



## Community Based Tourism Development Strategy: A Study in Tourism Villages in North Minahasa Regency

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**Abstract:** The purpose of this research is to find out the strategies for developing community-based tourism (community-based tourism) for tourist villages, as well as what are the supporting and inhibiting factors for the development of community-based tourism (community based tourism) in tourist villages in North Minahasa Regency. The type of research used is descriptive qualitative research. Data collection techniques used by researchers are interviews, documentation, and observation. While the informants in this study were the government of North Minahasa Regency, tourism object managers, traders at tourist attraction locations, tourists and the community around the tourist village. The data sources used are primary and secondary data. The data analysis technique used is triangulation. The results of this study indicate that the community-based tourism development strategy in tourist villages in North Minahasa Regency consists of first, involving the community in decision making. Second, there is certainty that local communities receive benefits from tourism activities in their villages. Third, ensure environmental sustainability. Fourth, the factors that support the development of community-based tourism are found, namely the natural beauty that is still maintained, as well as the inhibiting factors of the lack of awareness in keeping the environment clean. there is certainty that local communities receive benefits from tourism activities in their villages. Third, ensure environmental sustainability. Fourth, the factors that support the development of community-based tourism are found, namely the natural beauty that is still maintained, as well as the inhibiting factors of the lack of awareness in keeping the environment clean. there is certainty that local communities receive benefits from tourism activities in their villages. Third, ensure environmental sustainability. Fourth, the factors that support the development of community-based tourism are found, namely the natural beauty that is still maintained, as well as the inhibiting factors of the lack of awareness in keeping the environment clean.

**Keywords:** Tourism Development, Community-Based Tourism, Tourism Village.

### INTRODUCTION

Tourism is an industry that generates a lot of foreign exchange for the country, so the government is trying to improve this sector by taking steps to develop it. Judging from its geographical location, Indonesia is an archipelagic country which is rich in natural resources. This is the capital to develop the tourism industry by utilizing the great natural and cultural potential. Natural landscapes of

mountains, valleys, waterfalls, forests, rivers, lakes, caves and beaches are natural resources that have great potential for natural tourism areas. Data from the Ministry of Tourism and Creative Economy of the Republic of Indonesia for 2020 shows that in recent years, the contribution of the tourism sector has increased significantly. This can be seen from the tourism sector's contribution to total exports of goods and services which increased sharply from 10 percent in 2005 to 17 percent in 2012. The tourism sector made a direct contribution to GDP of 4.8 percent in 2019, this value increased 0.30 points from 2018, namely 4.5 percent. This increase in contribution was mainly supported by the increase in the number of visits by foreign tourists and domestic tourists as well as the increase in the amount of investment in the tourism sector.

However, at the beginning of 2020 the world was shaken by the presence of the covid-19 virus outbreak. During the Covid-19 Pandemic, an estimated 75 million jobs in the tourism sector experienced shocks and the tourism industry lost more than US\$ 2.1 trillion in turnover (WTTC, 2020). In Indonesia, pressure on the tourism sector due to the Covid-19 Pandemic can be seen from the decrease in the number of foreign tourist visits, namely the total number of foreign tourist visits in January-May 2020 amounted to 2.9 million, a decrease of 53.36 percent from the previous year which amounted to 6.3 million visits (BPS, 2020). The same thing happened in North Minahasa Regency which was used as the locus of this research. In North Minahasa Regency, before the Covid-19 pandemic the number of foreign tourist visits increased 1000% in 2019, where in 2015 there were only 9,126 people to 93,964 people (Minahasa Utara Regency Tourism Office, 2020). In 2020 the number of tourists reached 14,985 of which 9.69% were foreign tourists. Compared to 2020, in 2021 there will be a decrease of 39.33% (BPS Minut 2022). Even so, the tourism sector in Minahasa Regency continues to improve, in line with the designation of Likupang which is in North Minahasa as one of Indonesia's five super priority destinations and the establishment of the Likupang Tourism Special Economic Zone (SEZ).

It is recognized that the tourism potential in North Minahasa Regency is not fully developed and has an impact on improving the people's economy. The lack of infrastructure funds in developing tourism potential is one of the reasons tourism in North Minahasa Regency is moving slowly. In addition, people's concern for the environment and maintaining the comfort and peace of everyone who comes to tourism is still lacking.

In order to minimize the negative impacts of the existing tourism activities mentioned above, this research was conducted, with an emphasis on the Community Based Tourism Development Strategy (CBT), which is a model of tourism development strategy that prioritizes the role of the community in tourism development in this case. tourist village. This is based on the understanding that community-based tourism is an empowerment approach that involves and places the community as an important actor in sustainable development (sustainable development paradigm).

Based on the description of the background of the problem above, this study aims to analyze:

1. Reviewing and analyzing community-based tourism development strategies for tourism villages in North Minahasa Regency.
2. Study and analyze the supporting and inhibiting factors in the development of tourism villages in North Minahasa Regency.

## LITERATURE REVIEW

### Service Marketing

Service marketing is something that can be identified separately / intangible, which is used to meet needs. Services can produce tangible or intangible objects. According to Lovelock and Wright in Adam, (2015) Service marketing is a part of a service system that covers the whole where service providers have contact forms with their customers, from advertising to billing, when doing things that include contact delivery or delivery of services (Manullang, 2016).

## **Tourist**

The world tourism organization (World Tourism Organization) put forward the definition of tourism as follows: "The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." (WTO, 1999).

According to Law Number 10 of 2009 concerning tourism, tourism is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs and local governments. Tourism is a journey that is carried out temporarily, from one place to another, with the aim not to make a living, but as a consumer activity to enjoy the journey they are doing in order to fulfill their desires (Prasiasa, 2013). Tourism is a type of trip that is planned and carried out from one place to another individually or in groups, with the aim of obtaining some form of satisfaction and pleasure (Sinaga, 2010).

## **Tourism Village**

Widayuni (2019), defines a tourist village as a form of integration between accommodation, interaction and supporting facilities that have been presented in a structure of community life that is integrated with prevailing procedures and traditions. A tourist village is a rural area that presents a reflection of rural authenticity both from socio-economic life, socio-culture, customs, daily life, has a distinctive village architecture and spatial structure, or an economic activity that is unique and interesting and has the potential to be developed. into various tourism components, such as attractions, accommodation, food and drink, souvenirs, and other tourism needs.

## **Development of Community Based Tourism (Community Based Tourism)**

Community-based tourism as an empowerment approach that involves and places the community as an important factor in the context of a new development paradigm, namely sustainable development (sustainable development paradigm). . Community-based tourism does not mean that it is only a small and local effort, but needs to be placed in the context of global community cooperation. Community based tourism as tourism that takes into account and places environmental, social and cultural sustainability, regulated and owned by the community, for the community.

In general, the role of society is more focused on participation. The level of participation given will be based on the level of empowerment possessed by the community and the ability to understand at every level in the public policy process. Basically, not all people are able to provide suggestions, criticisms, ideas and so on. Another role that can be explored is participation in the field of funding. Community fund mobilization is often carried out as a comparison of the community's ability to fund a development activity that is being carried out by the government or the private sector, sources of funding that are collected by the community are more popularly known as community self-help.

Community involvement in tourism development in the form of participation can be seen in the following five stages (Rohim 2013):

1. Preparation phase. Community participation at this stage is by following the socialization held to welcome the presence of the development of Farmer Tourism Village as a tourist village.
2. Planning Stage. This stage consists of identifying needs and analyzing capabilities. At this stage community participation is functional, meaning that the local community participates in what has been determined by experts from outside the local village who are entrusted with the development of Kampung Wisata Tani as a tourist village.
3. Operational Stage. This stage consists of physical participation and non-physical participation. In physical participation, local community participation is carried out in several ways. First, self-mobility, meaning that the community is fully aware of building physical facilities to support tourism development in their village.
4. Development stage. At this stage community participation is spontaneous, among others by establishing and managing businesses related to tourism, such as managing 40 lodging businesses, food and beverage stall businesses, and businesses that sell daily needs.

5. Supervision Stage. At this stage, community participation is more of a practical and preventive supervision.

### Previous research

The following is a description of several relevant previous studies used as a reference in this study:

Sundar et. al (2022), research entitled: Analysis of Tourism Village Development Infrastructure in Five Super Priority Destinations on Tourist Satisfaction. The Indonesian government through the Ministry of Tourism and Creative Economy is developing five super priority destinations, one of which is a tourism village located in five areas, namely the Lake Toba area, Borobudur in the Labuan Bajo area, Mandalika area, and Likupang area. Given the large number of infrastructure in several tourist villages in Indonesia, it is still inadequate, so that tourist satisfaction has decreased. Methods of data analysis using factor analysis methods and in-depth interviews. The results showed that the dominant tourist village infrastructure factor for tourist satisfaction was accessibility and public facilities.

Osin et.al (2021). The research entitled: The Model of Development Tourism Village Through the Involvement of Millennial Generation in Bali. This study uses a qualitative descriptive and quantitative descriptive approach. The results of this study indicate that the age group between 20-25 years, totaling 75 people, is a potential market in promoting and further introducing the Nyambu and Baru Marga tourist villages. The highest number of millennial tourists visiting tourist villages is from the type of work, namely students as much as 46%. It is known that the majority of tourists visiting tourist villages are men with a percentage of 54%. Motivation is a determining factor for millennial tourists to travel from the results of a survey of 100 respondents, 76% stated that they visited the Nyambu tourism village and Baru Marga Tabanan Village because of nature tourism.

Dwiningwarni et.al (2021). The research entitled: Development of Tourism Village Based on Promotion Integration Through Website. The aim of this research is to advance tourism villages through digitization and websites. The methods used are training, mentoring, supervision, and assessment. The findings show that guidance and assistance in web operation and promotion design has a significant impact on the training participants. Tourist information centers are needed by managers because they can provide information about tourist attractions to tourists. The results of the organizational management training were improving the quality of Pokdarwis management, which initially did not have a job description and after the training there was a job description for each administrator.

Wiweka et.al (2021), The purpose of this research is to find out how the experience of developing a tourist village is seen from the tourism life cycle approach. This study also explores the sensitivity of managers to the phenomenon of overtourism in their villages, to design product rejuvenation strategies. The results of this study found that in the tourist area life cycle model approach, the growth of tourist villages can be grouped into 6 phases. The exploration and stagnation phases were marked by the start of the Nglanggeran tourism village and massive growth which had environmental, social and cultural impacts. Management implements several strategies, including price management, visitor management and length of stay management.

Roziqin and Syarafina(2021), This research is entitled: Tourism village development study: Lesson learned from Flory Village, Sleman Regency, Yogyakarta. The existence of village tourist destinations has a positive impact on rural economic development and regional tourism. This research explores how Flory Village and its people manage tourism. As a result, there are two groups of tourist villages, namely Dewi Flory and Taruna Tani, which have succeeded in developing their tourism potential according to their respective characteristics. Dewi Flory focuses on educational tourism, making salted eggs, nata de coco, vegetable gardening, and outbound tourism in three rides: water rides, dry rides, and a mini forest. Furthermore, Taruna Tani focuses on agriculture, such as ornamental plants and fruits, as well as village culinary tours.

## RESEARCH METHODS

### Types and Research Approaches

This study uses a type of qualitative research. In terms of terminology, qualitative research according to Bogdan and Taylor in Moleong (2013) is a research procedure that produces descriptive data in the form of written or spoken words from observable people and actors.

### Research sites

The location of data collection is in the location of tourist villages in North Minahasa Regency, namely: Sawangan Cultural Tourism Village, Wineru Nature Tourism Village, Pulisan Nature Tourism Village, Marinsow Nature Tourism Village, and Budo Nature Tourism Village. The five tourist villages were determined because based on information from the North Minahasa Regency Tourism Office, these villages had been designated as tourism development priority areas in North Minahasa Regency.

### Research Respondents

Respondents in this study were the community, tourism object managers, community leaders and leaders and the government, both at the village, sub-district and district levels. Determination of respondents using purposive sampling method, namely the determination of respondents is done deliberately using certain criteria. Where the criteria in question are subjects related to this research.

### Data Retrieval Method

#### Observation

Observations in this study were carried out by visiting the research object, then recording systematically, seeing or directly observing the intended individual or group. The researcher conducted participant observation, that is, the researcher was involved with the activities of the subject being observed or used as a source of research data.

#### Interview

Interviews in this study were conducted with research respondents who understood the research topic by means of deep interviews.

#### Documentation

Documentation data collection techniques are carried out for secondary data types in the form of publication data related to tourism development in North Minahasa Regency.

#### Data Validity Test

Data validity test is used to ensure the correctness of the data obtained. The techniques used to test the validity of the data in this study are:

1. Perseverance and constancy of observation, aims to improve the accuracy of information in interviews and observations.
2. Triangulation. This is done by checking the validity of the data by utilizing other relevant sources. Aims to check and as a comparison of the data obtained. In this study, researchers justified the data obtained from respondents with conduct in-depth interviews with various stakeholder groups, such as teachers, religious leaders, traditional shops in the research object.

#### Data analysis technique

Data analysis in the research was carried out before going to the field, while in the field and after finishing going to the field. Data analysis was carried out interactively and took place continuously until it was complete so that the data was saturated.



## RESEARCH RESULTS AND DISCUSSION

### Research Results and Discussion

Regarding the results of the research and discussion of this study, researchers will discuss related to community-based tourism development by looking at the elements of participation of community members in decision making, the certainty that the community will receive benefits from tourism activities, and ensuring environmental stability, as well as supporting factors and inhibiting factors. Researchers will discuss according to the results of research and observations in the field which are explained as follows:

#### Involve Community Members in Decision Making

Citizen involvement in tourism development is very important to ensure that the results obtained are aligned with the needs and benefits of local residents. Community participation does not only strengthen the capacity of local communities, but also enhances community empowerment in joint development. The development of tourist villages in North Minahasa Regency is inseparable from the participation of the community who participate in tourism development, starting from the design stage to implementing a program that will be implemented. The North Minahasa Regency Government is very serious in involving the community whose village is made a tourist village as an effort so that tourism development can improve the community's economy.

The concept of community participation is an important concept because it is related to a democratic government system, because the benefits of community participation can broaden the knowledge base and representation, help establish communication transparency and power relations among stakeholders, increase iterative and cyclical approaches and ensure that solutions are based on local understanding and knowledge, encourage local ownership, commitment and accountability, build community capacity and social capital (Suriana, 2009).

Community-based tourism is tourism that recognizes cultural, social and environmental sustainability. This form of tourism is managed and owned by the community for the community, in order to help the community and the local community's way of life (Hadiwijoyo, 2012). Tourism development should be able to provide opportunities for people to get jobs or do business. Increasing tourist visits to a tourist attraction object should be able to provide as much benefit as possible in order to help improve the welfare of the people around the tourist attraction object. The process of developing a tourist village always involves the community in the decision-making process, this is done because the development of a tourism destination is intended for the welfare of the community. Results of interviews with one of the village heads whose village is made into a tourist village, it can be seen that the involvement of the community in making decisions related to the development of a tourist village touches all the activities contained in the tourist attraction. So that the development does not encounter significant problems.

One of the strengths of tourism is its heavy dependence on local natural and cultural resources. Where these assets are owned and managed by all members of the community, both individually and in groups, including those without financial resources. It can foster care, self-respect and pride in all members of society. Thus the existing resources increase in value, price and become the reason why visitors want to come to tourist village locations. The interest of visitors to visit tourist objects lies not only in its natural beauty but also in the culture of the local people who are very friendly in welcoming visitors. So that visitors feel comfortable in carrying out tourism activities. The results of an interview with one of the tourists who visited said that the characteristics of a very open community made visitors feel comfortable when visiting tourist objects. In addition, visitors can directly analyze the existence of local communities in tourist sites providing evidence that the development of tourist villages is in line with community empowerment. The success of tourism development, initiative and creativity of community members born from awareness and responsibility as human beings who live in society and are expected to grow and develop as participation. In relation to community participation in development. In addition, visitors can directly analyze the existence of local communities in tourist sites providing evidence that the development of tourist villages is in line with community empowerment. The success of tourism development,

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The community, especially those around the tourist village location, always involve themselves in meetings that discuss related issues where this group will then always see the form of government policies and managers including in the process of developing a tourist village. Results of interviews with residents around the location of the tourist village it was found that the management of tourist villages and also the government often involved the community in the decision-making process at tourist objects. Of course this is related to the efforts of the manager and the government in order to improve the community's economy. Community participation in the active implementation of tourism development both in making implementation plans and in assessing development is so important as a measure of the ability of the community to take initiative and enjoy the results of the development that has been carried out.

In order to increase and encourage the emergence of an attitude of participation, what community developers need to understand are the real needs felt by individuals and society. The involvement of the community around the tourist village in addition to increasing community knowledge regarding the importance of participating in tourism development can also improve the community's economy. This is felt very real and can be enjoyed by the community. Interview results with residents around the location of the tourist village, can be an important lesson that in development through tourism business activities it really requires community participation because basically the results of these activities can be enjoyed by the community itself. Both the district government and the government in tourist villages (districts and villages) always involve the community in decision making. Involving the community is very important because basically the existence of a tourist village is indeed to improve the economy of the community around tourist sites.

***There is certainty that local communities receive benefits from tourism activities in their villages.***

The selection of policy instruments will be very decisive if it is based on a complete study of the goals to be achieved in the most efficient way possible, not based on partial and incomplete studies. The most important thing also needs to be based on good morals and political will. Issues that are currently developing regarding tourism planning only emphasize technical aspects, when in fact it is a political issue involving the regulation of all existing tourism components in order to suppress the interests of the community.

The North Minahasa Regency Government certainly ensures that tourism activities provide benefits to the community. This belief is based on many aspects of tourism activities involving the community and all profits are managed by the community itself without sharing these profits with the government. The results of interviews with government officials of North Minahasa Regency can be seen that activities in tourist villages can be felt directly by the community where all income can be managed by the community in order to improve their economy without the need for retribution to the government.

The development of tourism destinations requires good and precise planning techniques. Development techniques must incorporate several aspects of supporting tourism success. One of them is where people can feel the benefits of tourism activities. Basically the development of the tourism industry is to improve the economy of the community in a place so that community involvement in tourism development is very important. Tourism object managers will continue to ensure that tourism activities will always provide benefits to the community. In addition to benefits in the economic field, the government also hopes that there will be benefits in other fields, such as social customs that can be introduced to the outside world. Results of interviews with Authorized

official of the North Minahasa Regency Government, confirmed that tourism has proven to have uplifted people's lives, because this sector is able to drive the wheels of the economy at all levels of society and have a direct impact on people's welfare, as well as being able to encourage regional growth and development. However, it should be realized that tourism development efforts carried out by the government really need the full support and active participation of the community. Therefore, as an effort to build community support and participation, the government systematically and continuously seeks to raise public awareness about the importance of the support of all parties for the development of the tourism sector.

The magnitude of the influence of tourism in the context of development in the community's economic sector is recognized by the government as something that must be maintained. Community involvement in the context of developing a tourist village really needs community participation to bring in visitors and introduce community culture at the local level and even at the national level. The results of interviews with village heads whose villages were made into tourist villages found that community participation in the context of developing tourist villages was able to bring benefits to the community with the large number of visitors who came to travel. The increasing presence of visitors is an opportunity for the community to introduce their culture to other regions and even at the national level.

An environmental condition originating from the attitude of the people in a tourism destination/tourist destination that reflects an atmosphere that is intimate, open and high in acceptance which will provide a feeling of comfort, a feeling of being accepted and at home for tourists when traveling or visiting the area. The results of an interview with one of the tourists obtained information that the presence of traders and cleaners who were in the location of the tourist village brought benefits that could be felt directly by the community from tourism activities. Furthermore, the character of the people who are open to visitors gives a comfortable impression to visitors.

The meaning contained in the concept of tourism is the support and participation of all components of society in creating a conducive climate for the growth and development of tourism in a region. This concept has placed the community's important position and role in tourism development both as hosts and as tourists. The existence of a tourist village provides opportunities to create jobs for local people who are not yet working, so that these opportunities are utilized by the community. The results of interviews with residents around the location of the tourist village, the presence of a tourist village provide an opportunity for the community to improve their economy. This benefit is felt by the community, what's more, their involvement in the framework of tourism development is very urgent.

Creating the maximum economic benefit value for the people's welfare, so that tourism can actually demonstrate its function as an agent of regional development as well as an effective instrument for community empowerment, the value of these economic benefits can be contributed through the creation of a multi-fold economic impact tourism direct, indirect economic impact as well as the accompanying economic impact, for society. As a result of the observations of researchers in the field regarding the certainty that local communities will receive benefits from tourism activities, it can be concluded that the presence of tourist villages provides benefits directly or indirectly to the community. The community can directly feel the increase in the economy from tourism activities.

### **Ensuring Environmental Sustainability**

The tourism industry is generally based on the availability of natural resources such as air, land and water. These natural resources are used as objects as well as products for the tourism industry. Natural ecosystems will be damaged if their planning, development and operation are not regulated properly. On the other hand, if it is developed in a sustainable manner, tourism can be a positive force for environmental conservation. It is important for tourism managers to involve the community in the development of the tourism industry because the community is very familiar with the geographical conditions of the natural place where the community lives. One of the attractions possessed by tourist villages in North Minahasa Regency is the natural beauty that is still very



natural so that visitors always prioritize the beach as a place to carry out tourism activities. This natural beauty is of course the responsibility of the government and managers to always protect it so that it is not damaged as a result of tourism development.

Based on the results of researchers regarding the efforts made by the government and managers in maintaining environmental sustainability in the tourist village area is through discussions that involve the government and the community about development procedures that will be carried out so that they do not damage the physical environment in tourist locations. Besides that, it involves the community directly to control the tourism environment in a sustainable manner.

## **Supporting Factors and Inhibiting Factors for the Development of Community Based Tourism for Tourism Villages in North Minahasa Regency**

### **1. Supporting Factors: Natural Conditions that are Still Maintained**

The tourism governance process clearly has several supporting mechanisms so that in its management according to the wishes that have been designed, the governance of a tourist village has several factors that support the manager in the context of developing tourism, some of which are: natural conditions are still maintained.

The tourism industry is built on regional basis. For Indonesia, this zoning is very important because Indonesia has broad and multicolored potential, both immovable attractions (such as natural beauty, monuments, temples and so on) and mobile attractions (where the human factor plays an important role such as arts, customs, ceremonies, fairs celebrations and so on). Territoriality in tourism is the division of tourism areas that can be seen as having potential, then can be made a definite destination. A tourist destination area or WTW is a region/area or place that has attractions, traffic situations and supporting facilities, causing the area to become an object of tourist needs.

Based on the results of field research related to the supporting factors for the management of tourism villages in North Minahasa Regency, it can be concluded, namely: natural beauty that is still maintained and beautiful natural panoramas in tourist attraction areas make it the right choice for people to carry out nature-based tourism activities.

### **2. Inhibiting Factors: Awareness of Cleanliness**

Garbage problem is a common problem faced by every tourist attraction. The lack of awareness of tourists in maintaining the cleanliness of the environment makes it difficult for the location of tourist objects to maintain their beauty. Various efforts have been made by the management starting from outreach, providing trash cans and giving warnings.

Similar conditions also occur in several tourist village areas in North Minahasa Regency, lack of awareness from tourists sometimes makes cleaning managers have to work hard to clean up tourist sites that are polluted with garbage. Even though the location of the tourist attraction has provided signs for tourists to dispose of garbage in the trash that has been provided.

The large amount of garbage that is scattered in tourist objects is not only on land but also when it is crowded with beach visitors it is also contaminated with garbage. This makes the manager provide trash bins at every location, even on the pier, trash cans are provided so that visitors no longer have a reason to throw trash anywhere.

Lack of public awareness in disposing of garbage anywhere is a big problem faced by the management of tourist objects. The next step taken by the manager is to install trash bins in each tourist area. In addition to providing trash bins, the cleaning service has also coordinated with traders to appeal to their consumers to dispose of trash in the places provided. In addition to improving the economy of the community, economic actors, in this case traders who sell in the tourist area, also have the responsibility to give warnings to visitors who throw garbage anywhere. Moreover, most of the trash scattered around is merchandise from traders.

## CLOSING

### Conclusion

Based on the results of the discussion related to Community Based Tourism Village Development research in the North Minahasa District, the conclusions that can be obtained are as follows:

1. Involving community members in decision making is the process of developing a tourist village in North Minahasa Regency which is going well where the government and tourism village managers always involve the community in decision making.
2. Involving the community is very important because basically the existence of a tourist village is basically to improve the economy of the community around tourist sites.
3. There is certainty that local communities receive benefits from tourism activities directly or indirectly. It can be felt directly through the economic increase from tourism activities. Indirectly, many visitors who come to tourist sites promote through social media the existence of the tourist objects visited.
4. Ensuring environmental sustainability involving managers, government and the community regarding development procedures that will be carried out so that they do not damage the physical environment at tourist sites.
5. Supporting factors for the management of tourist villages are natural beauty that is still maintained. The beautiful natural panorama in the tourist village area makes it the right choice for people to carry out nature-based tourism activities.
6. Factors hindering the development of tourist villages are: lack of public awareness in maintaining environmental cleanliness and unclear regulations related to tourism management. Cleanliness of tourist objects is a top priority so that tourism activities can survive, so that tourists and all stakeholders involved in tourism activities must work together to protect the environment of tourist objects.

### Suggestion

1. Increasing the involvement of local governments and the private sector in implementing community empowerment programs around tourism because the community is one of the less empowered people in all respects, due to their education, economy and social status, so they need to carry out a mentoring program.
2. It is hoped that the regional government and tourism village managers will always open space for the community so that they can be empowered so that the community can live independently.
3. To the tourists to build awareness to always maintain the cleanliness of the location of tourist objects so that the existence of these tourist sites can also be enjoyed by future generations.
4. Community-based tourism development, the community needs assistance so that they are involved as a whole at every stage and process of development. Because in the development of community-based tourism, the community is the subject as well as the object.
5. The results of this study also recommend that the North Minahasa Regency Government in building and developing the tourism sector be able to do so by involving Non-Governmental Organizations (NGOs), Universities, and Research Institutions, at all stages.

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