

**DEVELOPMENT OF A TOURISM-BASED MODEL COMMUNITY BASED TOURISM IN INCREASING THE INCOME OF COASTAL COMMUNITIES OF KABILA BONE SUBDISTRICT BONE BOLANGO REGENCY, INDONESIA**

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**Abstract:** Tourism is the largest foreign exchange contributor economic sector that is able to overcome poverty and unemployment. Kabuapten Bone Bolango marine tourism village seeks to improve its economy through the development of tourist villages by applying the concept of Community Bassed Tourism (CBT) which is the development of tourist villages by involving and placing local communities in coastal areas that have the authority to manage and develop their own areas to increase local people's income by utilizing available natural resources.

The purpose of this facility is to be able to understand the tourism model based on community based tourism in increasing the economic income of the community in the village of tourism kabila bone Kabuapaten Bone Bolango. The research method used is qualitative research with data collection techniques through surveys, interviews and discussions with village officials. The results of the data collected are then analyzed using the Analitical Hierarchy Process method and the exploration of this research is expected to reveal the potential, problems, dimensions, and development of tourism in the superior area of coastal tourism in Kabila Bone District, Bonebolango Regency so that it will give birth to a design / model / concept of tourism development that can increase the income of people on the coast.

**Keywords:** Tourism development, Community Based Tourism, Analitical Hierarchy Process

## CHAPTER I. INTRODUCTION

### 1.1 Background

The successful implementation of community development depends largely on the role of the government and society. Both must be able to create synergy. Without involving the community, the government will not be able to achieve optimal development results. Similarly, in research by Mamengko (2020) that planning should be carried out integrally and holistically by involving local communities so that the community can get economic benefits as well as its natural resources can be maintained. Actions that can be aligned with the above are community empowerment in managing regional tourism or better known as community based tourism.

The coastal communities of Bone Bolango regency, especially the fishing community, are still at a low level of economic welfare, the cause is low access to capital, especially financial capital, causing fishermen to be unable to access physical capital in the form of better fishing technology. Similarly, the economic impact of the development of tourist destinations is basically still very small for the coastal communities of bone bolango regency. This is related to the economic benefits of the use of coastal and marine resources only a large part of which can be enjoyed by certain community groups such as ship and fisheries entrepreneurs, while coastal communities and coastal fishermen of bone bolango regency have not been able to feel the benefits directly therefore the

government must go down directly to solve problems or gaps such as income and gaps in ownership. In addition, research conducted by Agfianto (2019) stated that people who do not do business and have no activity in the destination then get nothing even though the community is a local resident.

Seeing the potential of marine tourism and considerable marine resources owned by Bone Bolango Regency in reality has not been able to contribute optimally to the improvement of the welfare of coastal communities. The most dominant problem facing coastal areas is precisely the problem of poverty.

The sustainable tourism approach prioritizes social principles where communities around tourist destinations can engage and participate in reviving existing local potentials. Without the direct participation of the community in tourist destinations, it is impossible for tourism to run sustainably. This concept is known as community-based tourism. This approach has strategic value, namely being able to create tourist products characterized by local culture. Tourism if managed properly will contribute the economy directly to the community around the tourism area. So indirectly, tourism contributes significantly to the native income of the region (PAD) and the economic growth of the people in the region (Rusyidi & Fedryansah, 2018).

Gorontalo Province is one of the provinces along the coastline and part of the coastal area has for generations become a residential area inhabited by local fishermen, and is very influential on local wisdom rather than the culture of the Gorontalo people. Bone Bolango Regency is one of the districts in Gorontalo Province, Bone Bolango Regency has an area that directly borders the coastline (coastal) especially in Botu Barani Village, Botutonuo and Olele village as a tourist village. The people in the village can be categorized as people who have known the modern community system by not knowing the social strata system as in the community like the inland community.

The rapid development of society as a result of globalization and the rapid advancement of communication and information technology makes the level of stress that exists in humans increase so that they need a place and atmosphere that can refresh the body and mind, therefore it takes a place that becomes a travel destination or commonly called a tourist destination. Responding to this, the Bone Bolango Regency Government seeks to provide tourist attraction facilities, both through the development of existing tourist attractions and the opening of new tourist attractions. The tourism potential in the Bone Bolango region is quite prospective especially for beach tourism that is famous for its white sand, but nevertheless from the many tourism potentials it has not been utilized optimally both by the community, government and investors. Tourism development does not only depend on natural resource factors, but it is necessary to take into account other factors that are no less important, such as the provision of facilities, accessibility, security and the nature of the surrounding community in receiving visitors.

## **PROBLEM FORMULATION**

1. How is the role of tourism object development in increasing community income in coastal communities in Kabila Bone District, Bone Bolango Regency
2. How is the application of a community-based tourism development model or Community Based Tourism (CBT) in increasing community income in coastal communities in Kabila Bone District, Bone Bolango Regency

## **CHAPTER II. LIBRARY REVIEW**

### **1.1 Community Based Tourism / CBT (Community Based Tourism)**

Community-Based Tourism is a tourism where the community as the main object, in the development of community-based tourism, the community has a role in all sectors of development both as planners, investors, implementers, managers, supervisors and evaluators (Hadiwijoyo, 2012).

Community-based tourism as an empowerment approach that involves and puts the community as an important actor in the context of the new paradigm of development, namely sustainable development paradigm of community-based tourism is an opportunity to mobilize all the potential and dynamics of society does not mean it is a small and local effort, but needs to be put in the context of community cooperation globally. (Sastrayuda, 2010)

### 1.2 Community Economic Empowerment

Sunaryo (2013: 215) in Rahayu et al (2016) defines community empowerment as a process that not only develops the economic tension of a helpless society. However, it must also strive to increase dignity and dignity, self-confidence and self-esteem, and maintain the local cultural value order. Community empowerment is interpreted as an effort to strengthen the power (power) or empowering of the powerless (powerless) community, usually those who belong to a marginal society.

Sinclair (1998) in research conducted by Rahayu et al (2016) mentioned that tourism is able to provide benefits in the form of strengthening the local economy, which includes foreign exchange, additional income to the community, and job opportunities that can be captured by the community. Business sectors in tourism such as accommodation, transportation and other businesses can contribute to encouraging local, regional, and national economies.

### 1.3 Community-based tourism development model as a community economic empowerment strategy

The model used in this study is the CBT (Community Based Tourism) model, which is the concept of developing a tourist destination through the empowerment of local communities, where the community contributes to planning, management, and voting in the form of decisions in its development. (Rochman, 2016). Similarly, in a Guidebook of Tourism Conscious Groups by Rahim (2012) has presented an illustration of a community-based development CBT model that collaborates between government, private and community in tourism as follows:

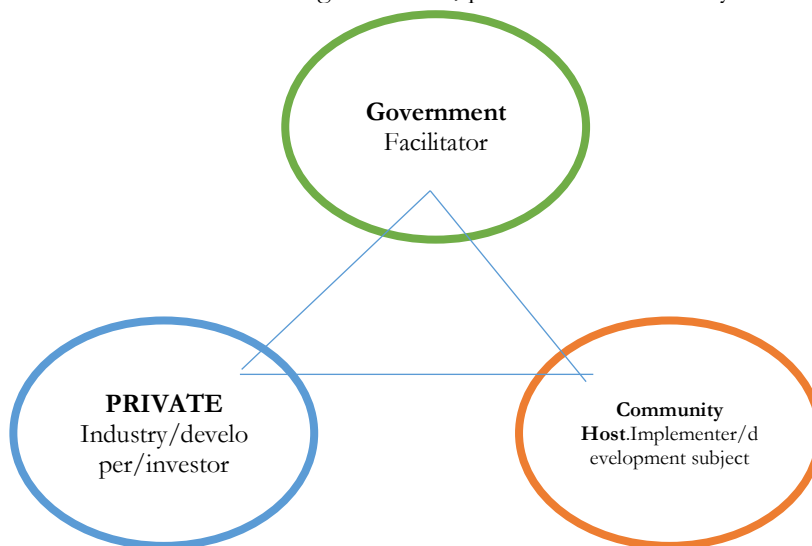


Figure 2.1. Stakeholders in Tourism (Murphy, 1990)

The role and function of each stakeholder more clearly are as follows:

1. The government in accordance with its duties and authorities to carry out its role and function as a facilitator and regulator (regulator) in tourism development activities.
2. Private Sector (business actors / tourism industry) with their resources, capital and networks carry out their roles and functions as developers and or implementers of tourism activities development;
3. 3. People with their resources, both in the form of customs, traditions and culture and capacity, act as hosts , but also at the same time have the opportunity as an actor for tourism development according to their abilities.

## CHAPTER III. RESEARCH METHODS

The type of quantitative research with the method used in this study is the Analytical Hierarchy Process method in an effort to improve the quality of tourist attractions in Kabila Bone District.

## CHAPTER IV. DISCUSSION

### 4.1 Analysis of Object Characteristics and Marine Tourism Attractions in Bone Bolango Regency Tourist Area

This research is interesting to be used as a community-based tourism object management design (CBI). In this study summarized into three marine attractions and its own attractions that have potential in Bane Bolango Regency, namely botu barani village whale shark tourism and Pasir Putih Beach in Botutonuo Village and Molotabu Village Beach which have different characteristics. The potential of tourist attractions in the Kabuapaten Bone Bolango area is grouped as a very potential marine tourist attraction.

#### 1. Tourist Attractions

##### a. Botutonuo Beach

This beach is located in Botutonuo tourist attractions, Gorontalo Regency, Gorontalo Province. It only takes a drive of no more than 30 minutes to get to botutonuo beach tourist sites. Access to the terrain location is very easy to reach so that visitors can use four-wheeled and three-wheeled and two-wheeled vehicles. Especially for three-wheeled vehicles in the form of bendor is one of the alternative recommendations that are very suitable to be used to travel to the marine attractions of Bone Bolango regency because bendor is a local transporatsi Gorontalo tool that is very unique and interesting to drive on the way to the marine attractions on the white sand beach botutonuo.



Figure 4.4 Botutonuo Gorontalo Beach Tourist Sites

##### a. Molotabu Beach

One of the potential marine tourism beach areas in Bone Bolango Regency is the Molotabu beach area. Molotabu Beach is located in the village of Molotabu which is about 16 km from Gorontalo City Center. This beach has become one of Gorontalo's flagship tourist attractions because of its location that is not too far away and the beauty of the sunset in the afternoon and the underwater beauty is very interesting to visit. The facilities and infrastructure available at Molotabu Beach within a radius of 1 km are lodging, houses of worship, health facilities in the form of health centers. In addition, the facilities that can be enjoyed in it are in the form of float tires to play water, rental boats, and shelter in the form of gazebos..



Figure 4.5 Molotabu Gorontalo Beach Tourist Sites

The concept of ecotourism focuses on the use of local resources. This is seen by the growing tourist attractions of Molotabu Beach which is characterized by many tourist visits so that it has a positive impact. The positive impact is clearly the economy of the people of Molotabu Village as tourists will increase community income so that the main goal of ecotourism development can be achieved.

#### a. Botubarani Beach

The movement of whale sharks that are very aggressive in gorontalo waters, especially in Botubarani Village, Kabila Bone District, Bone Bolango Regency has its own characteristics and attractions. This can be seen the appearance of whale sharks every day is increasing in number that is not small, namely approximately 17 heads (Kasim (2016) in Abd. Rafiq Sino., at.al, 2016).

Botubarani Village is not too far from the capital of Gorontalo Province. The distance can be reached in approximately 30 minutes. Tourist visitors are very easy to see whale sharks. From the boat with a distance of 100 meters from the shore, the unique animal can already be seen.

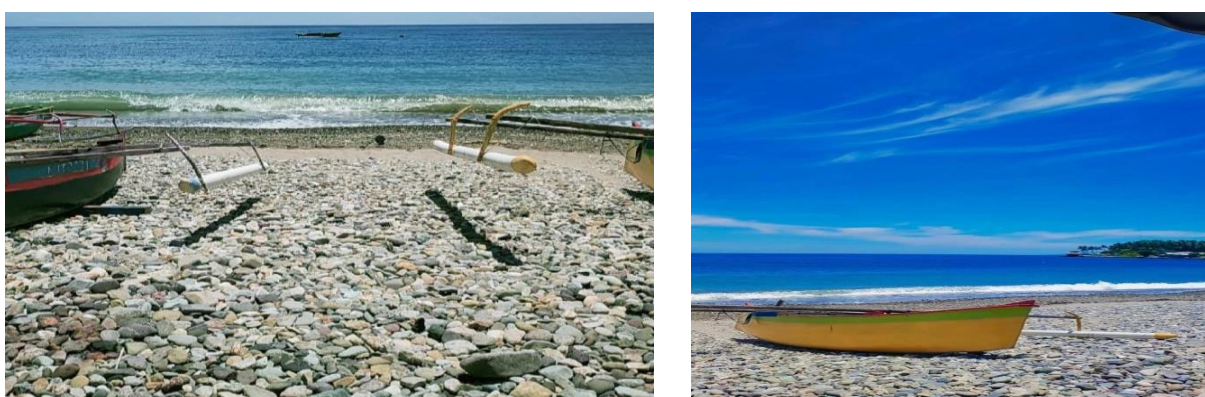


Figure 4.6 Whale Shark tourist sites and Botubarani beach

#### 4.2 Analysis of Characteristics of Gorontalo Socio-Cultural Activities

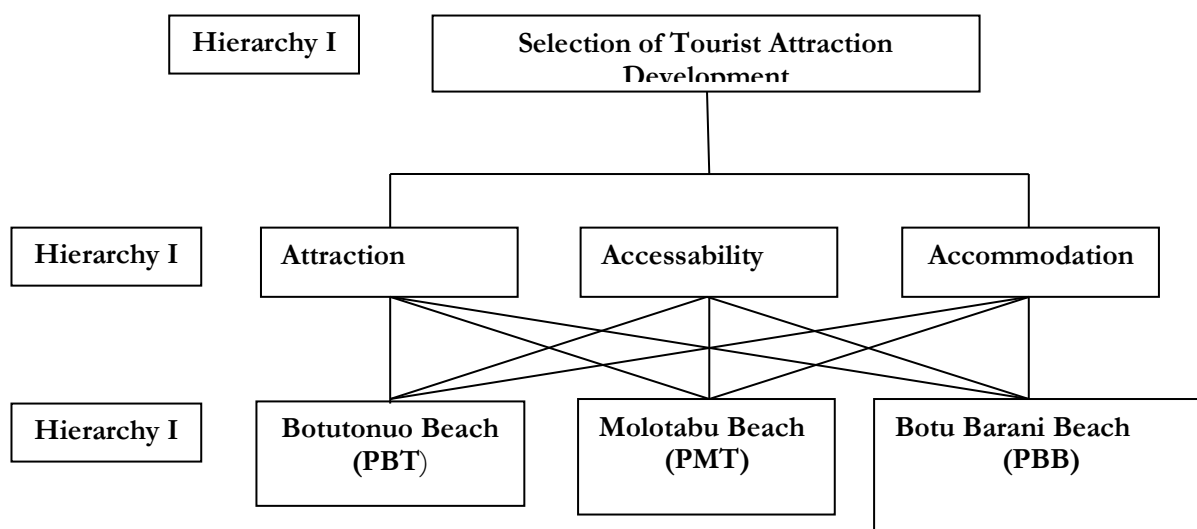
Gorontalo known as hulontalo lipu'u is an area located in the eastern part of Indonesia. The majority of the population is Muslim and high-ended customs as an honor, norm, and even a guideline in the implementation of government. This is attributed in a phrase "Adati hula hula Sareati-sareati hula hula to Kitabullah" which means, "Customs ending syara, syara ending Kitabullah". The meaning of this expression is that the custom is carried out based on sara (rules), while these rules must be based on the Qur'an. Thus it can be understood that the joints

of life of the People of Gorontalo are very religious and full of noble values.. The Gorontalo ethnicity is a society that has a high social sense, so there is rarely conflict among themselves. A very close kinship system is maintained, and the tradition of mutual cooperation remains sustainable in the lives of these people, especially in rural areas. Karawo art that appears and develops in Gorontalo, also can not be separated from the natural state of Gorontalo, such as geographical location, topography and climate that directly or indirectly affect the existence of karawo craft arts, regional arts and culinary.

**Research Data Analysis**

**Building a Hierarchy**

From the criteria and alternatives obtained next, the AHP stage is carried out by building a hierarchy as in Figure 2, namely by determining the objectives that are the objectives of the system as a whole at the top level.



Picture: Hierarchy of Development of Tourist Attraction Quality

**Criterion Comparison**

Based on the model and stages of the AHP that have been formed, the stage that must be done is to arrange a paired comparison matrix on each criterion and each alternative. The determination of values on the paired comparison matrix is carried out by the Tourism Section. The comparison assessment between Attractiveness (DT) and accessability (AK) and Accommodation (AKO) gives the same value, namely by each giving a value of 1. Furthermore, looking at the comparison between DT and AK criteria seen in the questionnaire shows a value of 7 so that the opposite value between DT and AK is worth 1/7 or decimal value 0.14285714, similarly, the DT criteria with AKO indicate a value of 3 or 1/3 with a decimal value of 0.33333333, while criterion AK with AKO is worth 1/5 or 0.2. by taking a break from the criteria for tourism development in Kabila Bone District, Bone Bolango Regency has different results as follows:

Table 4.1 Criterion Comparison Matrix

Criteria	DT	AK	AKO
DT	1	7	3
AK	0.14285714	1	5
AKO	0.33333333	0.2	1
Sum	1.47619048	8.2	9

Furthermore, the following can be seen the determination of the value of the eigence or krateristic value in accordance with the respondent's answer as follows:

Table 4.2 Specifies Eigenvalues

Criteria	DT	AK	AKO	Eigenvalues			Sum
DT	1	7	3	0.677419	0.853659	0.333333	1.864411
AK	0.14285714	1	5	0.096774	0.121951	0.555556	0.774281
AKO	0.33333333	0.2	1	0.225806	0.02439	0.111111	0.361308
Sum	1.47619048	8.2	9				

Determining the value of Eigen in developing tourism in Kabila Bone district of Gorontalo regency, it can be seen the process of comparing developments derived from attractiveness (DT) with the number of 1.864411, accessibility (AK) amounting to 0.555556 while the number of Accommodation values (AKO) amounted to 0.111111. this means that the difference in the number of tourism developments from the value of eigen varies.

To be able to see the number and average of respondents' answers to indicators of tourist attraction, accessibility and accommodation to attract lanyanan to tourist visitors can be seen the following table:

Table 4.3 Criteria Matrix with average

Criteria	DT	AK	AKO	Eigenvalues			Sum	Average
DT	1	7	3	0.677419	0.853659	0.333333	1.864411	0.62147
AK	0.14285714	1	5	0.096774	0.121951	0.555556	0.774281	0.258094
AKO	0.33333333	0.2	1	0.225806	0.02439	0.111111	0.361308	0.120436

Tourism development is treated by the beach with cbt model seen from three indicators, namely attractiveness (DT), Accessibility (AK) and Accommodation (AKO) has an average of different levels of development, namely Attractiveness (DT) shows an average value of 0.62147 means that the value of attraction (DT) has the most criteria and palin has the opportunity to be developed in increasing tourism on the coast in an effort to generate community income. Also from the Accessibility factor (AK) shows an average value of 0.258094 means that in addition to the attractiveness of tourism, the assessment factor is considered the most influential as an option to be developed in improving tourism services. while accommodation (AKO) is worth 0.120436. this means that the average value is a choice that is no less important to be able to increase bolango.tourism in Bone regency.

Furthermore, judging from the formula shows that the consistency ratio of three indicators, namely attractiveness, accessibility and accommodation of visitor services can be seen:

Table 4.4 Table Of Concessions Indicators of tourism development

<b>CI= Lamda max-n)/(n-i)</b>	
<b>Lamda Max</b>	4.1177001
<b>CI=</b>	0.55885005
<b>CR=CI/RI</b>	0.00963535

From the formula shows that the consistency ratio of the three indicators can be seen by comparing the number of values of the Attractiveness (DT), Accessibility (AK) and Accommodation (AKO) indicators compared to the average number of these indicators, it can be seen the amount of masimal kriteia 4.1177001, meaning that the development of tourism in bone bolanga regency is very important to be developed in an effort to increase regional and local community income. Furthermore, the CR value of 0.00963535, this means that the value shows a value below 0.1 as the provisions set by apbila do not reach or less than 0.1 then it is said to be consistent and vice versa if it is more than 0.1 then it can be said to be inconsistent. This can be said that the development of pariwisata in Bone Bolango regency is still on a very consistent path.

4.4.3 Alternative Comparisons

Table 4.5 Alternative Attractiveness Comparison Matrix (DT)

ATTRACTIO N	PBT	PMT	HP B	Eigen Values			Sum	Average
PBT	1	9	4	0.73469 4	0.888889 2	0.30769	1.931275	0.64375 8
PMT	0.11111111	1	8	0.08163 3	0.098765 5	0.61538	0.795783	0.26526 1
PBB	0.25	0.125	1	0.18367 3	0.012346 3	0.07692	0.272942	0.09098 1
Jumlah	1.36111111	10.125	13					1

Determining the value of Eigen to develop tourism with a community-based approach or called the CBT model in Kabila Bone district of Bone Bolango regency, it can be seen the process of comparing the development derived from the attraction for Botutonuo beach tourist attractions shows the development with the number of 1.931275 and the krakteristic development about visitors on Molotabu beach shows the number of eigen 0.795783 while the number of visitors on Botubarani beach until when showing the Eigen value of 0.272942. this means that the difference in the development of visitors from three tourist attractions in bone bolango regency has different development characteristics but has a fairly rapid development that can be seen from the average tourist attraction, namely; Botutonuo beach shows an average tourist attraction value of 0.643758, this means that the tourist attractions that have the largest visitor attraction of the three beach attractions in Kabila Bone district of Bone Bolango regency are in the tourist attractions on Botutonuo beach. The attraction of botutono beach according to village secretary Mr. Ruslan (2022) states that the average tourist visitor is more interested in enjoying swimming, white sand and fine krikil and wider coastline. Similarly, Molotabu beach is the second most in-demand choice by visitors with attraction according to the Village official Muhammad Zein (2022) who stated that the attraction of visitors on the molotabu beach is cleanliness, swimming, snokling, and enjoying the sinking of the sun in the west upuk (Sunset) while Botubarani beach is the most desirable attraction by visitors according to the secretary of Botubarani Village Mother Salma (2022) stated that the tourist attraction is beached. botubarani is a swimming, smooth white sand and whale shark.

Table 4.6 Tourist Attraction Consistency Ratio

$C_i = \text{Lamda max-n} / (n-i)$	
Lamda Max	4.74474291
$C_i =$	0.87237146
$CR = C_i / R_i$	0.01504089

Furthermore, judging from the formula shows that the consistency ratio of the three indicators can be seen by comparing the number of values of the Attractiveness (DT), Accessability (AK) and Accommodation (AKO) indicators compared to the average number of these indicators, it can be seen the maximum number of criteria of 4.74474291 means that the development of tourism in Kabila Bone district of Bone Bolango regency is quite good judging from the attraction of visitors every week. Furthermore, the CR value shows 0.01504089, this means that the value shows a value below 0.1 as the previous provision if it does not reach or less than 0.1 then it is said to be consistent and if the opposite is more than 0.1 then it can be said to be inconsistent. It can be said that the development of tourist attractions in Kabila Bone District, Bone Bolango Regency, judging from the interest of attraction until now is still very consistent.

Some of the studies that have been conducted on previous researchers include Sri Handayani, et al (2019) which revealed that the attraction is very influential on the development of tourist attractions, especially in terms of satisfaction to tourists who can educate that the better the facilities, accessibility and tourist attractions available in tourist areas will increase the satisfaction of visiting tourists. It can be concluded that if the community, government and all stake holders in Kabila Bone District Bone Bolango Regency participate in working together

in creating the attraction of tourist attractions such as botutonuo beach, Molotabu beach and Botubarani beach, it will greatly affect the development of tourist attractions so that the people in the tourist area can be helped in increasing revenue from various visitor activities.

Table 4.7 Alternative Accessibility Comparison Matrix (AK)

ACCESSABILITY	PBT	PMT	HPB	Eigen Values			Sum	Average
PBT	1	5	7	0.744681	0.810811	0.5	2.055492	0.685164
PMT	0.2	1	6	0.148936	0.162162	0.428571	0.73967	0.246557
PBB	0.14285714	0.16666667	1	0.106383	0.027027	0.071429	0.204839	0.06828
Sum	1.34285714	6.16666667	14					1

Determining the value of Eigen to develop tourism with a community-based approach or called the CBT model in the district of Kabila Bone Bone Bolango regency, it can be seen that the process of comparing the development derived from accessibility for Botutonuo beach tourist attractions shows the development with a number of 2.055492 and the characteristics of developments about visitors on Molotabu beach show the number of eigen 0.73967 while the number of visitors on Botubarani beach until currently showing the value of Eigen 0.204839. This means that the difference in the development of visitors from three tourist attractions in Bone Bolango Regency has different developmental characteristics but has a fairly rapid development when viewed from the average tourist accessibility, namely; Botutonuo beach shows an average value of tourist accessibility of 0.685164, this means that tourist attractions that have accessibility to visitors are the largest of the three beach attractions in Kabila Bone district of Bone Bolango regency are in tourist attractions on Botutonuo beach. Botutono beach accessibility according to village secretary Mr. Ruslan (2022) stated that the access of tourist visitors is quite good by providing how many entrances to tourist attractions known as aisles 1 to 7 are quite easy for visitors to enjoy Botutonuo beach tourism. Similarly, Molotabu beach is an interesting choice that is most in demand by visitors with good accessibility as expressed by Muhammad Zein (2022) that the accessibility of visitors on the molotabu beach is quite easy because it is close to the highway so it only requires one entrance hallway as the best access. The same accessibility on Botubarani beach is very good because it is close to the highway so it only requires one entrance which is facilitated directly by the Village government (Salma, 2022).

Related to Accessibility according to Cooper (2005: 106) Accessibility is one of the important drivers that must be considered in the development of tourist destinations, namely related to the condition of the road network, movement systems in the transportation system in one region and other ease of access that affects the affordability of tourism itself. The easier it is to reach the place reached, it will increase the interest of tourists to visit. Such as local transportation and the existence of terminals.

Research conducted by Sri Handayani, et al (2019) with the results of his research shows that the better the facilities, accessibility and tourist attractions available in tourist areas will increase the satisfaction of visiting tourists. It can be concluded that if the community, the government and all stake holders in Kabila Bone District of Bone Regency participate in working together in building access to tourist attractions on Botutonuo beach, Molotabu beach and Botubarani beach then the development of marine tourism in Kabila Bone District Bone Bolango Regency can increase and greatly affect the development of the community in the tourist area in terms of increasing the development of the tourist area in terms of increasing people's income.

Table 4.8 Tourism Accessibility Consistency Ratio

$C_i = \text{Lamda max-n} / (n-i)$	
Lamda Max	3.39642287
C!=	0.19821143
CR=CI/RI	0.00341744

Furthermore, judging from the formula shows that the consistency ratio of the three indicators can be seen by comparing the number of values of the Attractiveness (DT), Accessibility (AK) and Accommodation (AKO) indicators compared with the average number of these indicators, it can be seen the amount of masimal kriteia 3.39642287 means that the development of tourism in the kabila bone district bonebolango reGENCY is quite good seen from the accessibility of visitors every week. Furthermore, the CR value shows 0.00341744, this means that the value shows a value below 0.1 as the previous provision if it does not reach or less than 0.1 then it is said to be consistent and if the opposite is more than 0.1 then it can be said to be inconsistent. It can be said that the development of tourist attractions in Kabila Bone District, Bonebolango Regency, seen from accessibility until now is still quite consistent.

**Table 4.9 Accommodation Alternative Comparison Matrix (AKO)**

ACCOMMODATION	PBT	PMT	HPB	Eigen Values			Sum	Average
<b>PBT</b>	1	6	4	0.705882	0.84	0.333333	1.879216	0.626405
<b>PMT</b>	0.16666667	1	7	0.117647	0.14	0.583333	0.84098	0.280327
<b>PBB</b>	0.25	0.14285714	1	0.176471	0.02	0.083333	0.279804	0.093268
<b>Sum</b>	1.41666667	7.14285714	12					1

Determining the value of Eigen to develop tourism with a community-based approach or called the CBT model in Kabila Bone District, Bone Bolango Regency, it can be seen that the development process derived from accommodation for Botutonuo beach tourist attractions shows the development with a total of 1.879216 and the characteristics of developments about visitors on Molotabu beach show the number of eigen 0.84098 while the number of visitors on Botubarani beach to date. shows the Eigen value of 0.279804. This means that the development of visitors from three tourist attractions in Bone Bolango Regency has different developmental characteristics but has a fairly rapid development when viewed from the average tourist attraction accommodation, namely; Botutonuo beach shows the average value of tourist accommodation of 0.626405, this means that tourist attractions that have accommodation to visitor services are the largest of the three beach attractions in Kabila Bone District, Bone Bolango Regency, located at tourist attractions on Botutonuo beach. Tourism accommodation is something that is provided to meet the needs or desires of a person when traveling. For example, a place to stay or a temporary residence for people who travel. In this case, the accommodation available at Botutono beach tourist attractions according to the secretary of Mr. Ruslan Village (2022) is the availability of Gazebos built by the local community and villas provided by private parties at very affordable prices by visitors so that visitors feel comfortable in enjoying the atmosphere of the beach. Similarly, Molotabu beach is an interesting choice that is most in demand by visitors with accommodation that is quite interesting, namely the availability of villas and gazebos on the beach to enjoy the atmosphere of the beach. The same thing in Botubarani tourist attractions with the provision of adequate and attractive accommodation for visitors both in the form of villas and gazebos that are unique and beautiful in enjoying the atmosphere of the beach as expressed by the Village Secretary (Salma, 2022).

**Table 4.10 Travel Accommodation Consistency Ratio**

<b>Ci= Lamda max-n)/(n-i)</b>	
<b>Lamda Max</b>	4.00895736
<b>C!=</b>	0.50447868

When viewed from the formula shows that the consistency ratio of the three indicators can be seen by comparing the number of values of the Attractiveness (DT), Accessibility (AK) and Accommodation (AKO) indicators compared to the average number of these indicators, it can be seen the maximum criteria amount of 4.00895736, meaning that tourism development in Bone Bolango Regency is very important to be developed in an effort to increase regional income and community income in wilaya. tour. Furthermore, the CR value is 0.50447868, this means that the value shows a value below 0.1 as the previous provision if it does not reach or less than 0.1 then it is said to be consistent and if the opposite is more than 0.1 then it can be said to be inconsistent. This can be said that the development of pariwisata in Kabila Bone District, Bone Bolango Regency when viewed in terms of

accommodation until now is still quite consistent.

Various researches that have been carried out by previous researchers about the importance of accommodation in attracting tourist attractions including Rizal Kurniansah (2018) in his research revealed that the provision of adequate accommodation is one of the efforts to advance tourist attractions to improve the quality of lodging and increase promotion or advertising to increase public interest / tourists to visit both locally and internationally. Then research conducted by Agustini (2018) that good accommodation in tourist attractions is accommodation that is located close to tourist attractions and generally tourists prefer villa accommodation facilities, reputation assessed through the rating of online sites of the accommodation concerned, promoting through social media, having loyalty programs in the form of providing promos on certain days and especially foreign tourists prefer accommodation that is prioritize hospitality. Conclusions can be drawn that tourism accommodation is everything that is provided to meet one's needs or desires while traveling. Therefore, accommodation is very important to be developed in a better direction by working together by various parties both from the government, private sector and local communities so that the tourist attractions can attract foreign tourists and archipelago tourists so that regional income and community income can be increased.

As for the very important thing in knowing the comparison of the development of tourist attractions by doing a squeakan on each of the tourist attractions as follows:

<b>PBT</b>	0.829267	1
<b>PMT</b>	0.137579	2
<b>PBB</b>	0.017326	3
	1	

From this squeaky matrix can be calculated from the average attractiveness, accessibility and accommodation compared to the average value of coastal tourist attractions kabila bone district Bone Bolango regency and if the amount obtained is equal to 1 then the calculation of all indicators is not wrong but if it is not equal to 1 then the calculation there is an error so it is necessary to recalculate. It can be concluded that the highest reference in the squeakan or most developed tourist attractions and most visited by tourists in Kabila Bone District Bone Bolango Regency to date is Botutonuo beach tourism as ranked 1 (one) and followed by Molotabu beach tourist attractions with level 2 (two) in providing the best service to every visitor while the botubarani barada beach tour on the 3rd (three) as the most popular place for visitors in enjoying various services both in terms of attractiveness, accommodation and accessibility that has been available to every visitor both foreign tourists and archipelago tourists.

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusion

Conclusions that can be drawn in this study about tourism development with a community based tourism model approach with analytical hierarchy process analysis in increasing the income of coastal communities of Kabila Bone Subdistrict Bone Bolango Regency is as follows:

1. Tourist attractions kabila bone district Bone Bolango regency has the potential of beaches for tourism that can be developed into a very interesting tourist attraction visited by tourists both from foreign tourists and archipelago tourists. The potential of these beaches is Botutonuo Beach, Molotabu Beach and Botubarani Beach has considerable potential to be developed in increasing the income of coastal communities in particular and increasing the original income of the region in general. High commitment from various parties both from the government, private sector and the community is needed and the readiness of human

resources is a determinant of success in increasing tourism levels in Kabila Bone District, Bone Bolango Regency.

2. The development of tourist attractions in Kabila Bone District, Bone Bolango Regency through botutonuo beach, Molotabu beach and Botubarani beach has increased well and consistently both in terms of attractiveness, accessibility and in terms of accommodation available is in great demand by foreign tourists and nusantara tourists.
3. Management of wasata objects in Kabila Bone District, Bone Bolango Regency can increase the Original Income of the Region and the income of the people in the tourist attraction area by conducting various businesses including parking lot business, gazebo rental, tire rental, culinary business, lodging, toilets and bathrooms, Snorkling Equipment Rental, Surfboard Rental and boat transportation services and conducting Cenderamata sales and other lai-lai business in the tourist attraction area.
4. Cultural values that are the local wisdom of the Gorontalo community are still well adjudicated by the existing community in the tourist attractions such as hospitality, discipline, togetherness, courtesy, respect for guests, glorify guests, manners, and religion.

## 5.2 Recommendations

Based on the results of research conducted recommendations produced related to the management of tourist attractions are as follows:

1. The need for high commitment from the Bonebolango Regency government in the development of tourist attractions through Botutonuo beach, Molotabu beach and Botubarani beach to become one of the best tourist attraction icons for tourists.
2. All stakeholders must always coordinate and prepare the right plan so that botutonuo beach attractions, Molotabu and Botubarani beaches have high competitiveness and are very interesting for tourists to visit.
3. Related agencies are expected to conduct counseling, explanations and trainings and intensive human resource (HR) trainings to management groups or communities that are directly involved in tourism awareness, especially in the field of tourism so as to encourage success in the management of tourist attractions Botutonuo Beach, Molotabu beach and Botubarani beach, to be one of the attractions that are interesting to visit.
4. Village community institutions / organizations have an important role in the sustainability of tourist attractions so that the need to form organizations such as tourism conscious groups (Pokdarwis) as tourist management institutions so that later tourist attractions can run well and in accordance with the expected
5. If the tourist attraction has been formed must often be promoted through various existing media be it by the government, the community or other parties who are partners.
6. The village government collaborates with existing universities in order to provide input and opportunities for activities in tourist attractions to improve the development of tourist attractions
7. It is hoped that the people and tourists who come to visit can still maintain environmental sustainability, especially in the coastal area and also the values of existing religious culture.

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