

The Role Of The Tourism Office In Developing Likupang Tourism In North Minahasa Regency, North Sulawesi Province

Anita Fransiska Rumbayan¹, Halilul Khairi², Zubakhrum B. Tjenreng³

Sekolah Pascasarjana, Institut Pemerintahan Dalam Negeri, Jatinangor

Article Info	ABSTRACT
Keywords: Role, Development, Tourist	This study examines the role of the Tourism Office and the obstacles faced in developing Likupang tourism, which is one of the Super Priority Tourism Destinations (DPSP) in Indonesia. The qualitative descriptive research method was used with data collection through documentation, observation, interviews and analyzed using ATLAS.ti software. The results of the study show the role of the Tourism Office including: 1) Coordinating with related parties in the development of Likupang, encouraging community participation in capacity building programs, and developing new attractions; 2) Striving to improve infrastructure for basic needs, including road quality and efforts to provide pioneering Damri transportation for easy access; 3) Improving supporting facilities in the form of health services, security and better telecommunications coverage; 4) Striving to achieve the concept of tourism awareness to create a conducive environment for tourism by organizing environmental cleanliness, sanitation and waste management training; and 5) Developing tourism promotion through participation in national and international events and through the use of social media. Several obstacles were identified, including: 1) Lack of Human Resources of civil servants with educational background in tourism 2) Limited allocation of government budget in tourism development in North Minahasa Regency; 3) Low community involvement in tourism development. This study concludes that the role of the North Minahasa Regency Tourism Office has been quite optimal in striving for Likupang tourism development through the program activities carried out which aim to support Likupang as a DPSP, but adjusted to regional capabilities.
This is an open access article under the CC BY-NC license 	Corresponding Author: Anita Fransiska Rumbayan Sekolah Pascasarjana, Institut Pemerintahan Dalam Negeri, Jatinangor fransiskanita32@yahoo.co.id

INTRODUCTION

Indonesia is a maritime country consisting of 17,024 islands spread throughout the archipelago, with abundant potential in the form of natural resources, biodiversity, historical heritage, art, and culture. This wealth is a gift from God Almighty and is a resource as well as important capital in developing tourism to improve the welfare and prosperity of the people, as mandated in the Pancasila and the Preamble to the 1945 Constitution of the Republic of Indonesia.

Law Number 23 of 2014 concerning Regional Government regulates the implementation of government affairs by the Regional Government and the Regional

Representative Council based on the principles of autonomy and assignment tasks, by implementing the principle of autonomy as widely as possible within the framework of the system and principles of the Unitary State of the Republic of Indonesia (NKRI). The central government is responsible for ensuring that regional governments have adequate resources and capacity to organize government and development at the local level. As implementers, regions are expected to be able to optimally utilize the wealth of resources they have to encourage the progress of their regions, one of which is from the tourism sector.

Indonesia's tourism sector then slowly recovered as the pandemic was controlled and the economy recovered. Based on the list Travel and Tourism Competitiveness Indeks (TTCI) 2021 from the World Economy Forum (WEF) in May 2022, via the website www.goodnewsfromindonesia.id It was noted that Indonesian tourism managed to achieve a better ranking in the Indonesian Global Tourism Index and was ranked 32nd out of 117 countries in the index. This is a significant achievement, because in the previous year Indonesia was ranked 44th. Meanwhile, in the Asia Pacific region, Indonesia managed to rise 2 levels to 8th place and shift the positions of Malaysia and Thailand which were previously superior. This achievement can also be realized due to the existence and excellence of five Super Priority Tourism Destinations (DPSP) in Indonesia, namely Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara and Likupang in North Sulawesi. This increase in ranking also makes Indonesia's reputation in the international arena better, especially for the development of the tourism sector.

However, what is in the spotlight together is the uneven recovery of world tourism, where the tourism market is not yet fully open. This condition requires each country to implement a sustainable and more resilient tourism strategy. In addition to improving tourism infrastructure, investment in health and security must also be increased to ensure safety for international travelers. According to information from kompas.id, it was stated that in January 2022 there had been an increase in the number of international tourist arrivals by 18 million people compared to January 2021. However, this number is still 67 percent below the conditions in 2019.

One of the areas being developed as a Super Priority Tourism Destination is the Likupang area, which is located in North Minahasa Regency, North Sulawesi Province. With the tourism potential offered, Likupang was then designated as one of the 5 Super Priority Tourism Destinations by the President of the Republic of Indonesia, Mr. Joko Widodo at that time in a Limited Meeting on July 15, 2019 and included in the list of National Strategic Projects 2020-2024. Likupang was also designated as a Special Economic Zone through Government Regulation Number 84 of 2019 concerning the Likupang Special Economic Zone which was ratified on December 6, 2019. This determination has an impact on tourism development in North Minahasa Regency, including the development of tourist destinations and attractions, development of accessibility, public infrastructure, public facilities, and tourist facilities.

Tourism development is needed to encourage equal business opportunities and face the dynamics of change at the local, national, and global levels. Based on Law Number 10 of

2009 concerning Tourism, national tourism development is carried out in accordance with the Tourism Development Master Plan. As a follow-up, the government issued Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) for 2010-2025, which serves as a guideline for national tourism development strategies. In RIPPARNAS 2010-2025, Likupang was designated as one of the National Tourism Development Areas (KPPN) which is included in the National Tourism Destination (DPN) Manado-Bunaken and its surroundings

Likupang, located in the northern part of Sulawesi Island, is a very complete tourism destination, offering various types of natural tourism both above the water and under water with natural coastal conditions. The natural coastal area of Likupang, the enchanting blue sea and the beauty of the underwater world, coupled with the culture of the local community and unique culinary delights that are interesting to explore, make it a very potential place to visit.

The North Minahasa Regency Tourism Office is an implementing element of the regional government in the field of culture and tourism as stated in the Regional Regulation of North Minahasa Regency Number 5 of 2016 concerning the Formation and Composition of Regional Apparatus, which has the main task of compiling and implementing regional policies and assistance tasks in the field of culture and tourism which are the authority of the region delegated by the central government to the regional government and other tasks ordered by the Regional Head. In carrying out these main tasks, the availability of quality Human Resources (HR) is very important.

The people of North Minahasa Regency are considered not yet fully aware of tourism development, which has an impact on the worrying natural conditions. This is proven by the fact that many people still litter around tourist attractions and the lack of attention to the maintenance of existing facilities and infrastructure. As is known, waste is a sensitive issue for tourists, especially foreign tourists. In addition, the community still does not participate enough in supporting tourism development and not a few express rejection, which is also aimed at the welfare of the community.

Seeing the development of tourism in North Minahasa Regency which is the responsibility of the local government, more maximum efforts are needed in developing this sector in the future. Therefore, the Author realizes how important the role of the local government is in developing tourist destinations in the Likupang area, which has been designated as one of the DPSP in Indonesia. Based on this description, the Author is interested in exploring more deeply the role of the North Minahasa Regency Government, especially the North Minahasa Regency Tourism Office which is required to improve various aspects related to tourism development, such as accessibility, public facilities, public facilities, and other tourist facilities, as well as the obstacles faced in developing tourism in Likupang.

To achieve the above purpose, the author must seek information to achieve the following objectives: To analyze the role of the Tourism Office in developing Likupang tourism in North Minahasa Regency, North Sulawesi Province. To analyze the obstacles faced by the Tourism Office in developing Likupang tourism in North Minahasa Regency,

North Sulawesi Province.

METHOD

According to Moleong, the qualitative approach is "research that produces results that do not use statistical analysis procedures or other quantification." The analysis procedure for qualitative research is more descriptive and is based on data collection and analysis. In qualitative research, the data collected is in the form of writings, pictures, books, or photos obtained from interviews. The data obtained is then presented in the form of a narrative description.

StudyThis uses a theoretical basis as a guide so that the focus of the research is in accordance with the facts in the field and provides an overview of the background of the research and as a result of the research, so that it will make it easier for researchers to describe their problems with various forms of documents, concrete data in discussing existing problems. Descriptive research with a qualitative approach displays data, interprets and describes an object, and expresses opinions based on empirical facts in the field which are then interpreted with general and standard theories.

The selection of the subject was done using the "criterion based selection technique, which is based on the assumption that the subject is the main actor in the research theme being conducted." The author chose the criterion based selection technique, which is the selection of informants based on criteria. Informants who are used as sources of research data through interviews with the following considerations or criteria:

1. Compiler of tourism development activity programs in North Minahasa Regency;
2. Implementer of tourism development activity programs in North Minahasa Regency;
3. Parties involved in the tourism development program;
4. Parties who are the target groups for tourism development.

This study uses data collection techniques Observation, Interview AND Documentation. In this study, researchers only use triangulation of data sources to test the validity of the data obtained by comparing data from the results of observations, interviews and from related documents or archives to obtain the truth of data and information.

Researchers use ATLAS.ti software, a software used for qualitative research data analysis that can help organize, code, and analyze research data. This software helps organize, manage, and analyze non-numerical data, such as interview transcripts, observation notes, articles, videos, and other text documents. By using ATLAS.ti, researchers can identify themes, build relationships between concepts, and conduct in-depth analysis efficiently.

RESEARCH RESULTS AND DISCUSSION

The Role of the Tourism Office in the Development of Likupang Tourism in North Minahasa, North Sulawesi Province

In this case, how the Tourism Office as an element of the regional government bureaucracy carries out its role according to its main tasks and functions in tourism development. The North Minahasa Regency Tourism Office plays an important role in tourism development in

the Likupang area, especially with the determination of Likupang as one of the five DPSPs in Indonesia.

Fostering, Driving, Regulating and Controlling Tourism Development and Creating a Conducive Climate for Tourism Business

The regional government through the Tourism Office plays a role as a mentor in developing tourism including providing guidance, education, and training for tourism business actors, the community and other related parties with the aim of improving the quality of human resources and tourism services in the region. As a driver, the regional government encourages the growth and development of the tourism sector through various policies that support investment and innovation and development of new tourism products that can attract tourists' interest. As a regulator and controller, the local government establishes regulations, standards, and policies that govern the operation of the tourism industry, maintain environmental sustainability and safety for tourists. In realizing a conducive climate, the Tourism Office works together with various parties to provide adequate infrastructure, security, and easy access to information and up-to-date on tourist destinations to help tourists and business people in planning and developing their businesses.

According to Pitana and Gayatri in the concept *good governance*, cooperation between government, private sector, and community is the key to achieving successful development. Tourism development and development are carried out in an integrated and mutually integrated manner because tourism development has multi-sector, multi-actor, and multi-aspect characteristics. The government plays a role in communicating the policies it has initiated. The government's role is optimal in making Likupang a DPSP that continues to develop and multidimensional to drive and coordinate various aspects of tourism development in this area. The local government also plays a crucial role in monitoring and evaluating the implementation of tourism programs in the region and then making strategic improvements if necessary.

Communication and discussion forums are a means to align visions and encourage joint initiatives to ensure that stakeholders understand their respective roles in developing Likupang tourism. The involvement and involvement of stakeholders in the development and preservation of tourism in North Minahasa Regency is very important. The communication forum that is formed will be very helpful as a monitoring and evaluation forum in a certain period of time for every development that occurs and is a forum for interaction between stakeholders to facilitate coordination. The Tourism Office often holds meetings and discussions to ensure that all parties have the same goal in developing Likupang tourism.

Based on The results of the study can be concluded that the Tourism Office is trying to establish cooperation with stakeholders. The importance of cooperation, commitment and participation of all stakeholders (central government, local government, business actors, tourism and creative economy actors, academics and communities and associations) in order to advance tourism and its benefits can be felt by the community. A development effort that is carried out in a planned manner must involve all elements and be carried out in a coordinated and integrated manner to achieve the goal of community prosperity.

Local governments play an important role in planning and implementing HR development programs. Local governments also play a role in inviting stakeholders to participate in HR development activities. Professional and competitive HR is not produced in a short time. Every tourism destination requires assistance from various parties and the involvement of stakeholders to be involved in tourism activities. Cooperation from various stakeholder sectors facilitated by the government is needed because local governments have the power to regulate existing stakeholders. HR development can be focused on various types of training. The Tourism Office provides space for the community to be able to increase their participation in capacity building programs in their efforts to develop tourism, especially if the interests of the community are considered.

There is development of other attractions to encourage efficiency and productivity of other tourist areas that mutually support the development of the Likupang DPSP.

The role of the Government in providing incentives is very important to ensure that the policy is effective in supporting the development of the tourism sector, especially in the development of the Likupang DPSP. The Tourism Office plays a role in designing and compiling incentive policies that are in accordance with the needs of tourism development in the region and ensuring that the incentives provided are right on target and used in accordance with the objectives that have been set. Incentives here are interpreted as added value that can be obtained by the parties involved in the partnership. For the private sector, tax relief at the beginning of the investment period, ease of business licensing, promotion facilities, and operational cost subsidies may be attractive and considered to be economic incentives that can be felt directly.

Arrangement and Development of Public Service Infrastructure

The regional government plays a role in organizing and building basic infrastructure that supports tourism by increasing accessibility and connectivity to tourist destinations through adequate infrastructure such as roads, airports, ports, improving the quality of other public facilities that facilitate tourist access and mobility. Adequate facilities and infrastructure can increase the value of tourist attractions if managed properly. The construction and development of DPSP is carried out by involving cooperation from various parties.

The role of the Tourism Office is very crucial in supporting the development of the tourism sector. In developing tourism in Likupang, it includes strategic planning to identify tourism infrastructure needs, coordination with related agencies to ensure development according to needs, and provision of supporting facilities and infrastructure such as information centers for tourists and public facilities.

In the context of this role, the Tourism Office seeks to provide the facilities needed for tourism development in Likupang by working together with related stakeholders. Provision of facilities and infrastructure is one of the important aspects in supporting the development of tourism potential. The position of the government through the Tourism Office is very strategic because it will greatly determine the extent to which the government is able to provide the best possible service to the community, which will thus determine the extent to which the state has carried out its role well.

Arrangement and Provision of Supporting Facilities

In addition to basic infrastructure, the role of local governments in providing supporting facilities by ensuring the availability of adequate facilities, improving the quality of services in accordance with established standards and supporting the sustainability of tourist destination operations through more effective and efficient facility management to support tourist comfort and safety such as tourist information centers, places of worship, public toilets, and adequate health facilities in tourist areas.

Based on the results of the study that the Tourism Office in providing supporting facilities by increasing the comfort and safety of tourists, strengthening the attractiveness of tourist destinations and supporting local economic growth by increasing the number of visits. Good supporting facilities will be able to improve the image of the destination, increase visitor satisfaction and encourage them to revisit and recommend the destination to others.

The role of the Tourism Office in arranging and providing supporting facilities includes planning and developing facilities that support tourism activities and coordinating with related agencies to ensure that these facilities meet the service standards required by tourists. In addition, the Tourism Office is obliged to supervise the maintenance and management of facilities so that they continue to function optimally, as well as to socialize the importance of these facilities to the community to support the comfort and safety of tourists.

Socialization and Cultivation of the Seven Charms

The role of government in socializing and cultivating Sapta Pesona (safe, orderly, clean, cool, beautiful, friendly, and memorable) by building public awareness and participation by improving the quality of services and friendliness of local communities and instilling the values of Sapta Pesona to support sustainable tourism development and create a pleasant atmosphere for tourists.

Based on the research results, the role of the Tourism Office in the socialization and cultivation of Sapta Pesona includes socialization and education to the community regarding the importance of creating a safe, orderly, clean, cool, beautiful, friendly, and memorable tourism environment. The Tourism Office also holds training, campaigns, and programs to increase public awareness and participation in maintaining the values of Sapta Pesona. In addition, they collaborate with various parties, including local communities and business actors, to ensure the implementation of the Sapta Pesona principles in daily tourism activities, in order to create a positive and memorable tourism experience.

In an effort to cultivate Sapta Pesona, it will contribute to improving the quality of tourist destinations, increasing visitor satisfaction, and encouraging them to return. In addition, cultivating Sapta Pesona also strengthens public awareness in maintaining and preserving local culture, and encourages active participation in the development of sustainable tourism which will later contribute to regional economic growth.

Tourism Promotion Development

And in the development of tourism promotion, local governments are active in developing the attractiveness of tourist destinations in domestic and international markets

and strengthening the positive image of tourist destinations that are safe, attractive and diverse, through marketing campaigns, exhibitions, and cooperation with various parties to attract tourists. The roles of local governments are important to ensure that the tourism sector develops sustainably, provides economic, social and cultural benefits to the community, and maintains environmental sustainability.

The Tourism Office strives to promote DPSP Likupang not only through organizing national and international events or festivals, but also tourism promotion through social media. Promotion is currently more effective through online media, such as online media applications, namely Facebook, Instagram, and websites. This makes it easier for the community to carry out their promotional activities. Direct promotion with the community is very necessary to build good interactive relationships with the community, such as promotion in villages or sub-districts in North Minahasa Regency. The North Minahasa Regency Tourism Office is an implementing element of the Regional Government in the field of culture and tourism and has the task of organizing Regional Government affairs in the field of tourism. In this case, the implementation that will be carried out by the Tourism Office is to promote Likupang tourism, so that it is better known in the eyes of domestic and foreign tourists. The results of the researcher's interview with the Head of Marketing on April 25, 2024, that:

Based on the research results, the North Minahasa Regency Tourism Office has played a role and made good efforts in developing tourism in the Likupang area, although it has not been maximized, where until now the number of tourist visits to North Minahasa has not been significant.

Obstacles faced by the Tourism Office in Developing Tourism in the Likupang Area

Likupang area in North Minahasa Regency has great potential in the tourism industry so that it can be used as one of the five Super Priority Tourism Destinations (DPSP) in Indonesia. In its development, the obstacles faced often become challenges that must be overcome to achieve success and sustainability of tourist destinations where Likupang is considered to be still slow in its development compared to the other 4 DPSPs.

Budget Constraints

It is undeniable that financial support in the form of adequate budget is a crucial factor in the development of tourism in the Likupang area. With adequate funds, the government and tourism industry players can develop infrastructure, facilities, and services that support the comfort and safety of tourists, as well as limited funds that can affect the smooth development of tourism. UseThe right budget can increase the attractiveness of tourist destinations, promote local culture and create jobs for local people.

Financial support in the form of sufficient budget can not only increase the number of tourist visits, but also extend the duration of visits and increase tourist spending during holidays, which in turn has a positive impact on the local economy and overall tourism development. However, the limited budget owned by the Regional Government in its efforts to build the regional tourism sector currently faces a dilemma. On the one hand, it is hoped that the tourism sector can become a leading sector that contributes the largest foreign exchange at the national level. However, on the other hand, the central government which is

committed to making tourism the main source of foreign exchange for the country has not been supported by an adequate budget. As an autonomous region, North Minahasa Regency must be able to finance all of its regional needs, so that the regional government applies a priority scale to meet these various needs.

Lack of Human Resources for Tourism Apparatus

The Minahasa Utara Regency Government, namely all of its apparatus, is very interested in efforts to develop regional tourism as a party as an indirect facilitator in realizing efforts towards development towards increasing development. The knowledge of the apparatus in recognizing the main factors in determining the quality of service, because this can be a benchmark for the extent to which the apparatus resources of the Minahasa Utara Regency Tourism Office have the skills and are responsive in providing good performance in realizing increased human resources by sending civil servants to attend training and technical guidance.

Competent human resources are those who have the elements of knowledge, skills, social roles, self-image, behavior, and motivation in accordance with the type of work of the competency. Knowledge is the first step that must be given to all parties involved in the development and implementation of tourism.

Tribe conveyed the importance of the government's role in producing human resources. In addition to higher education which formally organizes tourism and hospitality education, the government plays an important role in planning and implementing human resource development programs. The government also plays a role in inviting stakeholders to participate in human resource development activities. Professional and competitive human resources are not produced in a short time. Every tourism destination requires assistance from various parties and the involvement of stakeholders to be involved in tourism activities. To conduct an analysis of the human resource needs of a destination. Cooperation from various stakeholder sectors facilitated by the government is needed because the government has the power to regulate existing stakeholders.

Efforts to develop and advance tourism activities require good management supported by human resources who are experts in the field of tourism. Human resource development can be focused on various types of training. Education and training can influence how tourism business actors innovate and develop tourism destination products. The Minahasa Regency Tourism Office as a government agency is given the responsibility to be able to build tourism by demanding the active role of its apparatus in realizing North Minahasa Regency as one of the leading tourism destinations in North Sulawesi province related to all tourism potentials owned for the development of the North Minahasa tourism sector in the future.

Low Local Community Involvement

Tourism development in North Minahasa Regency also depends on the extent of local community participation with local government apparatus, so that the community is played a role in participating in innovation of development plans in the scope of tourism implemented by the North Minahasa Regency government agencies and this can be realized with local wisdom and forms of community empowerment to be more independent and

utilize tourism potential as a resource owned by the region. There needs to be an increase in the capacity of village communities in the tourism sector, for example, the community as homestay managers, craft makers, local food makers, guides, lifeguards and other business fields adjusted to the resources and capacity of the current village community.

One form of human resource development is education and training. Education and training have grown in line with the desire of community groups to manage natural and cultural resources for the benefit of humanity itself. Communities that are not yet skilled due to limited access to training and human resource development are one of the reasons why communities are still lagging behind in developing destinations. In addition, the implementation of training and human resource development has not fully met the needs of the community at tourist destinations.

In relation to research, it is necessary to improve coordination with other stakeholders because so far it has been less than effective, including the involvement of local communities. a tourism development in North Minahasa Regency also depends on the extent of participation of the local community together with the regional government apparatus in this matter, so that the community is played a role in participating in innovation of development plans in the scope of tourism implemented by the North Minahasa Regency government agencies and this can realize local wisdom and a form of community empowerment to be more independent and utilize tourism potential as a resource owned by the region.

CONCLUSION

Based on the results of the research and discussion of the role of the Tourism Office in developing Likupang tourism in North Minahasa Regency, North Sulawesi Province, the researcher concluded as follows: Overall, the role of the North Tourism Office has been quite optimal in developing tourism in North Minahasa, especially Likupang, together with related stakeholders, but adjusting to regional capabilities, including coordinating related program activities in tourism development, encouraging community participation in tourism development by organizing programs to increase the capacity of human resources in the tourism sector, developing new attractions such as developing tourist villages as a buffer for Likupang tourism development in order to increase competitive advantages, and providing incentives such as ease of obtaining tourism business permits such as hotels, restaurants, travel agents and others. In the arrangement and development of infrastructure/infrastructure that is of a public service nature by seeking the procurement and improvement of basic needs facilities and infrastructure together with related parties and ease of access to tourist destinations (accessibility) both access and transportation modes also seeking better health and security services and telecommunications networks. In the socialization and cultivation of Sapta Pesona by holding training on environmental cleanliness, sanitation and waste management. Then in developing tourism promotion, the Tourism Office organizes and participates in local, national and international events or festivals and promotes Likupang tourism through social media. Obstacles faced in tourism development: That there is still a lack of human resources with a tourism education

background in efforts to develop tourism in North Minahasa Regency. In terms of budget support, tourism development cannot follow the center because limited government budget allocation in tourism development in North Minahasa Regency. Then still low involvement of local communities in tourism development and lack of understanding of the existence of tourist attractions so that they have not utilized the potential of tourist attractions within the scope of the creative economy.

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