

ABSTRACT

Tourism plays an important role in increasing income, especially in Indonesia, which is rich in natural and cultural beauty. North Sulawesi, especially Likupang, is a priority destination such as Paal Beach. To maximize this potential, the involvement of the community and the government in improving the quality of services is very important. The development of ecotourism and human resources is the key to local welfare and state revenue. Qualitative research was used to understand the impact of the role of communities in Paal Beach, with data collected through interviews, observations, and documentation. Data analysis involves reduction, presentation, and drawing conclusions. The Impact of the Role of the Community in the Development of Service Quality in Paal Beach: 1) The development of ecotourism increases local income and employment, 2) The local community provides tourism services, maintains cleanliness, and supports sustainable development. 3) Active participation of the community in meetings to improve service standards. 4) Community contributions include thoughts, energy, expertise, goods, and money. 5) Training to improve the quality of tourism services. 6) The community supports ecotourism despite environmental concerns. 7) Tourists appreciate community involvement, enhancing their experience. Village governments play an important role in designing plans, facilitating cooperation, regulating ecotourism activities, raising awareness, providing infrastructure, and developing the local economy in a sustainable manner.

Keywords: *Tourism, Ecotourism, Paal Beach, North Sulawesi, Community involvement, Village government, Service quality, Tourism development, Economic impact, Local welfare.*

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ABSTRAK

Pariwisata berperan penting dalam peningkatan pendapatan, terutama di Indonesia yang kaya akan keindahan alam dan budaya. Sulawesi Utara, khususnya Likupang, menjadi destinasi prioritas seperti Pantai Paal. Untuk memaksimalkan potensi ini, keterlibatan masyarakat dan pemerintah dalam meningkatkan kualitas pelayanan sangat penting. Pengembangan ekowisata dan sumber daya manusia menjadi kunci kesejahteraan lokal dan pendapatan negara. Penelitian kualitatif digunakan untuk memahami dampak peran masyarakat di Pantai Paal, dengan data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Analisis data melibatkan reduksi, penyajian, dan penarikan kesimpulan. Dampak Peran Masyarakat dalam Pengembangan Kualitas Pelayanan di Pantai Paal: 1) Pengembangan ekowisata meningkatkan pendapatan dan pekerjaan lokal, 2) Masyarakat lokal menyediakan layanan wisata, menjaga kebersihan, dan mendukung pembangunan berkelanjutan. 3) Partisipasi aktif masyarakat dalam rapat meningkatkan standar pelayanan. 4) Kontribusi masyarakat mencakup pikiran, tenaga, keahlian, barang, dan uang. 5) Pelatihan meningkatkan kualitas pelayanan wisata. 6) Masyarakat mendukung ekowisata meskipun ada kekhawatiran lingkungan. 7) Wisatawan mengapresiasi keterlibatan masyarakat, meningkatkan pengalaman mereka. Pemerintah desa berperan penting dalam merancang rencana, memfasilitasi kerjasama, mengatur kegiatan ekowisata, meningkatkan kesadaran, menyediakan infrastruktur, dan mengembangkan ekonomi lokal secara berkelanjutan.

Kata Kunci: Pariwisata, Ekowisata, Pantai Paal, Sulawesi Utara, Keterlibatan masyarakat, Pemerintah desa, Kualitas pelayanan, Pengembangan wisata, Dampak ekonomi, Kesejahteraan lokal.

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