the tourist attraction.

The implementation phase of tourist attraction management showed slightly better results than the planning phase, but still fell into the “poor” category with an average score of 3.23 and a percentage of 65.31%. Community participation in providing facilities and infrastructure recorded an average of 3.18 (71.19%), with the highest score in the collaborative effort to clear land for toilet construction (3.73 or 74.67%) and the lowest in the provision of materials for lighting (2.77 or 51.33%). Furthermore, financial contributions for the construction of facilities and infrastructure reached an average of 3.44 (69.05%), with financial support for toilet fixtures recording the highest value (4.03 or 80.67%), while direct donations for toilet construction were the lowest (3.03 or 60.67%). In terms of maintaining security, community participation averaged 3.27 (65.33%), with active monitoring of tourist areas as the highest indicator (3.63 or 72.67%) and providing safety information to visitors as the lowest indicator (3.00 or 60.00%). As for participation in maintaining the cleanliness of tourist attractions, it only reached an average of 3.06 (55.67%), where participation in community cleanup efforts recorded 3.10 (62.00%) and the willingness to provide cleanliness suggestions recorded 3.03 (60.67%).

The evaluation stage is the only indicator with sub-indicators in the “Good” category, although overall it is still classified as “Fair” with an average score of 3.26 and a percentage of 65.22%. Community participation in monitoring development through visitor satisfaction evaluations recorded an average of 3.57 (71.33%) and falls into the “Good” category. This indicates that the public possesses a sufficiently high level of awareness and willingness to ensure development quality by incorporating feedback from tourists. However, participation in development oversight regarding the environment surrounding tourist attractions is notably low, with an average of 2.83 (56.67%). In detail, monitoring of seawater quality reached 3.10 (62.00%), lake water quality reached 3.07 (61.33%), while monitoring of soil quality only reached 2.33 (46.67%), the lowest value among all research indicators. As for participation in attending evaluation forum meetings, the average was 3.39 (67.67%), with meeting attendance

at 3.37 (67.33%) and the expression of opinions or suggestions during evaluations at 3.40 (68.00%). The low level of participation in environmental monitoring indicates that the community still lacks the knowledge or capacity to monitor the ecological impacts of tourism activities.

Overall, community participation in the management of the Tolire Kecil Beach Tourist Attraction falls into the “poor” category, with a final average of 3.16 and a percentage of 63.57%. The order of participation from the lowest is the planning stage (3.01), followed by implementation (3.23), and evaluation (3.26) as the highest, although it is still poor. These findings indicate that the community of Takome Village has not been actively, voluntarily, and sustainably involved in every aspect of tourism management, from planning to evaluation. The main contributing factors include the lack of information received by the community, the absence of a dedicated management body or team, the lack of inclusive participation mechanisms, and the suboptimal role of the village government and the Ternate City Tourism Office in facilitating community involvement. If this situation is not addressed immediately, there is concern that the sustainability of the Tolire Kecil Beach tourist site will be threatened, economic benefits will not be distributed equitably, and the potential for environmental and local cultural damage may increase. Therefore, strategic interventions are needed, such as the formation of a community-based management body, capacity building through training, and the strengthening of two-way communication between the government and local residents.

2. Discussion

Tolire Kecil Beach, located not far from Lake Tolire in Ternate, offers the exotic charm of a black-sand beach with crystal-clear blue waters and relatively calm waves, making it a comfortable place to relax and enjoy the scenery, especially at sunset against the backdrop of the majestic Mount Gamalama. In addition to its natural beauty, visitors can also enjoy local delicacies such as fried bananas with chili sauce and young coconut water sold around the beach. The location is accessible by a 20- to 30-minute drive from downtown Ternate, making it an easily accessible destination to enjoy the beauty of nature.

A tourist attraction requires community participation in its management. Participation can be defined as the active and voluntary involvement of individuals or groups in an activity, decision-making process, or development initiative, in which they contribute ideas, labor, or resources, and feel a sense of responsibility and ownership toward the results achieved. Community participation in the context of a tourist attraction refers to the active and voluntary involvement of individuals and community groups in various stages of the development and management of the tourist attraction. This involvement can take the form of ideas, concepts, labor, resources, or decision-making related to the sustainability and benefits of the tourist attraction. Isbandi, as cited in Wahyuni (2019), emphasizes that community participation is an essential component in the development process, including tourism. Through participation, the capabilities and potential of local communities can be optimized for strong collective growth. Community participation plays a crucial role in supporting tourism development, particularly in steering its direction to minimize the negative impacts of tourism activities. The Tolire Kecil Beach tourist attraction is shown in the following image:



Figure 2. Tolire Kecil Beach.

(Source: Author Documentation, 2023)

1. Participation in the Planning of Tolire Kecil Beach Tourism Site Management

One form of community participation in tourism site management is planning participation, which is a crucial aspect in achieving sustainable tourism site management, including at the Tolire Kecil Beach tourism site. The research results indicate that planning participation in the management of the Tolire Kecil Beach tourism site falls into the “poor” category. This indicates that the community has not been optimally involved in policy-making, specifically due to a lack of meeting information and opportunities to voice opinions. This situation serves as an important reference for the community, as limited participation can diminish a sense of ownership. Therefore, efforts are needed to create a more inclusive and transparent platform (such as regular deliberations or two-way communication) so that the community’s voice can be accommodated from the very beginning of the planning process. This aligns with Cole (2017), who emphasizes that local community involvement in decision-making particularly during the planning phase of tourism development can enhance the community’s capacity to identify and mitigate negative impacts while maximizing positive benefits. Furthermore, according to Suansri & Buabeng (2020), when communities are involved in planning and operations, they can develop skills, create jobs, and ensure that income remains within the community.

2. Community Participation in the Management of the Tolire Kecil Beach Tourist Attraction

Community participation in the management of a tourist attraction that is no less important is participation in implementation. Research results indicate that community participation in the implementation of the management of the Tolire Kecil Beach tourist attraction falls into the “Poor” category. Although community participation in the planning of a tourist attraction’s management is vital and encouraged, their involvement often diminishes drastically during the implementation phase. This is caused by several factors, ranging from a lack of clarity regarding the community’s roles and responsibilities in daily operations, unrealistic expectations or benefits that never materialize on the ground, to resource constraints such as time, manpower, or technical skills that hinder their ability to contribute actively. Additionally, social dynamics within the community itself can also act as a barrier to consistent and effective participation during the implementation phase.

Nunkoo & Ramkissoon (2017) state that opportunities to participate in the implementation or management of a tourist attraction significantly influence community support for tourism and their willingness to continue contributing. When communities are directly involved in providing services, selling local products, or managing facilities, they can directly earn income and acquire skills. This indicates that community participation in the management implementation phase of a tourist attraction is crucial. Additionally, Poonprasit & Kovitvadhi (2018) argue that, through participation in implementation, communities can develop entrepreneurial capacity and create sustainable job opportunities within their own communities, thereby reducing dependence on external investment or employment.

3. Participatory Evaluation of the Tolire Kecil Beach Tourist Attraction

In the management of a tourist attraction, there is a participatory evaluation phase, which serves as the final stage—that is, the measurement of success and the identification of weaknesses. These are critical aspects of the management process for any tourist attraction, including the Tolire Kecil Beach Tourist Attraction in Takome Village, Ternate City. Research findings indicate that evaluation participation falls into the “Poor” category, primarily due to several factors. One key factor is the lack of structured feedback and reporting mechanisms, leaving the community without a clear channel to convey their observations or assessments regarding the impacts and effectiveness of management. Additionally, limitations in the community’s capacity and understanding of success indicators or evaluation methodologies also pose barriers, making it difficult for them to contribute substantively. Finally, if evaluation results are not followed up on in a tangible manner, this can foster apathy and reduce the community’s motivation to participate in future evaluation processes. In line with this, Cole (2017) emphasizes that when the public is involved in the evaluation process, there is greater pressure on managers to demonstrate results and explain any deviations from agreed-upon objectives. This participation reduces the potential for “greenwashing” or unfounded claims of success.

Furthermore, Nunkoo & Ramkissoon (2017) state that perceptions of procedural justice, including opportunities to participate in performance evaluations, are crucial for maintaining long-term community support for tourism. If communities feel their voices are heard in the evaluation process, they will be more likely to accept the results and continue to participate. Hampton & Jeyacheya (2020) argue that evaluation processes involving the community allow for the identification of problems and opportunities more quickly and accurately from a local

perspective. The community can provide insights into why a strategy has failed or how it can be improved to better suit the local context. This facilitates organizational learning and more effective policy adaptation. Furthermore, Poonprasit & Kovitvadhi (2018) suggest that through participation in evaluation, community members develop analytical skills and a better understanding of the complexities of tourism management.

D. Conclusion

This study concludes that community participation in the management of the Tolire Kecil Beach Tourist Attraction in Takome Village, Ternate City, is generally in the “poor” category, with an average score of 3.16 and a percentage of 63.57%. This low level of participation is reflected in all stages of management, namely planning (average 3.01), implementation (average 3.23), and evaluation (average 3.26). The main contributing factors include the lack of information received by the community, the absence of a dedicated management body or team, the lack of inclusive participation mechanisms, and the suboptimal role of the village government and the tourism office in facilitating active community involvement. This situation indicates that the community has not yet fully developed a sense of ownership and shared responsibility for the sustainability of this tourist attraction.

This study has several limitations. First, the sample size was only 30 respondents using purposive sampling, so the results cannot be generalized to other regions or contexts. Second, the study focused only on three indicators of participation (planning, implementation, and evaluation) without examining socioeconomic factors such as income, education level, or occupation that might influence the level of community participation. Third, this study is quantitative descriptive in nature and therefore does not delve deeply into the qualitative reasons behind the low level of community participation. For future research, it is recommended to use a mixed-methods approach (qualitative and quantitative) with a larger and more representative sample. Future researchers are also advised to analyze the determinants of community participation using inferential statistics, as well as to compare participation levels among different tourist attractions in Ternate City. Additionally, action research can be conducted to test the effectiveness of interventions, such as the formation of community-based management bodies, in increasing participation.

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