

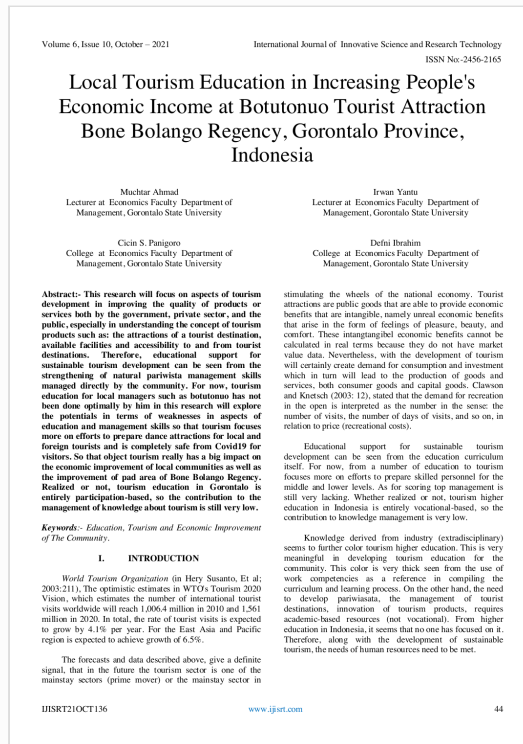


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Local Tourism Education in Increasing People's Economic Income at Botutonuo Tourist Attraction Bone Bolango Regency, Gorontalo Province, Indonesia

by Irwan Yantu

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Local Tourism Education in Increasing People's Economic Income at Botutonuo Tourist Attraction Bone Bolango Regency, Gorontalo Province, Indonesia

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Abstract:- This research will focus on aspects of tourism development in improving the quality of products or services both by the government, private sector, and the public, especially in understanding the concept of tourism products such as: the attractions of a tourist destination, available facilities and accessibility to and from tourist destinations. Therefore, educational support for sustainable tourism development can be seen from the strengthening of natural pariwisata management skills managed directly by the community. For now, tourism education for local managers such as botutonuo has not been done optimally by him in this research will explore the potentials in terms of weaknesses in aspects of education and management skills so that tourism focuses more on efforts to prepare dance attractions for local and foreign tourists and is completely safe from Covid19 for visitors. So that object tourism really has a big impact on the economic improvement of local communities as well as the improvement of pad area of Bone Bolango Regency. Realized or not, tourism education in Gorontalo is entirely participation-based, so the contribution to the management of knowledge about tourism is still very low.

Keywords:- Education, Tourism and Economic Improvement of The Community.

I. INTRODUCTION

World Tourism Organization (in Hery Susanto, Et al; 2003:211), The optimistic estimates in WTO's Tourism 2020 Vision, which estimates the number of international tourist visits worldwide will reach 1,006.4 million in 2010 and 1,561 million in 2020. In total, the rate of tourist visits is expected to grow by 4.1% per year. For the East Asia and Pacific region is expected to achieve growth of 6.5%.

The forecasts and data described above, give a definite signal, that in the future the tourism sector is one of the mainstay sectors (prime mover) or the mainstay sector in

stimulating the wheels of the national economy. Tourist attractions are public goods that are able to provide economic benefits that are intangible, namely unreal economic benefits that arise in the form of feelings of pleasure, beauty, and comfort. These intangible economic benefits cannot be calculated in real terms because they do not have market value data. Nevertheless, with the development of tourism will certainly create demand for consumption and investment which in turn will lead to the production of goods and services, both consumer goods and capital goods. Clawson and Knetsch (2003: 12), stated that the demand for recreation in the open is interpreted as the number in the sense: the number of visits, the number of days of visits, and so on, in relation to price (recreational costs).

Educational support for sustainable tourism development can be seen from the education curriculum itself. For now, from a number of education to tourism focuses more on efforts to prepare skilled personnel for the middle and lower levels. As for scoring top management is still very lacking. Whether realized or not, tourism higher education in Indonesia is entirely vocational-based, so the contribution to knowledge management is very low.

Knowledge derived from industry (extradisciplinary) seems to further color tourism higher education. This is very meaningful in developing tourism education for the community. This color is very thick seen from the use of work competencies as a reference in compiling the curriculum and learning process. On the other hand, the need to develop pariwisata, the management of tourist destinations, innovation of tourism products, requires academic-based resources (not vocational). From higher education in Indonesia, it seems that no one has focused on it. Therefore, along with the development of sustainable tourism, the needs of human resources need to be met.

The Department of Tourism of Bone Bolango Regency has established a Strategic Plan (RENSTRA) in 2018 - 2023, and is also supported by the central government in accordance with the Bone Bolango Regency RPJMD 2018 - 2023 on the Vision of Bone Bolango Regency, which is to increase community independence and competitiveness and prosperity. This is also affirmed by the Minister of Tourism regulation of the Republic of Indonesia Number 10 of 2016 concerning guidelines for the preparation of the Master Plan for Tourism Development of Provinces and Regencies / Cities, mentioned that "the development of national tourism is held based on the Tourism Development Master Plan which includes tourism industry development planning, tourism destinations, tourism marketing, and tourism institutions, and consists of: 1. National Tourism (RIPPARNAS); 2. Provincial Tourism Development Master Plan (RIPPAPROV); and 3. The Master Plan for The Development of Tourism Regency / City (RIPPAR-KAB / KOTA)".

The hope of this tourism activity is the growth of tourist visits, length of stay, and tourist spending. This is confirmed by Oka Yoeti (1996: 302), that the success of tourism policies / programs to increase the amount of foreign exchange receipts from the tourism sector is determined by three factors, namely the number of tourists visiting, length of stay, and average daily expenditure of each tourist in the same year or period. For this reason, in the development and progress of the tourism industry requires a commitment for tourism managers by conducting integrated activities including: attractive attractions / attractions, the promotion of tourist attractions, smooth transportation, ease of immigration and bureaucracy, reliable tour guides, offers of goods and services with reasonable quality and price, comfortable, clean and healthy environmental conditions.

Botutonuo beach attractions Kabila Bone District Bone Bolango has great potential to be developed into a mainstay tourist attraction both at the District level and Gorontalo Province. Meanwhile, in the aspect of tourism development, people's knowledge and skills in the field of tourism in an effort to utilize natural resources are still lacking. In general, the situation faced in the development of botutonuo and molotabu tourist areas is 1). Limited human resources. The community of tourism managers who master science and are trained in the planning and management of tourism object utilization is not yet available. 2) The perception of some people is lacking about the coastal environment that is free from households. 3) Institutional. Human resources (HR) managers are still limited to the management group only and are not yet professional.

The beauty of botutonuo beach is not as beautiful as the management system. A number of facilities, especially facilities for tourists are now many in a damaged and unkempt condition, such as; Pandopo shelter buildings are not well organized, lodging places around tourist attraction locations are not yet available, restaurants are also inadequate, buildings where selling seem irregular, restrooms and toilets are poorly maintained, water supplies are limited, and parking space capacity is very limited and irregular. This

condition causes tourists who come to not stay longer at botutonuo and molotabu beach attractions. According to local manager botutonuo tourist attractions that the average tourist stays 1 day and does not stay. With the condition of the tourism product, it is expected to provide low visitor value and will have an impact on the image that is not good for the tourist attraction.

Problems

1. How is the impact of tourism education for the community around Botutonuo tourist attraction Bone Bolango Regency.
2. Can Botutonuo attractions increase people's economic income in Kabila Bone Subdistrict?
3. What factors affect the increase in people's economic income from the coastal tourism sector botutonuo district Kabila Bone District Bone Bolango.

II. LIBRARY REVIEW

Concept of Tourism

McIntosh and Gupta (in Pendit, 2003: 34) try to reveal that tourism is a combination of symptoms and relationships arising from the interaction of tourists, businesses, host governments as well as host communities in the process of attracting and serving tourists – tourists as well as other visitors. Meanwhile Guyer Freuler (in Pendit, 2003:34) formulating tourism in the modern sense is a phenomenon of the present day based on the need for health and change of air, a conscious assessment of the beauty nature, the pleasures and pleasures of the universe caused by the increasing association of various nations and classes in society as a result of the development of business, industry and trade and the refinement / advancement of transportation tools. Even Yoeti, (2006: 20-22), good tourist conditions are: 1). Having what is called "something to see", which is where there must be tourist attractions and tourist attractions that are different from other tourist areas, 2). "something to do", meaning that the place in addition to something seen and witnessed must also be provided recreational facilities that can make tourists stay longer, 3). "something to buy", meaning that the place must be provided shopping facilities, for souvenirs and other crafts that can be brought to their respective places of origin, 4). There are basic means of tourism, including companies that live dependent on the traffic of tourists and other travelers.

Thus the concept of tourism focuses more on how to create a pleasant atmosphere and visitors can be as comfortable as possible to be able to stay for a moment to enjoy the beauty of the attraction in accordance with his own wishes or can be based on the experience he feels.

For this reason, in the interests of this research, researchers guided by the opinion of Oka Yoeti, Gamal Suwanto and Kotler, namely tourism products consist of 3 (three) components, namely attractions / attractions, facilities, and transportation / accessibility.

1) Attraction

Roger & Slinn (1998: 12), attractions / attractions are everything in the attractions that become attractions so that people visit the place. Tourist attractions are usually the initial driver or motivation for a person to make a visit. Cooper cs (2000: 15), the attraction can be natural attractions (natural attractions) and man made attractions (man made attractions). Furthermore Gamal Suwanto (2000: 18-19), asserts the same thing that attractions are divided into two groups, namely natural attractions and man-made attractions. Natural attractions are tourist attractions attached to the beauty and natural uniqueness of the Creator which consists of natural beauty (*natural amenities*), climate, funding, fauna and strange flora (*uncommon vegetation & animals*), forests (*the sylvan elements*), and health sources (*health centers*) such as sulfur hot springs, mud baths. While man-made attractions are everything that becomes a tourist attraction that is deliberately created or made by humans, for example: monuments, temples, art galleries, art, festivals, ritual parties, traditional wedding ceremonies, and others.

Tourist objects and attractions have a very decisive component, it must be designed and built / managed professionally so that it can attract tourists to visit. Generally the attraction of a tourist attraction is based on:

- The existence of resources that can cause a sense of pleasure, beautiful, comfortable, and clean.
- There is a high accessibility to be able to visit it.
- There are special features / specifications that are rare.
- Supporting facilities / infrastructure to serve the tourists who visit.
- Natural attractions have high attraction because of the natural beauty of mountains, rivers, beaches, sand, and forests.

The attraction component is a natural attraction that provides a tourist attraction attached to the beauty and uniqueness of nature from the Creator, namely natural amenities. For that, natural attractions must provide value and can make an impression to tourists so that they feel satisfied.

2) Facilities (physical means)

Facilities are factors that clearly influence consumers to consume the products offered. Physical evidence management is an important strategy for the successful marketing of tourism services, where the use of tangible elements to strengthen the meaning and basic value of intangible service products.

Tourist facilities according to Yoeti (2006: 6), consists of several kinds of tourism facilities, where one with the other complements each other. In the relationship of tourist attractions to make more tourists come, longer stay, spend more money in the place he visited, then these facilities play an important role. The means in question are:

- Main Tourism Superstructure, its function is to provide basic facilities that can provide services for tourist arrivals. Included in this group are, 1). "Receptive Tourist Plant" is intended to be companies that prepare travel and tour, sightseeing for tourists, such as Travel Agent, Tour Operator, Tourist Transportation (tourist bus, taxi, coach

bus, rent-a-car, and so on). 2). "Residential Tourist Plant" these are companies that provide services to stay, provide food and drinks in tourist destinations, such as Hotels, Motels, Youth Hostels, Cottages, Camping Areas, Caravaning Taverns, and so on and 3). "Receiving Establishments, such as Bars and Restaurants, Coffee Shop, Cafeteria, Grill-Room, Self-Service, and so on. It also be added here, government offices such as Tourist Information Center, Government Tourist Office and Tourist Association can also be included in this group, because they also provide services to tourists who come although not directly.

- Supplementing Tourism Superstructure, which is a means that can complement the basic facilities in such a way, so that its function can make tourists stay longer in the place or in the area of yamng visited. Consisting of recreational and sports facilities, such as Skiing, golf course, tennis court, swimming-pool, boating facilities, hunting safari with all the equipment.
- Supporting Tourism Superstructure, is a facility that is needed by tourists (*especially business tourists*), which serves not only to complement the basic facilities and complementary facilities, but the function is more important so that tourists spend more money in the places they visit. Included in this group are Night Club, Steam Bath, Casino, Souvenir Shop, cinema, opera.
- General Infrastructure, consisting of; network of highways, bridges, sea, land, and air transportation, as well as other infrastructure consisting of clean water supply systems, power plants, telecommunication facilities, post offices, hospitals, gas stations, pharmacies.

It can be concluded that accommodation cannot be separated from tourism, without tourism activities it can be said that hospitality accommodation will be paralyzed. Conversely, tourism without hotels is impossible, especially if we talk about tourism as an industry. Thus accommodation is a service in the field of meeting the needs of tourists to get shelter or temporary residence.

3) Accessibility

Soekadji (2003: 107-108), accessibility requirements consist of access to information where facilities must be easy to find and easily reached, must have access to road conditions that can be traversed and get to tourist attractions and there must be an end to the place of a trip. Therefore, there should always be:

- Access information. With progress, man to channel all forms of desire has made this world a place without borders. Complete information input will certainly make it easier for tourists to select the areas to be visited. This information can be in the form of promotions and publications. Promotion is an intensive activity in a relatively short period of time. Promotion is one of the important factors that can determine the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that it will be useful to them, then they will never buy it.
- Access road conditions to tourist attractions, and the access road must be related to public infrastructure. The condition of public roads and access roads determines the

accessibility of a tourist attraction. Accessibility is an important requirement for tourist attractions.

3. Next as the final place of the trip, in the tourist attractions there must be a terminal, at least a parker place. Both access roads and parking spaces must be in accordance with the needs, namely in accordance with the number of tourists expected to arrive and the type and number of vehicles that are expected to be used by tourists.

Thus accessibility requirements demand that hotels, accommodations and other facilities should be easy to find and easy to reach. For that, the construction of tourist infrastructure that considers the conditions and location will increase the accessibility of a tourist attraction itself. In that order, the development of tourism infrastructure requires consistent coordination between competent agencies at various levels, both starting from planning followed by coordination at the implementation level is a common thread in the tourism development process.

III. RESEARCH METHODS

The data analysis technique used is the Interactive method. According to Sugiyono (2014: 404) Miles and Huberman stated that the activity in qualitative data analysis is carried out interactively and continues continuously until completion.

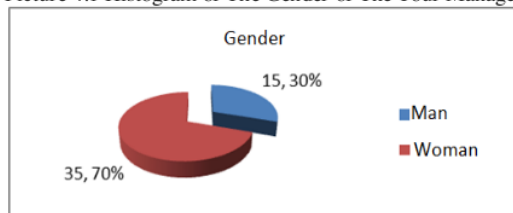
IV. DISCUSSION

Description of Research Results

a) Description of Manager Respondents

The description of respondents used by researchers in the study entitled Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions of Bone Bolango Regency is as follows;

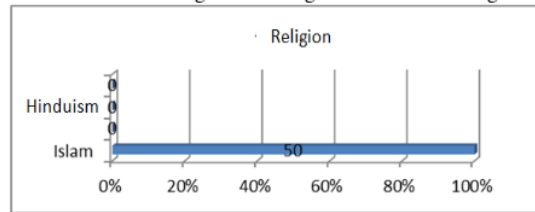
Picture 4.1 Histogram of The Gender of The Tour Manager



Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, reviewed in terms of gender in Dominance by Women or Housewives are as much as 70% and adult men or men as much as 30%. Thus that the main driver of natural tourism manager Botutonuo, more driven housewives in supporting the family economy and helping the husband or head of the household who went down to the sea as a traditional fisherman.

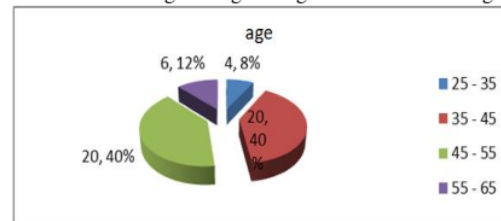
Picture 4.2 Histogram of Religious Tourism Manager



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, reviewed in terms of religion the majority of tourist attraction managers in dominance by local communities in Kabila Bone District Botutonuo Village who are Muslim as a whole. So that the development of sharia tourism economy can be done for the development of Botutonuo attractions in the future.

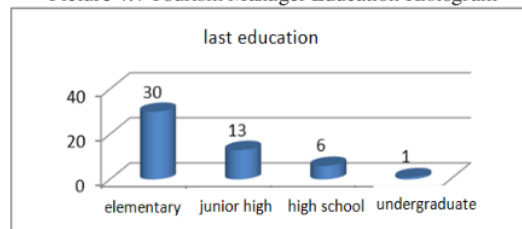
Picture 4.3 Histogram Age or Age of The Tour Manager



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions Bone Bolango Regency, in terms of age or age vary greatly such as ages between 35 - 45 and age 45 - 55 very dominant with a percentage of 40%, then the age of 55 - 65 as much as 12% and only 8% who are young between 25 - 35 years old tourist attraction managers in Dominance by local communities in Kabila Bone District Botuton Village. This shows that the potential for the development of Botutonuo beach tourism is very effective to develop, because in terms of the average age of the manager is the productive age between the ages of 25 - 55 years, meaning this can be one of the alternatives to be developed and become one of the most self-served potential in PAD Bone Bolango Regency if managed properly.

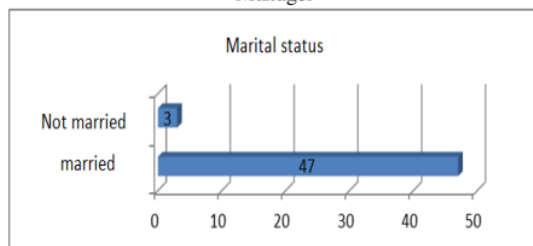
Picture 4.4 Tourism Manager Education Histogram



Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, reviewed in terms of the last education for botutonuo beach tourism managers vary, where the tourism manager is dominated by elementary education as many as 30 people, junior education managers as many as 13 people. High school educated managers as many as 6 people and only 1 person who is educated undergraduate and all are local people in Kabila Bone District Botutonuo village. This can show the tendency of weak development of Botutonuo beach tourism, because theoretically the factor of knowledge and managerial inadequacy of tourist attractions can be one of the factors not developing well a tourist site professionally and elegant as desired by foreign and domestic tourists.

Picture 4.5 Histogram of The Marriage Status of The Tour Manager



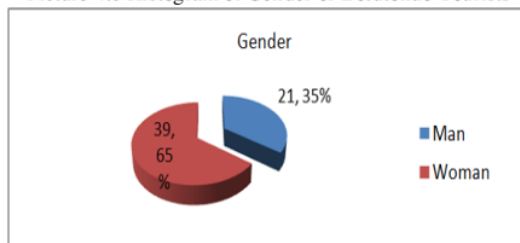
Source; Processed Data for 2021

The results of a research questionnaire on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, reviewed in terms of marital status are more dominated by managers who have families of 47 people and the remaining 3 unmarried people, and are still dominated by local people in Kabila Bone District Botutonuo village. The results of the researchers' observations showed that the contribution of this tourist attraction is very good to become a national tourism icon, but bumped by the limitations of facilities and facilities and adequate facilities for an elegant tourist attraction.

b) Description of Visitor Respondents

The description of respondents used by researchers in the study entitled Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions of Bone Bolango Regency is as follows;

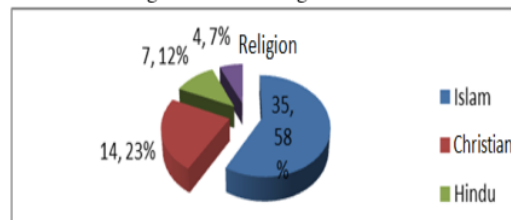
Picture 4.6 Histogram of Gender of Botutonuo Tourists



Source; Processed Data for 2021

The results of a research questionnaire on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, reviewed in terms of gender in Dominance by Women or housewives are as much as 65% and men or men as much as 35%. Thus, visitors to Botutonuo natural tourism, more dominated by female tourists (teenagers & Adults), meaning that the interest of local tourists is still high enough to make botutonuo tourist attractions the main alternative choice, because access can be easily reached, with prices and transportation costs that are still relatively low. When the research team went down in data collection did not find foreign tourists who visited, because it was still a pandemic period, because it was the manager before the pandemic that 1 or 2 people visited by not staying.

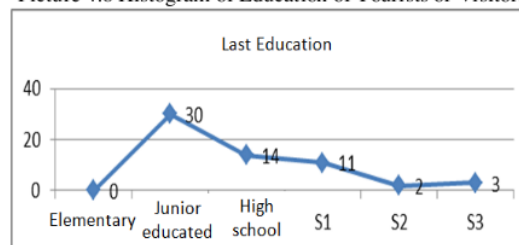
Picture 4.7 Histogram of The Religion of Tourists or Visitors



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in terms of religion the majority of visitors to Muslim attractions as much as 58%, Christian visitors as much as 23%, Hindus as much as 12% and Buddhists 7%. This shows that there are no restrictions for every tourist who enters botutonuo beach attractions, because the beach becomes one of the solutive wahan for domestic tourists to refresh after working in each agency in so on. But when the distribution of research questionnaires there are several complaints of tourists such as rinse places, mushollah, wudu places and toilets are not yet available because it is an urgent need for tourists visiting Botunouo Beach.

Picture 4.8 Histogram of Education of Tourists or Visitors

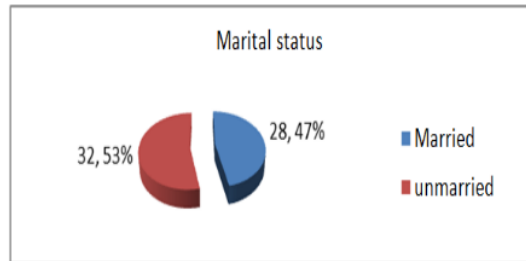


Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in the last education there are tourists or visitors to Botutonuo beach tourism varies, where tourists are

dominated by junior-educated as many as 30 people, high school educated tourists as many as 14 people. Tourists educated S1 as many as 11 people, S2 as many as 2 people and only 3 people who are doctoral educated. This can show the tendency of tourists' visiting power to be driven more by the millennial generation so that in the future the attraction and challenges of the manager are on attractions, accessibility and tourist attraction facilities are developed even better.

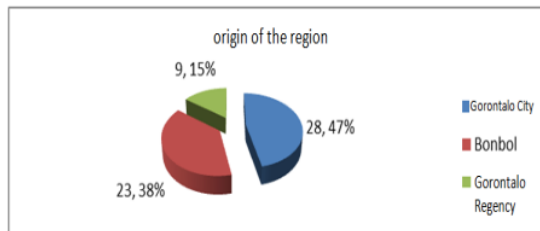
Picture 4.9 Histogram of Marriage Status of Botutonuo Tourist Visitors



Source; Processed Data for 2021

The results of a research questionnaire on Local Tourism Education in Increasing Community Economic Income in Botutonuo Attraction Bone Bolango Regency, reviewed in terms of marital status are more dominated by unmarried or unmarried tourists as many as 53% and 47% of people have families visiting Botutonuo beach attractions. The results of the researchers' observations showed that the contribution of this tourist attraction is very good to become a national tourism icon, but bumped by the limitations of facilities and facilities and adequate facilities for an elegant tourist attraction.

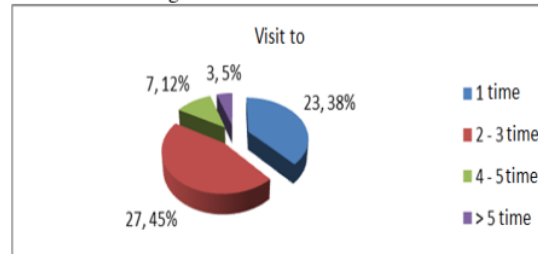
Picture 4.10 Histogram of The Origin of Botutonuo Tourist Area



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Attractions bone bolango regency, in terms of the origin of domestic tourist areas are dominated by tourists who are from gorontalo city with family as much as 47%, while tourists from Bone Bolango regency amounted to 38% and the rest are tourists domiciled in Gorontalo Regency as much as 15%. This shows that the origin of visitors greatly contributes greatly to the improvement and development of Botutonuo Beach attractions in the future.

Picture 4.11 Histogram visit to how much Botutonuo Tourists



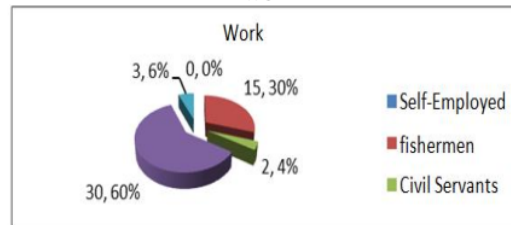
Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, reviewed in terms of the number of tourist visits or as many as 45% are visitors who have visited 2 or 3 times Botutonuo beach attractions, while there are 38% of tourists said the first time visiting botutonuo attractions. Then there are also visitors or tourists who have visited more than 4 to 5 visits and hany 5% of tourists who stated to visit Botutonuo beach attractions repeatedly and unknown number of visits, this means that Botutonuo beach attractions can be said to be good enough for the level of loyalty of visitors with the concept of alakadarnya or simple tourism. If added with rides with attractions, and adequate facilities it ¹⁹ not impossible this will be a very influential thing for the increase in the number of tourist visits to come enjoy the beauty of Botutonuo beach in the future.

c) Description of Respondents in Terms of Economic Income

The description of respondents used by researchers in the study entitled Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions of Bone Bolango Regency is as follows;

Picture 4.12 Histogram of Botutonuo Tourism Manager's Work

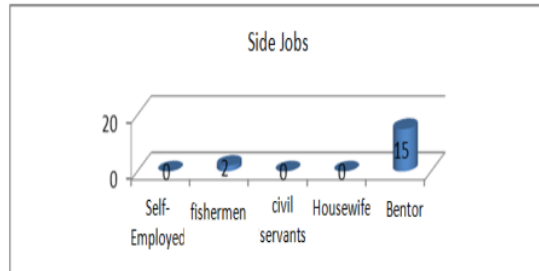


Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, reviewed in terms of the type of work in Dominance by Housewives are as much as 60%, working as fishermen as much as 30%, working as self-employed as much as 6% and only 4% are civil servants. This means that the job as a beach tourism manager is very helpful for housewives who simultaneously husband or head of

household work as fishermen, so that IRT can generate additional income from the results of this tourism management simply. The most important thing is that the contribution of the management of this tourist attraction can actually be the best solution in the Covid19 pandemic to increase the economic income of local communities, especially in Botutonuo Village, Kabila Bone Subdistrict, if managed better.

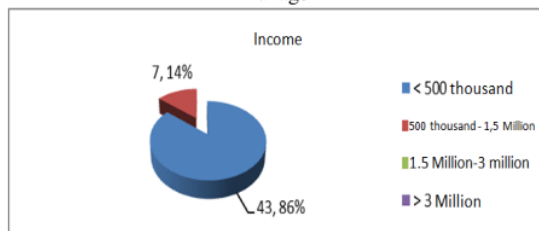
Picture 4.13 Histogram of Botutonuo Tourism Manager Side Jobs



Source; Processed Data for 2021

The results of a research questionnaire on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, reviewed in terms of the type of side jobs in addition to as a garden farmer as many as 2 people and as a brother bentor as many as 15 people. This means that the work as a beach tourism manager is very helpful for low economic communities, so that it can generate additional income from the results of this tourism management simply. The most important thing is that the contribution of the management of this tourist attraction can actually be the best solution in the Covid19 pandemic to increase the economic income of local communities, especially in Botutonuo Village, Kabila Bone Subdistrict, if managed better.

Picture 4.14 Histogram of Income as Botutonuo Tourism Manager



Source; Processed Data for 2021

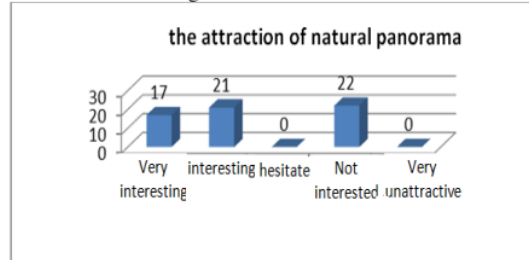
The results of a research questionnaire on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, in terms of the type of economic income of managers as managers of each respondent revealed their dissy in each month it could reach Rp 500 Thousand for each month as much as 86% and only 14% admitted if their income could reach 1.5 Million per month. When viewed

from the character of the manager and the type of income of the manager 1) for income of Rp 500 Thousand from parker rental, fried banana sales and loans gajebo beach while having income above 1.5 million per month with somewhat better facilities in addition to gajebo, parker, rent a simple meeting place.

d) Respondent's Description of attractions

The description of respondents used by researchers in the study entitled Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions of Bone Bolango Regency is as follows;

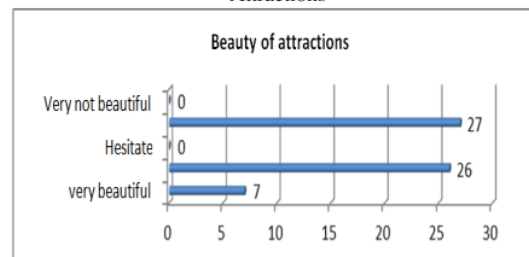
Picture 4.15 Histogram of Botutonuo Tourist Attractions



Source; Processed Data for 2021

The results of a research questionnaire on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, in review in terms of natural panorama attraction, some respondents stated that it attracted as many as 17 people, declared attracting as many as 21 people, declaring not attracting as many as 22 people. This means that in totality the tendency of tourist recognition that Botu Tonuo Beach has its own attraction in terms of its natural panorama; Cool, shady, interesting and can be said to be quite exotic said respondents. But not a few respondents complained about failures and rides that have not been so attractive, so the tendency of tourists to quickly go home higher, because the attraction is not supported by interesting, challenging rides, good shopping, adequate lodging, so this makes tourists quickly leave the attraction and leave the place. Attractions or attractions can arise from natural conditions (panoramic beauty, flora and fauna, the distinctive nature of sea waters, lakes), man-made objects (museums, cathedrals, ancient mosques, ancient tombs and so on), or elements and cultural events (art, customs, food and so on).

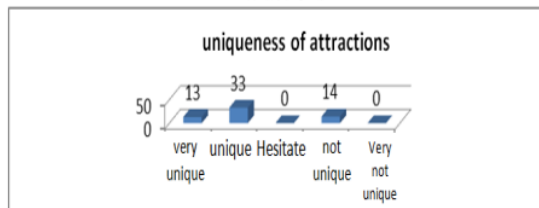
Picture 4.16 Histogram of the Beauty of Botutonuo Attractions



Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, in review in terms of natural panorama attraction, some respondents stated very beautiful as many as 7 people, declared beautiful as many as 26 people, declared not beautiful as many as 27 people. This means that in totality the tendency of tourist recognition that Botutonuo Beach has its own beauty in terms of its natural geography; Panoramic sunset, shady, beautiful and can be said to be good enough for health therapy or psychology of a person through sand therapy or beach gravel said respondents. But not a few respondents complained about facilities and rides that have not been so attractive, so the tendency of tourists to enjoy the beauty of the beach because of the limited facilities or alternative choices of tourists to pamper their eyes.

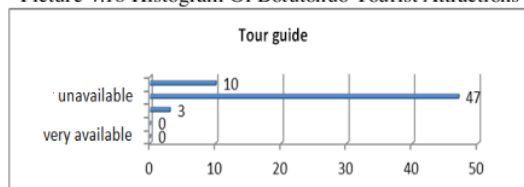
Picture 4.17 Histogram of the Beauty of Botutonuo Attractions



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in terms of the uniqueness of beach attractions, some respondents stated very unique as many as 13 people, declared unique as many as 33 people, declared not unique as many as 14 people. This means that in totality the tendency of tourist recognition that Botutonuo Beach has its own uniqueness in terms of the cultural culture of its people. The uniqueness is like the uniqueness of Laekey Beach in Dompu Regency, West Nusa Tenggara Province compared to surfing spots elsewhere because of the left-handed waves. The term left-handed waves because it has the direction of the waves sweep to the left instead of to the right as generally other beaches. This uniqueness is also supported by the beauty of the beach that is already famous in tourists, especially among surfing or surfing enthusiasts. But this does not yet exist like the example of Laey NTB beach, therefore the manager needs to consider the development in the form of uniqueness again so that Botutonuo beach becomes its own attraction in the future.

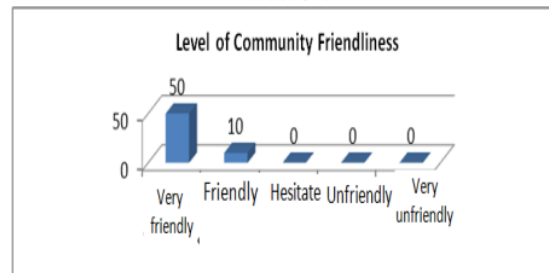
Picture 4.18 Histogram Of Botutonuo Tourist Attractions



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions Bone Bolango regency, in the view of beach attraction guides, some respondents stated that there were very unavailable as many as 10 people, stated that there were not as many as 47 people, stating that there were 3 people in doubt. The tendency of unavailability of tourists in Botutonuo Beach is very visible, so this will be the potential for weak tourism promotion to the level of tourists.

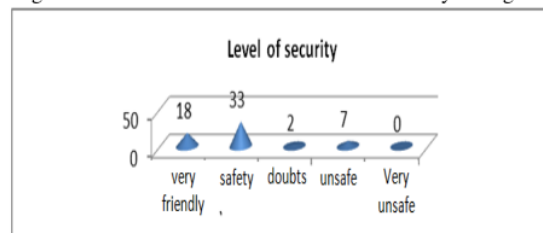
Picture 4.19 Histogram of Friendliness of Botutonuo Attractions



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in terms of the uniqueness of beach attractions, some respondents stated very friendly as many as 50 people, and stated unique as many as 10 people. This means that in totality that the people in the Botutonuo beach attraction complex have a very high level of violence to anyone who visits Botutonuo beach, and this becomes the main capital to guarantee the arrival of foreign tourists to Gorontalo and Bone Bolango Regency.

Figure 4.20 Botutonuo Tourist Attraction Security Histogram

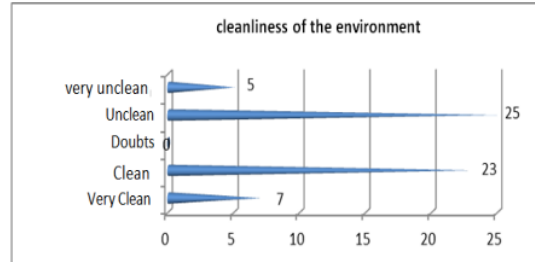


Source; Processed Data for 2021

The results of a research questionnaire on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, in terms of the safety of beach attractions, some respondents stated very friendly as many as 18 people, declared safe as many as 33 tourists, who expressed doubts as many as 2 people and declared unsafe as many as 7 people. This means that in totality that the people in botutonuo beach attraction complex have a friendly taste and maintain a high

security situation for anyone who visits Botutonuo beach, and this becomes the main capital to ensure the arrival of foreign tourists to Gorontalo and Bone Bolango Regency.

Picture 4.21 Histogram of Environmental Hygiene of Botutonuo Tourist Attractions



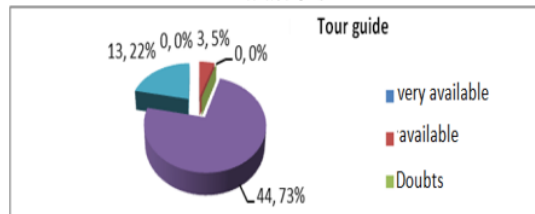
Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in review in terms of environmental cleanliness of beach attractions, some respondents stated very unclean as many as 5 people, declared unclean as many as 25 tourists, who declared clean as many as 23 people and declared very clean as many as 7 people. This means that in totality that the community in the Botutonuo beach attraction complex has a cleanliness value that still needs to be improved by the manager, be it the blessing of a relaxing place, beach sand environment or shade that can be said to be unique.

e) Description of Respondents for Facilities

The description of respondents used by researchers in the study entitled Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions of Bone Bolango Regency is as follows;

Picture 4.22 Histogram of Penginapam Facility on Botutonuo Attractions

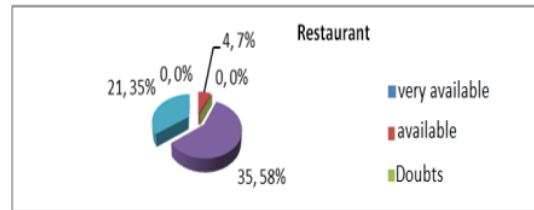


Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions Bone Bolango Regency, in terms of facilities, especially lodging facilities, some respondents stated that there were 5% available, which stated that there was not available as much as 22%, and stated that there was not 73% unavailable lodging. This means that in total the observation of visitors or local tourists that botutonuo beach attractions are not yet

equipped with adequate lodging facilities that suit the tastes of tourists. This is the reason for tourists not to stay in the tourist area of Botutonou, even in terms of the availability of rinse places and toilets are not adequately available.

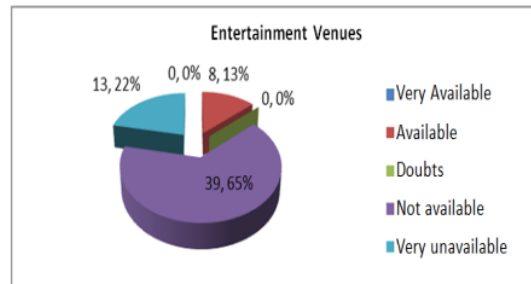
Picture 4.23 Histogram of Botutonuo Attraction Restaurant Facilities



Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in terms of facilities, especially restaurant facilities, some respondents stated that there were 7% available, which stated that there were no restaurants as much as 58%, and stated that there were very no restaurants as much as 35%. This means that in total the observation of visitors or local tourists that botutonuo beach attractions are not yet equipped with restaurant facilities that suit the tastes and desires of local tourists and foreign tourists. This is the reason tourists do not feel at home to linger at the attractions of Botonuo Beach Bone Bolango Regency.

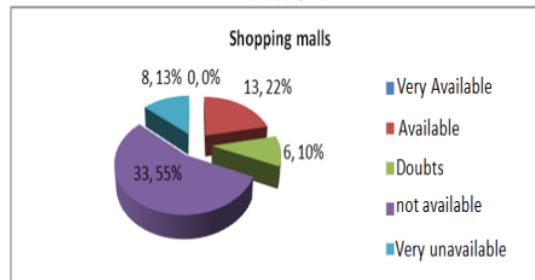
Figure 4.24 Histogram of Botutonuo Attraction Entertainment Facilities



Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions Bone Bolango Regency, in terms of facilities, especially entertainment facilities, some respondents stated that there were 13% available, which stated that there were no entertainment venues as much as 65%, and stated that there were no entertainment venues as much as 22%. This means that in total the observation of visitors or local tourists that in Botutonuo Beach Attractions are not yet equipped with entertainment facilities or some kind of medium place of performing arts that can make tourists can take a break to enjoy the view of Botutonuo beach Kabila Bone District Bone Bolango.

Picture 4.25 Histogram of Shopping Facilities in Botutonuo Attractions



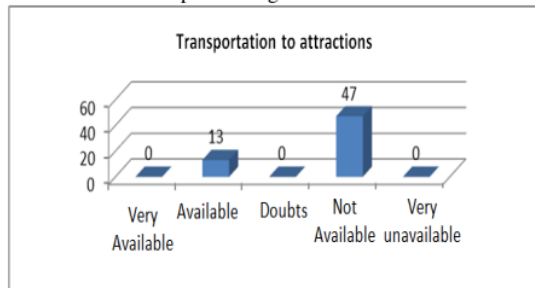
Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, in terms of facilities, especially shopping facilities, some respondents stated that there were available and hesitant to share the same number as much as 22%, who expressed 10% hesitation, no 55% of the availability of shopping, and stated that there was very inadequate entertainment venues as much as 22%. This means that in total the observation of visitors or local tourists that botutonuo beach attractions are not yet equipped with supporting facilities available to be the choice of tourists to visit Botutonuo attractions.

f) Respondent's Description of Accessibility

The description of respondents used by researchers in the study entitled Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions of Bone Bolango Regency is as follows;

Picture 4.26 Transport Histogram at Botutonuo Attractions

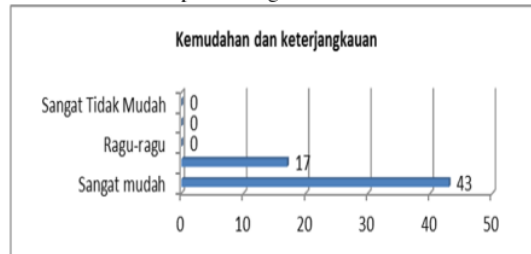


Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in terms of accessibility, especially transportation, some respondents stated that there were 13 people who stated that there were not available as many as 47 people. This means that in totality the observation of visitors or local tourists that in Botutonuo Beach Attractions is not yet equipped with good accessibility and adequate, naturally access to the location of the city of Gorontalo is quite easy for

the public or local tourists are not problematic, but the first time to the location of this tourist attraction considers it still very difficult and difficult to get information.

Picture 4.27 Transport Histogram at Botutonuo Attractions



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in terms of accessibility, especially ease and affordability, some respondents stated very easily as many as 43 people who stated and easily available as many as 17 people. This means that in totality of observation of visitors or local tourists that in Botutonuo Beach Attractions is easy and needs to be equipped with good accessibility and adequate, naturally access to the location of the city of Gorontalo is quite easy for the public or local tourists are not problematic, namn who are the first time to the location of this tourist attraction considers it still very difficult and difficult to get information.

Picture 4.28 Histogram of road conditions at Botutonuo Attractions



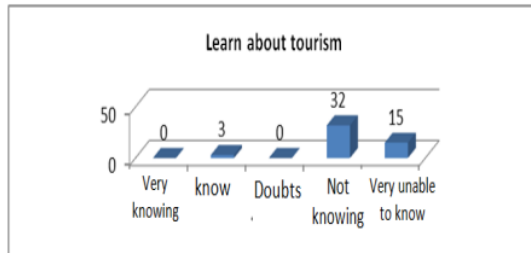
Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, in review in terms of accessibility of road conditions, some respondents stated very well as many as 50 people who stated and easily available as many as 10 people. This means that in total the observation of visitors or local tourists that in Botutonuo Beach Attraction already have good access equipped with good and adequate accessibility, naturally access to the location of the city of Gorontalo is quite easy for the public or local tourists are not problematic, namn who are the first time to the location of this tourist attraction considers it still very difficult and difficult to get information.

g) Description of Management Knowledge

The description of respondents used by researchers in the study entitled Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions of Bone Bolango Regency is as follows;

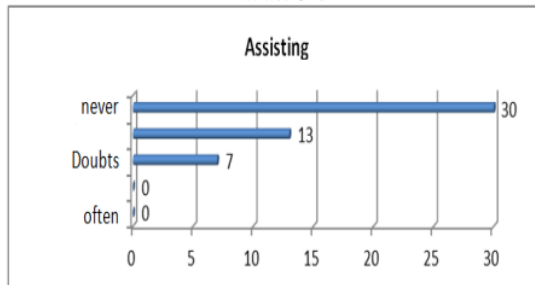
Figure 4.29 Histogram of manager knowledge at Botutonuo Attractions



Source; Processed Data for 2021

The results of a distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, in review in terms of knowledge of tourist attraction managers, some respondents stated to know as many as 3 people about tourism management, respondents who stated not to know as many as 32 people and respondents expressed very unaware as many as 15 people. This means that in totality of the researchers' observations is that the development of Botutonuo beach runs naturally, with some government contributions in terms of supporting facilities through the intervention of ADD funds for tourist attractions through the role of villages in Botutonuo Village. While in the aspect of knowledge about the pattern of tourism management the average manager has not understood properly how to manage the attraction becomes more professional and even becomes the potential income of the region. It can be intended that there are 37 managers who do not know the right about the management of tourism, so this needs to be done direct intervention by the government or can be through tourist pioneers through beach tourism observers, so that the development of Botutonuo tourism is not just operational naturally.

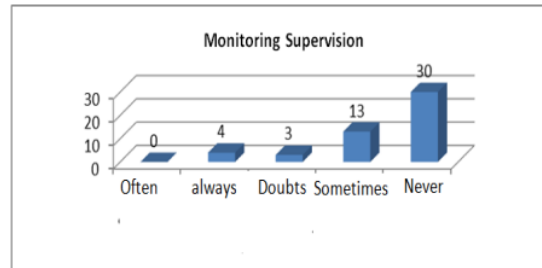
Picture 4.30 Histogram of manager knowledge at Botutonuo Attractions



Source; Processed Data for 2021

The results of a research questionnaire on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attraction Bone Bolango Regency, in review in terms of knowledge of tourist attraction managers, some respondents stated that assistance was carried out as many as 7 people who expressed doubts, respondents who stated that they sometimes knew as many as 13 people and respondents stated that they had never been mentored by as many as 30 people. This means that in totality of the researcher's observation is that the development of Botutonuo beach runs naturally, with some government contributions in terms of supporting the strengthening of management knowledge through the intervention of tourism management assistance in an elegant and professional manner. While in the aspect of knowledge about the pattern of tourism management the average manager has not understood properly how to manage the attraction becomes more professional and even becomes the potential income of the region.

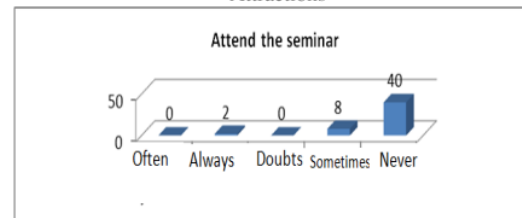
Picture 4.31 Histogram of manager knowledge at Botutonuo Attractions



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions Bone Bolango Regency, in review in terms of knowledge of tourist attraction managers, some respondents stated that monitoring or supervision was not done optimally by the government, as many as 30 people stated never, respondents who stated sometimes knew as many as 13 people and respondents stated always 4 respondents. This means that in totality of the researchers' observations, that the government does not conduct direct supervision over this tourist attraction because the tourism status is still a participant and is still managed by the community directly.

Picture 4.32 Histogram of manager knowledge at Botutonuo Attractions



Source; Processed Data for 2021

The results of the distribution of research questionnaires on Local Tourism Education in increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency, in review in terms of knowledge of tourist attraction managers, some respondents stated that the manager of only 2 respondents stated that they always attended seminars conducted by the Provincial government, as many as 8 people stated that they sometimes attended seminars, respondents who stated that they had never attended seminars as a result. ak 40 people manager of Botutonuo attraction. This means that of the 50 managers who are used as respondents in this research, it is necessary to strengthen knowledge, especially the management of tourism managers more professionally so that managers can develop attractive and unique tourist facilities or attractions in accordance with the character of the geographical location of the area, so that foreign and domestic tourists can feel at home and survive to stay in the area.

V. DISCUSSION

The value of visitors to Botutonuo Beach, Bone Bolango Regency is a comparison between the total benefits received and the total victims issued by tourists. The total value of visitor benefits is a set of benefits that visitors receive from a particular product or service consumed. Total visitor sacrifice is a set of costs sacrificed in obtaining, using and enjoying a particular product or service. This indicates that visitors to Botutonuo Beach attractions have felt the benefits that can support visitors to return to botutonuo beach attractions, according to tourist responses where there is new knowledge about natural phenomena, services provided by officers / guides, services from tourist attraction managers and the level of popularity of tourist attractions (imagery) that is well known to the local community, nationally and internationally. This condition is in accordance with the opinion of Zeithaml, Bitner and Gremler (2006) who stated that human resources that are part of the delivery of products / services will affect the perception of buyers, through the way they dress, appearance, attitude and behavior in the delivery of superior services, such as agile, friendly and attentive officers / guides will help create superior value. The contribution of the benefits of tourist attractions is sufficient to visitors, because the attraction by presenting the natural attraction of Botutonuo Beach with different natural characteristics to provide new information for visitors to the natural phenomenon. The results of interviews with visitors to Botutonuo Beach in response to the benefits of services felt by visitors to the speed and accuracy in the needs of tourism services are felt tend not to provide benefits that can inspire local and foreign tourists to be able to last longer, according to visitors often there is a lack of guides on the ground, explanations or information about natural phenomena are inadequate, lodging is not available adequately, do not prepare meals (order first freshly cooked), food stalls prepare a limited menu.

This condition is recognized by botutonuo tour managers that there are tour guides but it has not been going well, because we are aware of the limitations of human resources. We are working on advanced training and

thorough inventory with scientific studies. That way it is expected when serving visitors can provide satisfactory service. From the aspect of the benefits of guides felt by visitors with sufficient categories, where not optimal assessment of visitors to the benefits of the guide of the attraction is felt, because one of them is often not on the ground and provides inadequate information.

With the increasingly known botutonuo beach attractions will always give people the opportunity to visit to see firsthand the natural phenomenon with three different colors, this provides the benefits of a good tourist image will contribute positively to the attraction itself. The value of benefits is a number of costs incurred by tourists in obtaining, using and enjoying tourism services seen in terms of monetary sacrifice, time sacrifice, energy sacrifice, and psychological sacrifice.

The value of benefits that must be issued by visitors to Botutonuo beach attractions, tends to still be low because of the low knowledge of botutonuo beach attraction managers. The above condition implies a state, that the higher the benefit score, the lower the perceived value, and vice versa the lower the benefit score, the higher the value felt by visitors. For monetary benefits, including in the low category, this indicates that to visit botutonuo beach attractions do not require a large cost, let alone the tourist attraction itself has not prepared a variety of facilities both lodging, restaurants , cendra mata results and others to lure visitors to shop, just concentrate on the natural attraction of Botutonou beach.

From the aspect of transportation this indicates that the length of time to visit botutonuo beach attractions is quite fast, depending on where tourists come from whether in the city or from outside the city the average distance is 1.5 - 3 hours either by four-wheeled and two-wheeled transportation. The value of psychological benefits is the level of disappointment that may arise and must be faced by visitors when they are at the attraction. As per the respondents' responses including the level of disappointment is enough, this indicates that the attraction is interesting to visit, but the disappointment experienced is that the guide is often not on the ground, and also inadequate explanation of the natural phenomenon, plus facilities, especially the pendopo place for limited rest, which is available only like a shade that still needs to be rearranged so that it is unique and attractive to visitors. These conditions have an impact on the image of tourist attractions, so the manager must optimize the performance of providing adequate facilities at the location of the tourist attraction, so as to provide the best service in order to meet the needs of visitors.

The expectations of respondents in terms of increasing economic income, botutonuo beach attraction manager Kabila Bone subdistrict, gave a fairly good value, meaning that if attractions, facilities, accessibility and knowledge are done a good increase then this will increase the added value in the level of economic income of the community, from 50 respondents interviewed, showing the maximum expectation in increasing the economic income of the community, Then

do not rule out the possibility of being done on the systematic improvement of Botutonuo beach attractions will be a good tourist attraction and in demand by visitors and become a potential increase in PAD in Bone Bolango Regency.

The value of visitors obtained shows the relative benefit value is lower than the value of the benefit, but judging from the category then both the value of the benefit and the value of the victim are included in the category of sufficient. The value shows that Botutonuo beach attractions provide perceived visitor value is a balance of both the value of benefits and the value of sacrifice means that the value felt by visitors from the tourist attractions visited does not provide added value. This will have an impact on negative information about Botutonuo beach attractions. Although the popularity of Botutonuo Beach itself to give every tourist the opportunity to visit, but after arriving at the attraction with not supported by adequate facilities and accessibility will certainly provide low visitor value. This is confirmed by Kotler (2003: 273) that tourism products in the form of main services are accompanied by additional goods and services, therefore the offer consists of a main service with additional services or supporting goods. In addition, it is also affirmed by Middleton (in Oka Yoeti; 2005: 4-5) that tourism products with each other are very closely related, namely tourist destination attractions, available facilities and also accessibility to and from dearah tourist destinations.

Thus the value of the attraction is determined by tourists based on the benefits that will be received. For this reason, the product of tourism is the overall service both on the component of attractions, facilities and accessibility that is obtained and felt or enjoyed by tourists since he left his residence, up to the tourist destination he has chosen and returned to the house where he left. The results of this study show that the education or knowledge of Botutonuo tourist attraction managers needs to be educated about elegant tourist characters such as from the aspect of attractions, facilities and accessibility, because this will be an added value for visitors and can improve the image of Botutonuo beach attractions bone bolango regency. This means that the variables of attractions, facilities and accessibility are an interrelated entity to provide visitor value and the image of the attraction, if the attraction (attraction) of the attraction is attractive, but the facilities and accessibility are inadequate it will have an impact on the value felt by each visitor, and also have an impact on the image of the attraction itself.

Thus in the opinion of Oka Yoeti, that to realize the tourism program is determined by three factors, namely the number of visits, the length of stay and the amount of expenditure / expenditure per day of each tourist who visits a tourist attraction. For this reason, botutonuo beach attractions bone bolango regency clearly shows that the attractions of interesting attractions to visit and adequate accessibility is added to the weak knowledge of tourist attraction managers, so that the number from year to year continues to increase, while the length of stay and the amount of spending does not reach the target due to the provision of inadequate tourist attraction facilities, namely the provision of accommodation

(lodging, restaurants, shopping places and others), thus giving a low value to tourist attractions on Botutonuo beach.

VI. CONCLUSION

The results of analysis and discussion on Local Tourism Education in Increasing Community Economic Income in Botutonuo Tourist Attractions bone bolango regency based on survey data on 50 visitors to Botutonuo beach attractions came to the following conclusion:

1. Attractions Botutonuo Tourist Attractions Gorontalo Regency according to the response of visitors are in the category of interesting, Botutonuo beach attraction facilities are in the category of inadequate, while the accessibility of Botutonuo beach attractions is in the category of quite available.
2. The impact of management knowledge (attractions, facilities and accessibility) will have a positive impact on the trust value of visitors to Botutonuo Beach. If it is improved again, it will be better to present attractions will provide increasing customer value. Facilities have a customer value impact means that the better the provision of facilities will provide increasing customer value. And accessibility also has an impact on customer value means that the better the provision of accessibility will provide increasing customer value, so that it will increase the economic income of the community, especially the manager of Botutonuo beach attractions.

RECOMMENDATIONS

Based on the conclusions above, there are some suggestions as follows:

1. In the era of regional autonomy, for the arrangement of Botutonuo Beach attractions Bone Bolango Regency should coordinate among government organizers both tourism agencies to build infrastructure or facilities in tourist attraction locations such as highways, terminals, parking lots, pandopo (istrahat), clean water, bathrooms and toilets that are still felt inadequate to provide added value as tourist attractions.
2. Efforts to develop and manage Botutonuo Beach attractions should involve the private sector to be handled professionally with a tourism outlook, meaning to position tourism as an industry, and at the same time put the tourism sector as a potential sector in the development of the regional economy.

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