



Study on Application of Touristification Concept in Likupang Tourism SEZ Development Plan

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Abstract.

This paper examines the concept of touristification that positions tourists and the community as key actors in the process of tourism growth. The authors apply the concept in Likupang Special Economic Zone (SEZ) tourism area development plan. The area chosen due to its top priority to tourism destinations development plan. Likupang SEZ has the potential for bottom-up tourism development that can be seen from the role of the community. The concept review conducted on the Likupang SEZ was seen from the growth in the number of tourists, the role of the community, and the potential for regional transformation. The study, finds that tourists have a significant role in encouraging tourism development policies and physical changes in the tourism area. Meanwhile, the community has the potential to be the key to tourism growth going forward with the encouragement of facilities from the government. The area has the potential to transform into an area of tourism with a variety of activities. However, based on the review conducted, currently, the transformation that is expected to occur comes from the encouragement of investment from the private sector and also the government (top-down).

Kata Kunci:

Peran masyarakat,
transformasi
regional,
touristifikasi,
Likupang,
Sulawesi Utara.

Abstrak.

Penelitian ini dilakukan sebagai bentuk adaptasi terhadap peninjauan konsep Touristification yang ditulis oleh Freytag "Turisme bottom-up dan Transformasi Urban di Paris". Makalah ini menjelaskan konsep wisata yang memposisikan wisatawan dan masyarakat sebagai aktor kunci dalam proses pertumbuhan pariwisata. Dalam tulisan ini, penulis mencoba untuk meninjau konsep dalam rencana pengembangan kawasan wisata KEK Likupang. Area ini dipilih karena merupakan salah satu tujuan wisata prioritas utama yang akan segera dikembangkan. Selain itu, KEK Likupang memiliki potensi untuk pengembangan pariwisata dari bawah ke atas yang dapat dilihat dari peran masyarakat. Tinjauan konsep yang dilakukan pada KEK Likupang dilihat dari pertumbuhan jumlah wisatawan, peran masyarakat, dan potensi transformasi regional. Berdasarkan analisis, ditemukan bahwa wisatawan memiliki peran penting dalam mendorong kebijakan pengembangan pariwisata dan perubahan fisik di kawasan pariwisata. Sementara itu, masyarakat berpotensi menjadi kunci pertumbuhan pariwisata ke depan dengan dorongan fasilitas dari pemerintah. Kawasan tersebut memiliki potensi untuk berubah menjadi kawasan pariwisata dengan berbagai kegiatan. Namun, berdasarkan tinjauan yang dilakukan, saat ini, transformasi yang diharapkan terjadi berasal dari dorongan investasi dari sektor swasta dan juga pemerintah (*top-down*).

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1. Introduction

Tourism is one of the strategic economic sectors developed in Indonesia. In the context of developing national tourism, in 2019, the Minister of Tourism Arief Yahya officially set the development of a new super-priority tourism destination, the Likupang Tourism SEZ, North Minahasa Regency, North Sulawesi. The development of the tourism business in this area is in the form of developing resorts, accommodation, and developing traditional villages. In addition, there are plans to develop the Wallace Convention Center and Marina Park.

Touristification is the growth of tourism and the role of tourism and tourists in the process of transformation of the urban environment. This concept sees a bottom-up process of tourism growth, where tourist behavior has a role in this process. In addition to tourists, local residents also become key actors related to shopping activities, mobility, and accommodation. These two actors are the movers and actors who have the biggest role in the development of tourism which has implications for urban transformation.

The development of the Likupang SEZ Tourism is a continuous bottom-up and top-down process since 2014. The Likupang SEZ development plan also pays attention to the potential of the community and forms of tourism activities that have been formed for the past 5 years. To optimize the process of tourism growth, the authors see the potential of empowering local communities. In addition, the determination of the tourism area in Likupang has been running for 5 years and allows for the transformation of the area from the pattern of activities that are formed. Therefore, this article aims to look at the potential application of touristification in the Likupang Tourism SEZ and its role in regional transformation.

2. Literature review

2.1. *The concept of touristification*

According to Freytag (2018), touristification is the growth of tourism and the role of tourism and tourists in the process of transformation of the urban environment. In a previous study, Gravari-Barbas and Guinand (2017) described how the process of touristification can be different in each location. In this case, tourism is understood as a bottom-up process where every tourist has a role in this process. In several literature stated that the process of touristification is closely related to the transformation of the city, one of them is the gentrification (Chan, Iankova, Zhang, McDonald, & Qi, 2016; Liang & Bao, 2015). The activities in tourism such as shopping activities, mobility, accommodation, and other activities will involve tourists and local residents as key actors of bottom-up urban transformation. So, in this article, understanding urban transformation, tourism growth, and touristification as related processes.

Foljanty *et al.* (2006) develop a model that illustrates the extent to which tourism can affect urban quarters. They use the term 'touristification' to describe a process in which a small portion of the urban area, which is usually a place to live, develops into a complete tourist zone. In addition, the term tourism is often used synonymously with commodities to describe the expansion of the tourism industry and related offers into residential environments. One option for the future development of a tourist destination is that the destination will be integrated into the classic tourism area, in the long run, making it a regional entity which is also called the tourist bubble.

In other studies (Stors, 2013), touristification is associated with the promotion process and 'embodying' culture which encourages fake cultural attraction/production, cultural modification, and touristification of culture encouraging culture sometimes positioned as "spectacle objects", meaning

tourists who watch are often seen as the most influential and decisive subject, Nurdiansyah (2014). It also affects the function and form of regional transformation. Space that was originally sacred or only serves social functions as part of tradition/ customs eventually turn into commercial commodities, this becomes another form of spatial adaptation that occurs in response to the community (Yeung, 2011; Rudwiarti, *et al*, 2017).

Hwang, Stewart and Ko (2012) and Pudianti (2013), categorize two types of commercial processes in tourism called Cultural Commercialization, and Spatial Commercialization. Several other studies have been linked to this concept through the focus of tourism management and economic perspectives. Among other recent studies by van Deursen and Raaphorst (2014) found that the biggest participation in a tourism area in Yogyakarta is the people who tend to physically change their homes into homestays.

Based on the bottom up touristification theory, in this paper the concept of touristification will be discussed through several aspects, namely the development of tourism based on the characteristics of tourist growth, the potential role of the community in tourism development, and the potential transformation of the Likupang region. In the first discussion the study was conducted by looking at an increase in the number of tourists and their indications of the development program undertaken. In the second discussion will discuss how the potential of the community for tourism development. Third discussion will try to estimate the transformation of the spatial use formed in the Likupang Tourism SEZ.

2.2. Linkages between the development of tourism KEK and the concept of touristification

According to Law No. 39 of 2009 concerning Special Economic Zones, the Development of Special Economic Zones (KEK) is an area that is determined in order to accelerate economic development in certain regions that are strategic for national economic development and to maintain the balance of the progress of a region in the national economic unity. SEZ is an area with certain limits in the legal territory of the Unitary Republic of Indonesia which is determined to carry out economic functions and obtain certain facilities. SEZ was developed through the preparation of areas that have geo-economic and geostrategic advantages and functions to accommodate industrial, export, import, and other economic activities that have high economic value and international competitiveness.

SEZ has several forms in the development of economic functions. SEZ can consist of one or several zones, namely export processing, logistics, industry, technology development, energy, and including tourism. The Tourism Zone SEZ is intended for tourism business activities to support the implementation of entertainment and recreation, meetings, exhibitions, and related activities. Indonesia has a wealth of nature with a diversity of world-class nature tourism attractions. These natural attractions include the attractions of ecotourism, marine, small islands and lakes and mountains scattered throughout the area that has the potential to be developed. High cultural diversity and diversity also has a very high potential to be preserved through tourism development. SEZ Tourism zone is expected to become an integrated tourism object (integrated area tourism) between natural tourism, cultural tourism to MICE tourism (MICE and events tourism).

In its implementation, this SEZ stipulation policy is expected to attract investment to accelerate economic growth. The SEZ in Tourism is complemented by institutional and financial preparations. Funding for the construction and maintenance of infrastructure within the SEZ can come from the Government and / or regional governments, the private sector, as well as cooperation between the Government, regional governments and the private sector, as well as other legal sources in accordance with statutory provisions. The development of the Likupang SEZ was initiated through initiatives from the local government and local business entities. This is because for 5 years the tourism area in

Likupang through significant growth. For 5 years, tourism activities have been carried out by the community and local government without attention in developing infrastructure in the area. Therefore, by establishing the Tourism SEZ in the Likupang Region, it is hoped that there will be assistance for the development of the region.

The establishment of SEZs is essentially a submission scheme that can originate not only from the government but from the local community or the private sector. In this case, the concept of touristification can be applied because the initial development of this region started from the community. So that although the development is currently being assisted by the central government, it does not rule out the possibility for the community and business entities to play a greater role in regional growth. In addition, the concept of SEZ itself emphasizes the appeal of ecotourism and cultural richness. In this case, the concept of touristification can be one indicator to see how the role of the community in the development of tourism SEZ.

3. Overview of Likupang SEZ

Likupang is located in the North Minahasa Regency, North Sulawesi Province covering an area of 406.91 km. Located on the northernmost mainland of Sulawesi and is 90 minutes to two hours from the city of Manado. The location of Likupang tourism development plan is \pm 40 km from Sam Ratulangi International Airport, \pm 53 km from Manado City, and \pm 37 km to Bitung. Likupang is a strategic location for the development of tourism destinations with a variety of natural resources and marine tourism potential.

Likupang tourism area has several potential tourism objects including Paal Beach, Pulisan Beach, Gangga Island, and Lihaga Island. One of the beaches in the Likupang Tourism area is Paal Beach, this beach is one of the beaches that are quite well known in North Sulawesi Province, its name is Likupang Beach. The exact location is in Likupang District, North Minahasa Regency, North Sulawesi Province. The distance is about 48 kilometers northeast of downtown Manado. Likupang Beach has white sand beaches, green hills, and fresh blue seawater. The waves are relatively calm because in front of this beach there is Bangka Island which also serves as a barrier to the big waves coming towards Likupang Beach. Panorama around the beach area is also beautiful. There are several tourism activities on this beach including snorkeling, diving, and fishing.

With this strategic potential, in 2014, according to North Sulawesi Regulation No. 1 of 2014 concerning RTRW/ Spatial Plan of North Sulawesi, Likupang Region was made an economic zone for the tourism sector. After that, it was followed by a plan to determine the SEZ Tourism by the central government since 2017, but regulations regarding the Likupang SEZ are expected to be completed by the end of 2019. The front of the Likupang Tourism area was welcomed by the local government and business entities that manage the investment in the region. This development involves the collaboration of several stakeholders such as Bappenas, Ministry of Maritime Affairs, Ministry of BUMN, Ministry of Tourism, Provincial Government of North Sulawesi. According to the plan, the SEZ Likupang has an area of \pm 2,446 Ha, consisting of three villages namely Marinsow Village, Pulisan Village, and Kuninang Village.

Likupang SEZ is expected to be a potential for new international tourism in the North Sulawesi Province. The development of the Likupang Tourism District is proposed as a new destination that not only reflects the past but also prepares the future. This concept will be supported by the development of facilities such as golf driving range, 5-star hotels & resorts, commercial facilities and high-tech agriculture that can be used as ecotourism such as agri-tourism, and other tourism facilities. The picture above is one of the development plans for the Tanjung Pulisan project. In this area, various tourism activities will be developed. In addition to beach tourism in the form of the Marina

and Resort area, this area will develop agro-tourism, rural tourism facilities, and also the development of local shops. This activity is carried out on an area of 506 hectares which is also adjacent to the residential area.



Figure 1. Likupang Touristic Area

Source: PT. Minahasa Permai Resort Development – MPRD (2019)

4. Discussion

4.1. *Development of Tourism based on Tourist Growth Characteristics*

In the last five years since the establishment of the tourism economic sector in Likupang, there have been several increases in the number of tourists and an increase in the number of arrivals to North Sulawesi, especially the Likupang tourism area. According to the Governor of North Sulawesi, quoted from BPS, from 2016 to 2018, the number of tourists to North Sulawesi increased more than three times, from 60,000 to 200,000 visitors. In addition, in 2017 there are also several international charter flights heading to North Sulawesi in 2017 which indicate the demand for tourism from foreign tourists.

For the Likupang region itself, an increase in the number of tourists can be seen from the number of tourists coming to the North Minahasa regency, according to BPS there was an increase of 70,000 domestic tourists from 2017 to 2018. In addition to the number of tourists in 2018 also dominated by international tourists as many as 124,830 people. This number increased by almost 90% from the previous calculation year.

Table 1. Number of Tourist in North Minahasa, North Sulawesi Perovince

Type of Tourist	2015	2016	2017	2018
Foreign	9.126	14.735	17.091	124.830
Domestic	14.263	14.972	29.678	124.830

Source: BPS (Badan Pusat Statistik), (2019)

Based on the table, it can be seen that there was a significant increase in tourists in 2017 and 2018. In 2017 in line with Angkasa Pura data, an increase in the number of foreign tourists has almost doubled, this increase continues until 2018 the number of foreign tourists increased drastically. This increase is in line with the establishment of the Likupang SEZ. It is known based on documents that PT. MPRD as the manager of the Likupang tourism area proposes the establishment of SEZ since the end of 2016. However, the stipulation is constrained by various things such as land occupation and others which have not been realized until now. Then, on the other hand, tourism continues to grow and finally in 2019 after a drastic increase of foreign tourists, a regulation for Tourism SEZ will be carried out nationally.

The stipulation plan was announced by the Ministry of Tourism. In his speech, Minister of Tourism Arief Yahya (Period of 2014-2019) said that the enactment of the Likupang as a Tourism SEZ that was included in the Superpriority Tourism Destination for 2020. From this, it could be concluded that the existence of tourist behavior that had massively grown tourism in Likupang had encouraged government policies to build supporting infrastructure. In addition, the growth of tourism can also be seen in terms of the physical presence of shops and accommodations in Likupang. From this table, it can be seen that there were additional restaurants from 2017 to 2018. In addition, there was a change in the number of hotels that occurred due to the addition of the number of hotels and the reclassification of starred hotels by the Tourism Office. The addition of the amenities was relatively linear with the growth in the number of tourists in northern Minahasa, especially in Likupang.

Table 2. Amenities in North Minahasa

Amenities	2015	2016	2017	2018
Star Hotel	4	4	4	7
Non-star Hotel	16	17	17	13
Restaurant	67	53	52	66

Source: BPS (Badan Pusat Statistik), (2019).

In addition, with the development of community economic activities, after the determination of superpriority destinations for Likupang, the Ministry of PUPR is mandated to provide housing assistance that can be used as a homestay by the community for the management of amenities. This is done to improve the welfare of the community around the Likupang SEZ. Based on this description, it can be concluded that the growth of tourists in North Minahasa, has had a significant impact on the process of tourism development. In this case, a significant increase in the number of tourists is indicated as a driver of the policy-setting the SEZ Tourism and Destination Priority. In addition, the increase in the number of tourists has also had an impact on the physical and economic functions of providing amenities such as hotels and restaurants, as well as efforts to develop homestays whose management is given to the community.

4.2. *Community Roles Potential in Tourism Development*

According to Freytag, touristification can be seen from the role of the community as a key factor in the development of tourism. In addition, according to Yeung (2011) the process of touristification is also related to the process of cultural commercialization. In further discussion, tourism is indeed inseparable from cultural commercialization and spatial commercialization which are the effects of tourist demand adaptation. Therefore, this section will discuss how the potential can be drawn from the role of the community for tourism development. Based on the Likupang Tourism SEZ development plan, one of the targets for developing tourism activities is through the Development of Tourist Villages. As for the Tanjung Pulisan project, the development of this tourist village is new and is not a development of the characteristics of the previous village. Residents' houses around the SEZ Tourism will be built and arranged so that they can attract tourists. This is in line with the

program of providing livable housing to the community that will be carried out by the Ministry of PUPR. In addition, residents around the SEZ Tourism can sell souvenirs and display traditional village arts to tourists.

The concept of touristification in the commercialization of culture allows for a modification of local customs to become an object that sells for tourism. In this case, the government encourages the development of a cultural space in villages close to the coast. In addition, the design of livable homes that will be used as homestays by the community is also designed to follow the design of a traditional Indonesian house. This shows the potential of community empowerment that the government seeks to manage in the form of homestay management and also the optimization of local cultural heritage as a tourist attraction.

The role of the community in the development of Likupang tourism has in fact been carried out since 2015. Where at that time an effort was made to develop ecotourism in one of the villages namely Bahoi Village, West Likupang District. The development of ecotourism was carried out as a realization of the community empowerment program in 2012. The form of ecotourism in the village of Bahoi at that time was a tour package for coral reefs, mangroves, snorkeling, diving, and cultural attractions such as Masamper and Empat Wayer (Manahmpi, 2015). In addition to tourism activities, the development of the role of the community in this program is also functioned to preserve the function of the environment through the establishment of Marine Protected Areas (*Daerah Perlindungan Laut* - DPL). This DPL also functions as a fish bank by local fishermen. The development of this DPL has also been considered for inclusion in the village medium term development plan.

4.3. *Potential for Regional Transformation*

The process of spatial transformation in Likupang depends on the process of growth of the tourism area. The interaction between the community and tourists in the process will affect the spatial form of the area. As discussed in 2.1 that tourism will be closely related to spatial commercialization. In this case, the use of existing space will be utilized optimally to meet the demand for tourist characteristics. In the bottom-up touristification, this transformation process can originate from the activities of the surrounding community as a key actor in developing the tourism area. However, based on the reviews in 4.1 and 4.2, it is known that the role of the community is still limited to potential and also comes from the encouragement of both central and regional governments. In this case, the development of tourism has the potential to come from the community, but the transformation process will not be known yet. The potential transformation that can be identified comes from a government development project on the formation of a tourism SEZ involving several companies that invest in the region.

This transformation will follow the characteristics of the marine vista owned by the Likupang SEZ. Where the main development is in the resort and marina areas. This will physically change the shape of the beach and the surrounding environment. In addition, the transformation of space will also be seen from the arrangement of settlements around the coast with the concept of homestay with a traditional nuance to attract tourists. Based on the development project, it is known that various land uses will be developed for tourism activities. Besides the marina and beach resorts, there are golf development locations and villa areas. In addition, a camping ground and agricultural area will be developed to support agro-tourism.

5. Conclusion

Based on the review of the touristification component, namely tourists and the public, it can be concluded that the Likupang SEZ area has the potential for bottom-up tourism development by utilizing the concept of touristification. This can be seen from the significant influence of the increase in tourists and also the potential for community development. From the increase in tourists, it can be seen that there has been a significant increase in the last three years that caused physical changes in terms of the presence of hotels, restaurants and, as well as physical settlements. In terms of community empowerment, in this case, the community has the potential to become a driver of the tourism sector as indicated by the development of tourism village activities and encouraging commercialization of local culture. Both of these components are likely to affect the transformation of the region in the future. However, currently, the transformation that is expected to occur in the Likupang SEZ is top-down from government programs and private investment.

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