

# Developing Archipelagic Tourism on Nain Island within Bunaken National Park in North Sulawesi, Indonesia

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**Abstract:** The research aims to identify and develop an archipelagic tourism development model to be implemented on the Nain Island in an integrated manner. This study used the descriptive qualitative methods to process and analyze data, which were collected through field observations and open interviews with various stakeholders. The results shown that the development plays an important role in enhancing the economic growth, reducing poverty and elevating the employment opportunities for people on the Nain Island within Bunaken National Park. It also contributed positively to strengthening the environmental conservation activities, through conscious efforts. The main obstacle however was the limited human resources, both in terms of quantity and quality. There is need to ensure the continuity of the Island's means, in order to assure the active involvement in the development of archipelagic tourism, with specific and distinctive characteristics.

**Keywords:** archipelagic tourism; Nain Island; Bunaken National Park

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## 1. Introduction

Recently, the development of archipelagic tourism is seen as an important tool in increasing economic growth, reducing poverty and advancing regional income on the small islands. Therefore, this study focuses on its development on Nain Island in Bunaken National Park supported by various parties. Previous researches have shown that tourism positively contributes to the economic, social and cultural growth of a community. These studies were carried out mainly on the development of the tourism industry, products, marketing and promotion, as well as systems information. However, research is yet to be carried out on the development of archipelagic tourism. Since the Bunaken National Park is famous as a tourist attraction and national strategic region, many community groups have become involved in managing the area. It has been designated as a National Park with zoning-based management regulations and approach. The coral biodiversity and reefs of Nain Island are the most productive to support the livelihoods of fishermen and drivers of archipelagic tourism. Another important thing is the development of human resources quality which masters its knowledge. Strengthening and improving the capacity building of human, institutional and natural resources is required for the development of tourism on this island. Furthermore, its implementation requires government support, through the management policies in order to make this islands one of the leading tourism destinations.

## 2. Related Works/Literature Review

### 2.1. Tourism Development

Tourism development is an increasing effort which aids in improving the economy of a region. It includes the proper management of activities which consist of planning, organizing, implementing and evaluating (Ramly, 2007). It aims at developing the economic, social and cultural activities of the community. Lagarens (2011) explains that the tourism project development aims to successfully balance local, regional and global concerns for economics, social and environmental sustainability and it is an immediate initiative rather than the ongoing process which contributes to sustainability in the long run. It also comprises of synoptic, incremental, mixed scanning and transactive planning

models (Mitchell, et al, 1997). The implementation of top-down development has led to the proportions and constellations of roles involving three unequal development stakeholders, where the state and private sector are dominant while the community remains in a marginal position. For that reason, an alternative development that is more business-oriented is needed to eliminate the marginalization and strengthen the community sector which becomes very relevant to be implemented (Suparjan and Suyatno, 2003). The development of archipelagic tourism through the partnerships provides a collaborating opportunity in model and strategic creation for tourism management and development that generate economic benefits. Its goals must be aligned with the objectives of ecotourism, sustainable and community-based tourism in a fair or equitable manner (Ashley, et al, 2001). The tourism management and development model is a tool used to contribute to economic growth and poverty reduction owing to its unique characteristics (UNWTO, 2002).

### **2.1. Archipelagic Tourism and Small Island Tourism**

There are many archipelagic destinations that are part of an island. Bardolet and Sheldon (2008) explain that the planning and development of archipelagic tourism is divided into many levels ranging from the land, islands, and private ownership. The hierarchy complex governance structures have the potential to cause conflict during its central planning. There are various community interests in each island which separates stakeholders. The developers and managers of these islands are trying to distinguish and compete with themselves using similar type of market. An obstacle faced in archipelagic tourism is difficulties associated with the development of inter-transportation infrastructures. The small island is defined as an area that is less than or equal to 2,000 km<sup>2</sup> (Law No. 27 of 2007). It is a collection of islands that interactively cooperate in the ecological, economic, social and cultural perspective. The management of small islands is one of the top priorities in the development of tourism in Indonesia because each of them has a unique characteristics different from the big islands. Physically, most are under 1,000 km<sup>2</sup> to less than 1 Ha and are separated from the main island insularly (remote) located. They tend to have endemic species and high marine biodiversity, such as coral reefs and mangrove ecosystems, reef fishes, and sea grasses. They also have beautiful coastal ecosystems, clear and clean coastal waters, good waves for surfing, lagoons and amazing natural scenery (Adrianto, 2004). The utilization of small islands is regulated in Law Number 27 of 2007 article 23 paragraph (2) and in the Regulation of the Minister of Marine and Fisheries Number 20 of 2008. Its use and the surrounding waters is prioritized for one or more of the following interests, 1) conservation, 2) education and training, 3) research and development, 4) marine cultivation, 5) tourism, 5) sustainable business and fisheries industry, 6) organic farming, and 7) farms. One of the prominent marine and environmental services potentials in small islands is fisheries and tourism, especially in conserved areas (Dermawan and Aziz, 2012).

## **3. Material and Methodology**

### **3.1. Data**

This study used the qualitative methods with descriptive analysis. The data were collected through interviews in order to obtain clear information on the management and development model of Nain Island in the Bunaken National Park. Primary data was also collected by the field observation to determine those that were less exposed in the interviews (like the attitude or behavior of people around the research site) and how they responded to the management and the development of activities carried out in the Nain Island.

### **3.2. Method**

The interview was addressed to the informants or communities from various circles. In addition, in-depth interviews were carried out because the questions aided in developing detailed perceptions and recommendations on ways to improve the model. Furthermore, to obtain a more completed data, interviews were also conducted to tourists visiting the island. In addition, a method of observation was also conducted to identify if the construction followed the existing planned management model documented by taking pictures/physical photographs during field observation.

## 4. Results and Discussion

The result of the field observations and in-depth interviews showed the results as follows:

### 4.1. Social characteristics of Nain Island

Nain Island comprises of Big and Small islands. However, there are no residents living on the small island, with a village located in each big region (Figure 1). Nain Island is accessed from the port of Manado using a taxi boat with a 2 hours travel period. The village consists of 9 separate hamlets, with a large population of 3,286 people, majority of which are Muslims. The village consists of Bajo and Sangir ethnic groups, and its roads, houses, churches and mosques are made of cement/concrete. In the village, members of the community are predominantly fishermen and seaweed cultivators. There are only elementary and middle schools. For the high school, people usually go to Manado.

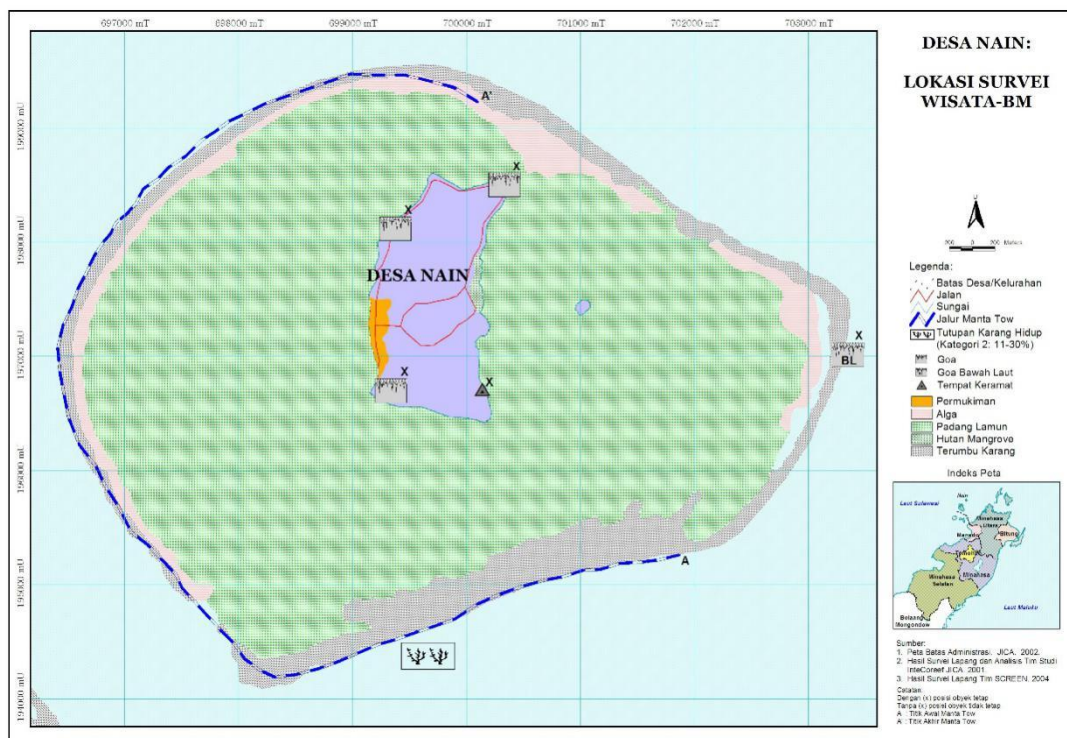


Figure 1: Nain Island (Lagarensse, 2011)

### 4.2. Natural characteristics of Nain Island

Nain is a coastal village formed in an island. Majority of its people are Muslim and fishermen because they came from the Bajo tribe. The village life is very crowded because of its large and diverse population with a population comprising of Christians and Islam. However, irrespective of this, the villagers are friendly and live in harmony. Every house on the beach has a 'tomb' or a place to hang seaweed and salted fish. There is a seaweed cultivation that almost covers the entire sea region. The Small Nain Island is also fascinating because the turtles are usually seen in colonies. However, it is faced with various obstacles, hazards, and challenges which needs to be carried out because they do not understand the importance of ecotourism. Its activity will adversely affect the community's ability to manage its seaweed cultivation (Figure 2). The Nain Island community is very pleased with the development of archipelagic tourism, however, the community has not felt its significant benefits due to the limitations of empowerment activities. It is believed that if Nain Island becomes a tourist center, then tourists may be invited to visit the seaweed cultivation sites without disrupting the current community activities.



**Figure 2:** Seaweed harvesting communities (Survey, 2019)

As said by key informant that:

*Tourism on the Nain Island is still deliberated by the islanders today because they are still thinking of how to improve, manage and sell the seaweed yield manufactured by its* (Perscom. May 2019).

The road leading to the Nain village located on its Island is made up of concrete and is in excellent conditions. The distance from the village is about 10-100 meters to the west coast. The profile of the sloping beach and its shape are winding and sandy beaches which comprise of white broken coral sands and sized like sugar with a width between 10–20 m. Interesting scenery that can be seen from the beach, namely Small Nain Island. Tree species exist along the coast called banyan tree being the most dominant. The coastline distance from the forest is 200 m with lots of sea grasses, seaweed, and few mangroves in the village. Garbage is seen on the beach with fishing boats located on the beach. The use of coastal land by the community in the village is > 75%. People use it as a place to dock boats and hang grasses. From the results of the village mapping, a lot of information was obtained such as the presence of 6 churches, mosques, elementary and junior high schools, village halls, health centers, clinics, public grave locations, historical relics, sacred sites, dive sites, underwater caves and white sand nets.

#### **4.3. Development opportunities of Nain Island for Archipelagic Tourism**

The Island is also used as a very good tourist spot by merely looking at the long white sand. It is no less interesting than other islands, with a mangrove attraction located at the end of Tatami Village about 45 minutes from Nain Village by sea with the potential of the beauty of white sand (Figure 3). It has a strength of 61% and a 13% chance evident from the presence of carving crafts, sacred places, clean water, traditional community activities, coral reefs good for diving, seaweed cultivation, electricity, VOC historical heritage sites, smooth transportation, and underwater caves. Its main obstacle is the limited knowledge of tourism management and human resources. However, it is important to socialize its benefits in an integrated manner.



**Figure 3:** Nain Island tourism potential (Survey, 2019)

At the time of the survey, the weather was rather cold with the decline of rain with high intensity. Sea transportation was stalled due to heavy rainfall which resulted to the inability of ships to cross 06.00 - 09.00 in the morning.

#### 4.4. SWOT Interpretation

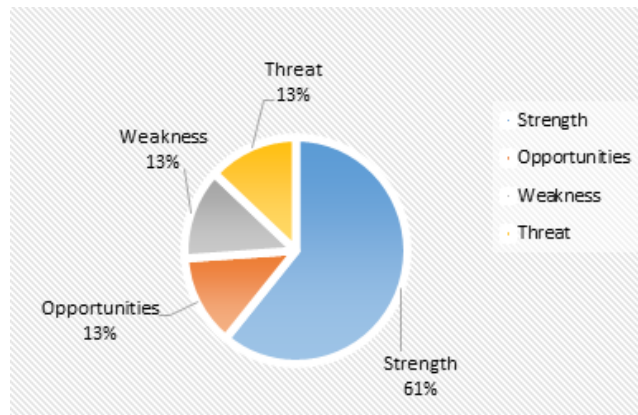
The opportunities for tourism activities on Nain Island are very high due to its potential, however it needs to be properly socialized with the right activities.

**Table 1:** SWOT Data (Strengths, Weaknesses, Opportunities and Threats)

COMMENT	S	W	O	T
Small Nain Island	✓			
Underwater Cave	✓			
Smooth transportation	✓			
VOC historical heritage site	✓			
Electricity	✓			
Cultivating seaweed	✓			
Coral reefs (for diving)	✓			
Traditional community activities	✓			
Water dog	✓			
Carving craft	✓			
Clean water	✓			
Sacred place	✓			
Open insight from the community		✓		
Open employment		✓		
Make/sell crafts as souvenirs		✓		
Need to socialize about the benefits of ecotourism			✓	
Lack of capital			✓	
Not mastering English			✓	
Management is not good, that there are many contributions to the small villages and outsiders				✓
Cultural change				✓
Space for small communities to cultivate seaweed				✓

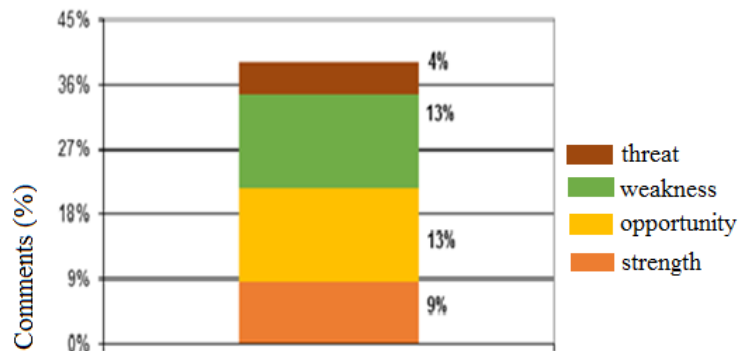
**Source:** Survey, 2019

Recently, the community is more focused on seaweed cultivation, making it possible to utilize the land for cultivation. The community institution is Bunaken National Park Concerned Community Forum which stated that it has not thought of tourism activities, owing to the community's inability to manage and due to its focus on seaweed farming activities.



**Figure 3:** Community opinion on archipelagic tourism development Nain Island (Survey, 2019)

The results of the mangrove survey showed that they were less than the other islands in the Bunaken National Park area. The local perceptions specifically on the tourism development (archipelagic tourism) in the Nain islands are explained. Figure 3 shows that 61% of the general perceptions of 11 communities stated that archipelagic tourism is the strengths of Nain Island. This shows that the development of tourism on it has been known and understood by the community, as a tourist destination with its own uniqueness. However, it is realized that in developing tourism on Nain Island, the reliable human resources are directly involved. From the aspect of economic social and capacity, the Island has a very high chance of 13% for archipelagic tourism development in the area (Figure 4).



**Figure 4:** Socio-economic issues and capacity of Nain Island

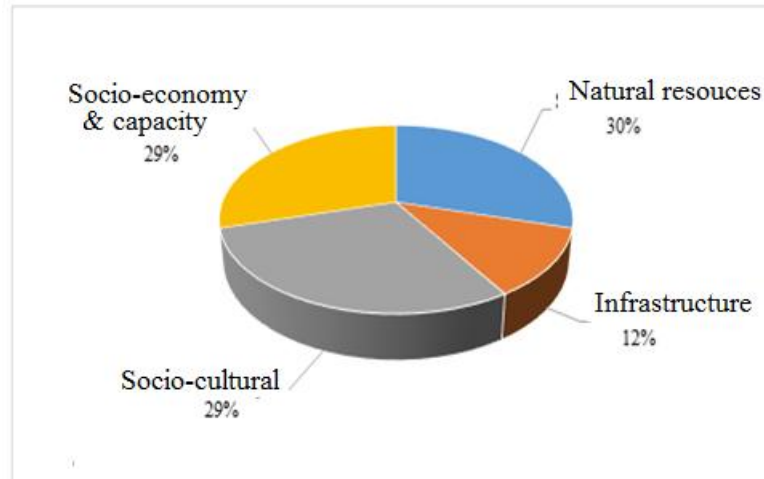
The strategic issues regarding the development of archipelagic tourism on Nain Island as well as the strengths and opportunities for the development are presented in Table 2.

**Table 2:** Important Issues about Nain Island Archipelagic Tourism

Potential	Issues	Sub Issues	Responses	Percentage
Strength	Natural resources	Land	2	12%
		Sea	2	12%
		other	1	6%
	Infrastructure	Public need	1	6%
		Transportation	1	6%
	Socio-culture	Tourism attraction	3	18%
		Art and tradition	2	12%
	Socio-economy and capacity	Capacity	1	6%
		Income	1	6%
	Opportunity	Socio-economy and capacity	Capacity	1
Income			2	12%
<b>Sub total</b>			<b>17</b>	<b>100%</b>

Source: Survey, 2019

Table 2 shows the sub-issue of 30% natural resources consisting of 12% sea, underwater caves, and good coral reefs, is the core zone of Bunaken National Park. The infrastructure sub-issue is 12%, which is in line with the public interest of 6% where the village already has electricity and smooth transportation. Approximately 30% of the socio-cultural issues are 12% in terms of art and tradition including crafts. The socio-economic issues and capacity of 30% are 18% income such as selling souvenirs and crafts, creates new jobs. The results shows that there is wide range potentials for archipelagic tourism to be developed in Nain Island.



**Figure 5:** Issues on the strength and opportunities of Nain Island archipelagic tourism

Figure 5 shows that 29% of the Nain Island community or 17 respondents stated that the socio-economic aspects and capacity were the important issues and that becomes potentials assets for archipelagic tourism development in the island.

## 5. Conclusion

Nain Island has the potential to develop archipelagic tourism with 61% strength of and 13% chance. The great potential lies on the island supported by the resources that include carved crafts, sacred places, the availability of clean water, dog water, traditional community activities, coral reefs good for diving, seaweed cultivation, electricity, heritage sites, smooth transportation, underwater caves, and the existence of Small Nain Island with turtles. The main obstacle in the development of archipelagic tourism is the low human resources and the limited knowledge of island management. It is important to socialize its benefits in an integrated manner. Furthermore, the development model of Nain Island archipelagic tourism requires strengthening and enhancing the capacity of human, institutional and natural resources. The implementation of the development requires government support, especially the Tourism Office through management policies.

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