

**THE SUSTAINABLE TOURISM DEVELOPMENT
IN THE SANGIHE ISLANDS REGENCY**

THESIS

YOLANDA MONICA KIYOKO HIRANO JANGKOBUS

15071003



**HOSPITALITY AND TOURISM DEPARTMENT
TOURISM FACULTY
UNIVERSITAS KATOLIK DE LA SALLE MANADO**

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**THE SUSTAINABLE TOURISM DEVELOPMENT
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Yolanda Monica Kiyoko Hirano Jangkobus

Has fulfilled the requirement to be accepted by the committee

Advisor I



Machiko N. Indriyanto, S.E.Par., M.Par.

Advisor II



Steven Yones Kawatak, S.E., M.Ec.

Manado, 19 July 2019

Tourism Faculty

Universitas Katolik De La Salle Manado

Dean of Tourism Faculty

Head of Hospitality and Tourism Department



Dr. Stevanus Ngenget, S.S., M.A.



Machiko N. Indriyanto, S.E.Par., M.Par.

ABSTRACT

Tourism is a leading sector and source of income for local governments. Sustainable development is how the government in improving environmental destruction without sacrificing development needs in the tourism sector. The study, entitled "The Sustainable Tourism Development in The Sangihe Islands Regency," has the formulation of problems regarding what natural potential exists, the efforts and policies of what is done in tourism development, and how the development strategies carried out in the Sangihe Islands Regency. The purpose of this study is to find out the natural potential, efforts and policies and tourism strategies in the area. This study uses qualitative research. Where in this study, the data collection was carried out by observation, interviews, and documentation. The tourism potential in the Sangihe Islands Regency is the potential of cultural tourism, natural and marine potential, the potential of nature reserves. In a government policy on tourism development, it is divided into four aspects. Development of tourist destinations, tourism marketing, tourism industry, and tourism inertia. Based on tourism potentials that indicate the emergence of policies and efforts from the government on this matter, it must be accompanied by sustainable tourism development. This is supported by the government's role in implementing the principles of sustainable tourism development.

Keyword: Tourism, Potential, Strategy, Policy, Sustainable

ABSTRAK

Pariwisata sebagai sektor unggulan dan sumber pendapatan bagi pemerintah daerah. Pembangunan yang bersifat berkelanjutan adalah bagaimana cara pemerintah dalam memperbaiki kehancuran lingkungan tanpa mengorbankan kebutuhan pembangunan dalam bidang pariwisata. Penelitian yang berjudul “Pengembangan Pariwisata Berkelanjutan di Kabupaten Kepulauan Sangihe”, memiliki rumusan masalah mengenai apa saja potensi alam yang ada, upaya serta kebijakan apa yang dilakukan dalam pembangunan pariwisata, serta bagaimana strategi pembangunan yang dilakukan di Kabupaten Kepulauan Sangihe. Tujuan penelitian ini untuk mencari tahu potensi alam, upaya dan kebijakan serta strategi pariwisata yang ada di daerah sana. Penelitian ini menggunakan penelitian kualitatif. Dimana dalam penelitian ini pengumpulan datanya dilakukan dengan pengamatan, wawancara serta dokumentasi. Potensi pariwisata yang ada di Kabupaten Kepulauan Sangihe adalah potensi wisata budaya, potensi alam dan bahari, potensi cagar alam. Dalam kebijakan yang dilakukan pemerintah terhadap pembangunan kepariwisataan dibagi menjadi empat aspek. Pembangunan destinasi wisata, pemasaran pariwisata, industri pariwisata serta kelembagaan kepariwisataan. Berdasarkan potensi-potensi pariwisata yang mengindikasikan munculnya kebijakan maupun upaya dari pemerintah akan hal itu maka harus didampingi dengan pembangunan pariwisata yang berkelanjutan. Hal ini di dukung oleh peran pemerintah akan penerapan prinsip-prinsip pembangunan pariwisata berkelanjutan.

Keyword: Pariwisata, Potensi, Strategi, Kebijakan, Berkelanjutan

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STATEMENT OF THESIS ORIGINALITY

I, who sign this thesis, state that this thesis

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is truly original work.

In this thesis, there are no partly or overall of other people's writing and opinion that I recognized as my writing. When I should other people writing and idea by quoting implicitly, I have understood and showed the sources of its origin. If this thesis I wrote is providing as plagiarism. I will take consequences given to me, including the cancellation of degrees and certificate.

Manado, 19th July 2019



Yolanda Monica K.H. Jangkobus

Machiko Nugraha Indriyanto, S.E., M.Par.

Witness 1, as an advisor and member of Examiner Board

Yovanca Yully Feniatty Koondoko, S.ST.Par., M.Par.

Witness 2, as a member of the Examiner Board

Roosalina Hera Lucia, S.E., M.M.

Witness 3, as a member of the Examiner Board

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