

Development of Hot Springs Tourism Site in Lehi Village North West Siau District Sitaro Regency

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Abstract. The research was carried out with the aim of analyzing and explaining the development of Hot Springs Tourism Site in Lehi Village, North West Siau District, Sitaro Islands Regency. This study uses a qualitative approach with the research subjects being the Head of Division and Head of the Tourism Promotion and Marketing Section of the Tourism Office, Sitaro Islands Regency as the main data source (key informant), while other informants are determined by snowball sampling. The research instrument is the researcher himself with interview and documentation techniques. The data analysis technique used qualitative analysis according to the interactive model, namely data reduction, data display, and conclusion drawing/verification. The results show that the development of hot spring tourism site in Lehi village is integrated with the Sitaro Islands Regency tourism development program in Master Plan for Regency tourism development (RIPPDA) the Sitaro Islands Regency in 2020-2025 which includes tourism industry development, tourism destination development, tourism marketing development, and tourism institutional development. For this reason, coordination and synchronization with all stakeholders are carried out intensively so that synergies occur in the whole process and activity of developing tourism objects.

Keywords. Development, Destination, Marketing, RIPPDA

1 Introduction

Siau Island is one of the islands in the Siau Tangelandang Biaro (Sitaro) Regency which has the potential for natural tourism as a tourist object/destination with an enchanting attraction, for example Hot Springs located in Lehi Village, North West Siau District. The location of this hot spring is located on the beach with very clear water. This hot spring tourism object in Lehi Village is a tourist attraction that is already known by the public/visitors on Siau Island (local communities) but is not well known by people outside this island, especially in the North Sulawesi Province, Indonesia and even abroad.

Due to the Covid-19 pandemic and various government policies in an effort to contain the spread of COVID-19, including the policy of implementing Large-Scale Social Restrictions (*PSBB*) in accordance with the Decree of the Minister of Health Number HK.01.07/MENKES/259/2020 which expressly prohibits all activities. types of tourism activities so that it has an impact on the cessation of all tourism activities and has direct implications for the reduction and even no more tourists visiting.

This condition causes economic losses in the tourism sector. Sugihamretha (2020) stated that the impact of Covid-19 on the tourism industry was very visible in the large decline in foreign tourist arrivals with

massive cancellations and a decrease in bookings. The decline also occurred due to the slowdown in domestic travel, mainly due to the reluctance of Indonesians to travel, worried about the impact of Covid-19. The decline in the tourism and travel business has an impact on SMEs, and disrupts employment opportunities. Whereas so far tourism is a labor-intensive sector that absorbs more than 13 million workers. This figure does not include the derivative impact or the multiplier effect that follows, including the derivative industry formed under it [1].

Anticipating the recovery of the tourism sector in the Sitaro Islands Regency from the downturn due to the Covid-19 pandemic, the right strategy is sought in formulating and implementing this tourism sector development policy, so that it is able to adapt to the conditions/new normal era and is able to provide an attraction for tourists visiting the Hot Water tourism object in Lehi Village and all tourism objects in Sitaro Regency.

Tourism development must also consider and pay attention to various strategic issues regarding Sustainable Tourism. Strategic issues in Sustainable Tourism are (1) increasing the responsibility of Corporate Stakeholders, (2) producing a suitable form of tourism, (3) Sustaining Social and Cultural Resources, (4) Sustaining the Natural Environment, (5) The need for a suitable plan. effective for Tourism

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Destination Planning, (6) Role of Carrying Capacities and indicators in Sustainable Tourism, (7) avoiding conflict, (8) increasing Community Involvement, (9) direction for the future. [2]

These various strategic issues need to be considered and accommodated as far as possible in the framework of formulating and implementing tourism development policies (including tourist destinations) to increase tourism potential so that it can be better.

2 Literature Review

2.1 Tourism

Tourism is a trip that is carried out temporarily, which is carried out from one place to another, with the intention not of doing business or earning a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfill various desires [3]. Karyono argues that "Tourism is the overall activity of government, business and society to regulate, manage and serve the needs of tourists.

Based on the understanding of tourism above, it can be seen that tourism is related to several things as follows:

- (1) An activity in the form of a trip to a place
- (2) The place to be visited/visited is known as a tourist attraction
- (3) The purpose is not to stay at the destination or visit and is not for business purposes.[4]

Various forms and types of tourism that can be used for the purposes of planning and developing tourism in an area to attract tourists. Karyono suggests that in order for a tourist destination to have an attractiveness, it must have 3 attractiveness requirements, namely: something to see, something to do and something to buy.

According to Yoeti the characteristics of tourism are (1). The trip was done for a while, (2) The journey is made from one place to another, (3) That journey no matter what form it must always be associated with, (4) Excursion or recreation. The person who does this does not earn a living in the place he visits and is solely a consumer at that place [5]

2.2 Tourism Development

Tourism destinations must have a tourism development concept so that the planning and development process go hand in hand to get to an ideal tourism destination. In the concept of developing a tourism destination, it is also closely related to the life of the community or the area because it will improve the economic life of the community or the income of a particular area. The development of tourism areas cannot be separated from the existence of a policy made by the government and the private sector that cooperates to build and manage tourist attractions as tourist attractions that aim to attract the attention of tourists. Tourism development is an effort made by a region to increase the participation of tourism activities with the aim and purpose of prospering.

The development of tourism as an industry should ideally be based on four basic principles. *Firstly*, ecological sustainability, namely that tourism development must ensure the creation of maintenance and protection of natural resources that are tourist attractions, such as the marine environment, forests, beaches, lakes and rivers. *Secondly*, the sustainability of social and cultural life, namely that tourism development must be able to increase the role of the community in supervising the way of life through the value system adopted by the local community as the identity of the community. *Thirdly*, economic sustainability, namely that tourism development must be able to create job opportunities for all parties to be involved in economic activities through a healthy and competitive economic system. *Fourthly*, Improving and improving the lives of local communities through providing opportunities for them to be involved in tourism development. Thus, tourism development (sustainable) needs to be supported by careful planning and must reflect three dimensions of interest, namely the tourism industry, the carrying capacity of the environment (natural resources), and local communities with the aim of improving the quality of life.

3 Research Methods

This study uses a qualitative approach with the research subject being the Head of Division and Head of the Tourism Promotion and Marketing Section of the Pawirisata Office, Sitaro Islands Regency as the main data source (key informant), while other informants are determined by snowball sampling [6]. The research instrument is the researcher himself with interview and documentation techniques. The data analysis technique used qualitative data analysis technique according to the interactive model with activities in data analysis consist of data reduction, data display, and conclusion drawing/verification [7]

4 Results and Discussion

The development of hot spring tourism objects in Lehi Village, West Siau District is an integral part of tourism development in the Sitaro Islands Regency which is formulated in the Regional Tourism Development Master Plan (RIPPDA) of the Sitaro Islands Regency for 2020-2025 covering 42 tourism objects. The development of tourism objects consists of: (1) Tourism Industry Development, (2) Tourism Destination Development (3) Tourism Marketing Development, and (4) Tourism Institutional Development.

The development of the tourism industry consists of (1) development of tourism resources and the creative economy with activities carried out to increase the capacity of tourism human resources and the creative economy at the basic level, with activities including basic training of tourism human resources, tourism guidance and technology and others. for the community, teachers and students, (2) Development of traditional arts, (3) Development of history.

Development of Tourism Destinations consists of (1) Increasing the attractiveness of tourism destinations (2) Preserving and managing cultural heritage, (3) Management of museums, (4) Organizing roads to facilitate access to tourist sites (5) Development of tourism resources and the creative economy, (6) Shipping management, (7) Aviation management, (7) Informatics Application.

Development of Tourism Marketing consists of (1) Marketing of tourism through strengthening promotions with print, electronic and other media both at home and abroad; facilitation of tourism marketing activities both at home and abroad for the regency/city tourism industry; provision of data and dissemination of district/city tourism information, both domestically and internationally; and increasing domestic and foreign tourism cooperation and partnerships, (2) cultural development, (3) public information and communication through the management of public communication media by managing local public information media web-based applications so that the number of local public tourism information media web-based applications increases and fluent.

Development of Tourism Institutions consists of (1) Development of Tourism Resources and Creative Economy, (2) Development of Culture, (3) Development of Traditional Arts, (4) Conservation and management of cultural heritage, (5) Development of Youth Competitiveness Capacity, (6) Issuance of Tourism Business Permits and Tourism Registration Certificates, (7) Issuance of Business Permits for SMEs and Home Industry Food businesses as souvenirs, (8) Public Information and Communication,

The tourism development process involves all stakeholders related to the development program, namely: regional apparatus in the tourism sector and tourism organizations/businesses, regional apparatus in the environmental sector; Regional Apparatus in the Field of Village/Village Community Empowerment, Regional Apparatus in the Transportation Sector, Regional Apparatus in the Governance Sector at the Ministry of Communication and Informatics, regional tourism associations/associations; Tourism business actors, sub-district government; Village government, *Kasili and Sangiang Sitaro* Association (KSSA). Regional Customary Stakeholder Assembly (RCSA).

Tourism development, including tourism objects, is directed at efforts to maintain and increase the attractiveness of tourism objects as tourist destinations for tourists or visitors to visit repeatedly or continuously and for a longer stay.

According to Clare attraction is one of the components that must be provided in tourism, in addition to information and promotion, facilities, and accessibility. [8] A tourist attraction will develop if it has an attraction. This attraction factor will encourage tourists to visit it. The attractiveness of a tourist destination can be grouped into three types, namely natural characteristics, artificial tourism, and cultural tourism.

Tourist attraction is determined by several factors, including the type of tourist attraction. There are 4 (four) components that must be owned by a tourist attraction,

namely: (1) Attractions, such as attractive nature, charming regional culture and performing arts. (2) Accessibilities such as local transportation and terminals. (3) Amenities or facilities such as the availability of accommodation, restaurants, and travel agents. (4) Ancillary services, namely tourism organizations needed for tourist services such as destination marketing management organizations, conventional and visitor bureaus

Meanwhile, from the aspect of the image of tourism destinations, Beerli and Martin have conducted research and classified there are nine attributes that affect the image of a destination, namely: (1) natural attributes (natural resources), (2) tourist opportunities for fun and recreation (tourist leisure and recreation), (3) natural environment, (4) public facilities (general infrastructure), (5) culture, history, and art, (6) social environment, (7) tourist infrastructure, (8) economic and political factors, (9) the atmosphere of the destination (atmosphere of the place).[9]

The development of a tourism object that is done well will generate good economic income for the local community According to Hadinoto that a well-planned tourist spot not only provides economic benefits that improve the standard, quality and lifestyle of the local community, but also improves and maintains a better environment [10]. Tourism development has three functions, namely: (1) promoting the economy, (2) maintaining the nation's personality & preserving the function and quality of the environment, (3) fostering a sense of love for the homeland and nation. Meanwhile, the development of tourism (tourism objects) that are not well planned will have the potential to have a negative impact on the environment. If a tourist site is not planned properly, it will cause damage to the physical environment, historical items, and cause the local population to dislike tourists and tourism objects which in the end will cause losses for the managers of these tourist attractions

In relation to unexpected impacts (negative tourism impacts), careful analysis and consideration is needed when formulating various tourism policies such as tourism development policies (such as tourism destinations), so that when these policies are implemented, they have minimal negative impacts. Goeldner and Ritchie define tourism policy as regulations, rules, guidelines, directions, and development/promotional goals and strategies that provide a framework for individual and collective decision-making that directly affect tourism development in the long term and at the same time the daily activities that takes place at a destination [11]. Meanwhile, Musanef states that tourism development is all planned activities and efforts to attract tourists, providing all infrastructure and facilities, goods and services/facilities needed to serve the needs of tourists [12].

Thus, tourism development policies (including tourism destinations) relate to regulations, rules, guidelines, directions of all planned activities and businesses to attract tourists, provide all infrastructure and facilities, goods and services/facilities needed to serve the needs of tourists. It can be argued that tourism

policy tries to provide a quality visitor experience and provide a “profit” to the destination stakeholders while ensuring that the destination is not compromised in its environmental, social and cultural integrity.

Development of Tourism Objects in accordance with Law no. 10/2009 Articles 6 and 7, concerning tourism development it is stated that tourism development must pay attention to the diversity, uniqueness and uniqueness of culture and nature as well as human needs for tourism. Tourism development includes: (1) tourism industry, (2) tourism destinations, (3) marketing, (4) tourism institutions. [13]

According to Inskoop there are several approaches to be considered in planning tourism [14], including (1). Continuous Incremental, and Flexible Approach, where planning is seen as an ongoing process based on needs by monitoring existing feedback, (2). System Approach, where tourism is seen as a system relationship and needs to be planned as with system analysis techniques. (3). Comprehensive Approach, related to the system approach above, where all aspects of tourism development including institutional elements and the environment as well as socio-economic implications, as a holistic approach, (4). Integrated Approach, relates to a systems and overall approach where tourism is planned and developed as a system and overall, as an integrated system in all plans and total forms of development in the area, (5). Environmental and sustainable development approach, tourism is planned, developed, and managed in a way where natural and cultural resources do not degradation quality and are expected to remain sustainable, so an analysis of environmental carrying capacity needs to be applied to this approach, (6). Community Approach, emphasizes the importance of maximizing the involvement of local communities in tourism planning and decision-making processes, in order to be able to increase the desired and possible, it is necessary to maximize community participation in the development and management carried out in tourism and its socio-economic benefits, (7). Implementable Approach, tourism development policies, plans, and recommendations are formulated to be realistic and applicable, with the techniques used are implementation techniques including development, action programs or strategies, especially in identifying and adopting, (8) Application of systematic planning approach, this approach is applied in tourism planning based on the logic of the activity. Goals usually include aspects such as increasing visitor satisfaction, diversifying the tourism market, increasing tourism's contribution to the local economy, and developing the tourism potential of an area. While objectives are more specific (specific) and relate to actual actions. Objectives aim to direct actions that will help achieve development goals. So, objectives must be more realistic, measurable and achievable within the specified timeframe

5 Conclusion

The development of hot spring tourism objects in Lehi village, North West Siau District is an integral part of

tourism development which is formulated in the Regional Tourism Development Master Plan (RIPPDA) of Sitaro Islands Regency for 2020-2025 consisting of (1) Tourism Industry Development, (2) Destination Development Tourism (3) Tourism Marketing Development, and (4) Tourism Institutional Development.

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