

# Sustainability and Service Quality of Manado Beach Walk Tourism Objects in Supporting Manado City Tourism Industry

Telly Hetty Isje Kondo<sup>1</sup>, Jeanly A. Solang<sup>1</sup>, Youdi Y. Gumolili<sup>1</sup>, Deby Ch. Sendow<sup>1</sup>, Mita E. Takaendengan<sup>1</sup>

<sup>1</sup>Manado Tourism Polytechnic, Indonesia

\*Corresponding Author: Telly Hetty Isje Kondo

Email: [kondojt@gmail.com](mailto:kondojt@gmail.com)

**Abstract.** *Malalayang Beach Walk area is one of the tourist attractions in Manado City. Formerly this location was a place to sell a variety of culinary, but it has not been well arranged. Then this location was developed and made into a tourist attraction. The research method used is a qualitative method obtained by data collection techniques such as interviews, observation, and documentation. Based on the results of research, there is a strength that is the view of the beach, has attractions such as sports venues, children's playgrounds. Weaknesses are the lack of security levels in children's playgrounds, the absence of terraces in places to eat outside so that visitors feel less comfortable, lack of cleanliness levels of toilets, some facilities that are not maintained such as trash cans. The opportunity is that the Malalayang area is managed by the Manado city government.*

**Keywords:** *Sustainability, Service Quality, Malalayang Beach Walk Manado City*

Received: April 20, 2024

Received in Revised: May 15, 2024

Accepted: June, 17 2024

## INTRODUCTION

Manado City has developed very rapidly from all existing economic and infrastructure activities. A touch of various potential areas with all their uniqueness gives the color of the city face more beautiful, which is surrounded by coastal areas and other natural environments. The physical potentials of the natural and non-physical, social, cultural and historical environment describe an area that holistically develops according to the urban order and all its empowerment for the needs of the wider community. Various potential destinations are touched and developed as a sustainable form in determining the growth and development of the city of Manado (Methalia et al., 2023; Towoliu et al., 2022; Mananeke, 2016).

Malalayang *Beach Walk* (MBW) is one of the destinations that has not yet operated in early January the 22nd of 2023. MBW is a destination with natural attractions such as beaches and seas as well as due to touch or man-made. The location is right on the edge of the beach which is on the trans Sulawesi route which stretches for approximately 1.2 km. This location used to be a place to sell, the surrounding community with a variety of culinary and food and drinks tepai was not managed properly.

MBW was ultimately managed and handed over to the management of the Manado City Market Area Company, not managed by the Manado City Tourism and Creative Economy Office (Lagarensen & Walansendow, 2015). This area has main facilities such as amphitheatres, sports facilities, photo spots, anal play facilities, gazebos, restoration and kiosks = snack stalls, as well as supporting other facilities such as bathrooms, women's and men's toilets-; Ali is also a special

disabled person, trash cans, parking lots, and some beautiful special locations are shown in the afternoon sunset and there are spots for visitors to bathe on the beach and for diving.

As a tourist destination that has a multiplier effect in various aspects of the lives of the people of Manado City, it immediately has a positive impact, namely the choice of tourist attractions in Manado City (Langkai et al., 2019).

This positive impact has increased the number of tourist visits after North Sulawesi was specifically affected by Covid-19.

Tabel 1. Number of Tourist Visits in Manado City in 2018 -2022

Tahun	Wisatawan		Total
	Asing	Lokal	
2018	124.830	1.271.289	1.396.119
2019	143.730	975.060	1.118.790
2020	24.021	447.119	471.140
2021	16.718	442.587	459.305
2022	23.669	603.370	627.039

Source: Dinas Pariwisata Kota Manado, 2023

The increasing number of tourist visits demands an increase in the quality of service in this destination. The quality of service is usually seen by visitors from the existence of infrastructure, tourist spots and attractions, as well as food and beverage products available at the location of the attraction (Robustin et al., 2020).

Andesta (2022) stated that tourism as an industry engaged in products and services sees service quality as one of the indicators of the life cycle theory of a destination.

### Problem Statement

The problems raised in this study are: (1) The development of the city center as a center of economic activity with the empowerment of potential tourist attraction potential areas but not organized original wealth in terms of culinary and quality of service; (2) Manado City Center has unique geographical, ethnic, cultural and natural potential and the potential to experience stagnation in its development.

Taking into account some of the above problems, it can be formulated which is the basis of the problem of this study is the Sustainability of the Status of Malalayang *Beach Walk Tourism Objects* and the Quality of Service in it.

### Research Objectives

Identify tourist attractions in Manado City Center that are used as tourist destinations. Data shows that the classification of tourist attractions in Manado City is as follows:

Table 2. List of Natural Attractions of Manado City

No.	Attraction Name	Location (Sub-district)
1.	Kawasan Wisata Pantai Malalayang	Malalayang
2.	Hutan Mangrove Tongkeina	Bunaken
3.	Taman Hutan Raya Gunung Tumpa	Bunaken
4.	Taman Nasional Laut Bunaken	Bunaken Kepulauan
5.	Pulau Manado Tua	Bunaken Kepulauan
6.	Pulau Siladen	Bunaken Kepulauan
7.	Pulau Bunaken	Bunaken Kepulauan
8.	Air Terjun Kima Atas	Mapanget

Table 3. List of Cultural Tourism Attractions of Manado City

No.	Attraction Name	Location (Sub-district)
1.	Monumen Dotulolong Lasut	Wenang
2.	Kompleks Waruga Borgo	Wenang
3.	Monumen Perang Dunia II	Wenang
4.	Klenteng Ban Hin Kiong	Wenang
5.	Gereja Gmim Sentrum Manado	Wenang

Table 4. List of Attractions Made in Manado City

No.	Attraction Name	Location (Sub-district)
1.	Kawasan Malalayang Beach Walk	Malalayang
2.	Kawasan Kuliner Wakeke	Wenang
3.	Citraland Waterpark	Malalayang
4.	Kampung Arab	Wenang
5.	Kampung Cina	Wenang
6.	Kampung Warna Warni Singkil	Singkil

Based on the classification of the form of tourist attractions in Manado City that Cultural Tourism Attractions and Artificial Tourism Attractions have a tendency to develop stag, this refers to the management and development of various locations that are not developed and visits are very lacking, only musisman and not well maintained. Researchers provide assessments due to direct observation, so the hypotheses in this study are: Manado City Center sustainably has a priority scale in the arrangement and management of the location of Cultural and Artificial Tourism Objects. Holistic City Government policy from various elements of the Working Unit to collaborate in the development of the city center as a Tourism City.

## METHODS

### Scope of Research Area

This research was carried out in the Malalayang *Beach Walk area*. This area in the course of the development of Manado City has not long been built in the arrangement of urban planning and used as one of the artificial tourist attraction areas that experience the development of space utilization based on the geographical conditions of Manado City. This study aims specifically to measure the availability of Manado *Beach Walk* tourism object support for sustainability and apply service standardization for visitors or guests to support Manado City as a tourism city.

### Research Approaches and Methods

Efforts to develop studies to get problems solved in Kawsan MBW with analytical techniques and rationalistic approaches. In this study using qualitative descriptive method (*decriptive research*) which is research that provides a more in-depth picture of all service activities at the research location.

### Research Approaches and Methods

Efforts to develop studies to get problems solved in Kawsan MBW with analytical techniques and rationalistic approaches. In this study using qualitative descriptive method (*decriptive research*), which is research that provides a more in-depth picture of all service activities at the research location.

## RESULTS AND DISCUSSION

### Free Beach Walk

Malalayang *Beach Walk* (MBW), is one of the destinations in Manado City in a touch of better urban planning by providing marine and coastal attractions. The tourist products offered there are coastal views with a touch of facilities and spots to have an attraction for visitors both from the people of Manado City and outside Manado City.

Since its operation in 2022, there has been a flood of visitors because the treats given at that time were indeed interesting. Various facilities were built to support the general needs of the community, spots for children, the main one is naturally the sea view with the translucent islands of Bunaken, Nain and Siladen. With the purpose of quality tourism and the fulfillment of community welfare in general, the description above wants to examine the analysis of the carrying capacity of tourism in the destination Malalayang Beach Walk.

Malalayang *Beach Walk* area is one of the most interesting and many tourist attractions visited by local tourists in Manado City, this is because the tourist attractions of Malalayang *Beach Walk* area are very close to the center of Manado City which is approximately 5 kilometers away and has a tourist attraction in the form of beautiful beach scenery, marine life and biodiversity and the sea is very pleasant for water activities such as berenag, snorkeling and equipped with various tourist spots.

The number of tourists visiting MBW reached 3000 people per day at the beginning of three months since it opened. However, after that the number of visitors dropped dramatically to around 50 people. According to one user of MBW facilities, one of the factors in the reduced number of visitors is the fulfillment of curiosity from visitors to the Malalayang Beach Walk Area, the lack of security in one of the children's play areas because the media floor is made of concrete which can endanger children while playing, then there is no terrace on the dining table near the road so it is uncomfortable when it is hot and raining. some tourist attractions and inadequate facilities such as photo spots that are no longer aesthetic, toilet cleanliness, inadequate parking lots, culinary tours that are still few, road access is jammed because it is on the trans Sulawesi Road and facilities that look like poorly maintained. Therefore, carrying capacity is very important in the development of tourist attraction because it is one of the reference indicators in management (management reference indicator) for sustainable tourism, where if the calculation of carrying capacity is not followed there will be a decrease in tourist satisfaction with tourist attraction (Jovičić & Dragin, 2008; Bertocchi et al., 2020).

Manado City is the capital of North Sulawesi province. The population in Manado based on data from the Ministry of Home Affairs in 2022 is around 2,934 people/km<sup>2</sup>. making it the second largest city in Sulawesi after Makassar. Geographically, Manado is located at the tip of the northern peninsula of Sulawesi Island, p124°40' – 124°50' E and 1°30' – 1°40' N. Manado is also a coastal city that has a coastline of 18.7 kilometers. Manado City residents consist of multi-ethnic and religious. The tourism market of North Sulawesi, especially the city of Manado, has enormous potential for Indonesian tourism, Manado, a city that develops ecotourism-based tourism and until now because it still relies on marine *tourism*. The implementation of the development of tourism areas in Manado City focuses on property development or supporting infrastructure (Muhammad et al., 2021), including improving access to Bunaken island, namely dock facilities, then touching coastal area facilities and infrastructure, especially on Malalayang Beach. This development improvement is in an effort to improve the community's economy.

### **Manado City Center Tourism**

Observing an area from the side of scenery, both the natural environment and the touch of human hands, has a different impression and interpretation for each visitor. So it is very important that visitors' impressions of a tourist attraction are important to ask deeply regarding positive and / or negative assessments (Tung et al., 2021). Impressions are built due to mutual relationships as well as the background of observers.

There are several aspects of assessment related to the strength of an area or tourist attraction area that are assessed by visitors, including.

Table 5. Aspects Of Assessment

No	Tourist Attractions	Questionnaire Answers	Review Questions and Responses
I	Fisual Appeal		
1	The physical area and natural beauty	A number of respondents did not agree with the natural beauty that was managed did not pay attention to the sustainability of coastal areas and the process of allocation with community activities or activities near the coast.	<ol style="list-style-type: none"> <li>1. The physical potential of the beach is blocked which is not supported by a city spatial design. So the attractiveness is not very good</li> <li>2. Manado City as a <i>waterfront city</i> in this area is not developed beach spots.</li> <li>3. The geographical characteristics of the city center adjacent to the beach (on the beach and the existence of inter-island crossing ports) are appointed as a tourism activity with its natural and physical beauty to be used as a potential as a waterfront city.</li> </ol> <ul style="list-style-type: none"> <li>- Visual and physical public access is well facilitated</li> </ul>
2	The physical nature of the area and the physical beauty of the city	Many respondents as visitors do not agree that there is a city spatial arrangement that has a short-term view because the city center is adjacent to the beach. Building accessories do not reflect the cultural distinctiveness that exists in the city of Manado with various early ethnicities dominating.	<ol style="list-style-type: none"> <li>1. The downtown area has not paid much attention to the arrangement and management of trash cans.</li> </ol> <ul style="list-style-type: none"> <li>- The attractiveness of the city center needs to be improved by designing an area that is able to display the advantages and potential of the region</li> </ul>
3	Inner-city uniqueness	The majority of people believe that the city center still has the character and attractiveness of the area with the presence of some historical and cultural relics left. Unfortunately, this condition is not supported by the availability of facilities that support the development of the area as a historical area in the city of Manado	<ol style="list-style-type: none"> <li>1. RCity design with an approach to aspects of the privileges and uniqueness of the region needs to be a concept in the arrangement of the city center</li> <li>2. Area management needs to be more directed to promote the downtown area as well as make arrangements to provide cultural experiences for tourists</li> </ol> <ul style="list-style-type: none"> <li>- Revitalization is one of the regional development programs that can lift the image of the city, considering the many parts of the city center that have</li> </ul>

			environmental and cultural characteristics but environmental degradation occurs
4	Other beauties (elements of outdoor space, garden and recreation)	The community agrees that in downtown Manado there is a park that is quite good and beautiful, has an area where art and cultural performances are carried out for various events in Manado City. The existence of TKB was the only green open space in the form of a plaza in the city center, there was a shift in function due to unorganized good collaboration between government agencies and community components and educational institutions to continuously give birth to a sustainable schedule as a form of entertainment and / or attractions in all ethnicities in Manado City. Kampung Cina shopping malls, typical Chinese village culinary, all have their own charm	<ol style="list-style-type: none"> <li>1. The city center with all its limitations, has corners of the area that are able to provide experiences for tourists, the existence and sustainability of this existing condition needs to be supported and improved</li> <li>- The characteristics of clutter and density in the city center are exacerbated by the lack of availability of RTH and good infrastructure and facilities in supporting downtown recreation</li> </ol>
II	Environmental Quality of the City	Respondents agreed that the city center does not have good environmental infrastructure and facilities. This adversely affects the image of the city as a historical and cultural city	<ol style="list-style-type: none"> <li>1. Infrastructure and facilities do not support existing tourism objects</li> <li>2. The environment around the object does not support the imaging of the area</li> <li>- Improving and improving the quality of the physical condition of the environment will affect the identity of the region</li> </ol>
III	Tour, Accommodation and Transport Facilities	Respondents strongly agree that Manado city center has good hotel and accommodation facilities in addition to shopping and other facilities; This good condition is supported by adequate transportation services (most of the city's transportation routes pass through and offend the city center)	<ol style="list-style-type: none"> <li>1. Congestion and clutter of pedestrians and motor vehicles characterize the city center</li> <li>2. This condition defeats the uniqueness of the area which is characterized by shopping facilities and regional functions that have specific characteristics</li> <li>3. However, overall the accessibility of the area is quite good and the downtown area of Manado is one of the</li> </ol>

			shopping and recreation destinations of Manado people - Accessibility to Manado city center is good and supports the existence of tourist obyak
IV	Types of Activities as a form of Interesting Attraction	People strongly agree that the city center at certain times offers cultural attractions such as the Toa Pe kong festival and figura. But unfortunately this festival is not supported by cultural attractions regularly and regularly in the city center	1. Manado city center presents tourist attractions that can be reached by all people 2. In terms of events, tourism is quite often done in the city center. It would be nice if done regularly and varied with interesting themes 3. The potential of mass tourism in the city center needs to be supported by the completeness of infrastructure and facilities - Art and cultural attractions if packaged properly and neatly will support the success of tourist cities and be able to form regional animations

### Characteristics Responden

Female respondents are more at 59% compared to male respondents with a percentage of 41%. This shows where in commercial tourism objects that visit the most are women because they bring their children to play and vacation compared to men who are more focused on work. Furthermore, in terms of age, MBW visitors are dominated by visitors of productive age compared to non-productive age. MBW is a windy open space so physical conditions are a problem for non-productive age visitors to be a strong assumption.

Table 6. Characteristics of Respondents



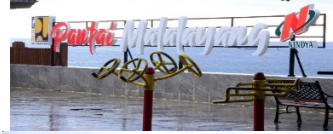





Characteristic	Number of People	Percentage (%)
Gender		
Man	41	41%
Woman	59	59%
Age		
<20 years	20	20%
21-34 years old	31	31%
35-49 years old	39	39%
50-60 years	8	8%
>60 years	2	3%
Work		
Student/college student	31	31%
Civil servants	11	11%
Private employees	32	32%
Self-employed	14	14%
Other	12	12%

Source: Research Results Data (2024)



## Regional Conditions

The current condition of the Manado Beach Walk area from infrastructure facilities is as follows :

Table 7. Profile of Manado Beach Walk Facilities and Infrastructure

No	Infrastructure	Unit Analysis	Role in Activities
1	<p>Tourist attractions: Children's Games</p> <p>Olah raga</p> <p>Location</p> <p>Dermaga Jetski</p>	   	
2	<p>Facilities of Tourist Attractions Cultural Stage</p> <p>Parking area</p> <p>Toilet</p> <p>Trash can</p>	   	<p>This cultural stage is provided to carry out events/events from the city government, or seminars and so on.</p> <p>The Malalayang <i>Beach Walk</i> area provides parking for visitors. For motorcycles, it is charged 5000 rupiah, cars 10,000 rupiah and buses 20,000 rupiah.</p>



	Culinary		Culinary Food and Beverage : Fried Banana, Young Coconut, Es Brenebon, Tinutuan, Mixed Rice
	Accessibility of MBW Area		The trip from the center of Manado city to the MBW area takes approximately 10-15 minutes using 4-wheeled vehicles or 2-wheeled vehicles with a distance of about 5 km.

Source: Researcher Results Data (2024)

### Service Quality Malalayang Beach Walk

Service is basically an activity offered to consumers or customers served, which is intangible and cannot be owned. In line with this, Normann (1991: 14) states the characteristics of service as follows: (1) Service is intangible, service is completely opposite in nature to finished goods; (2) Service in reality consists of concrete actions and is an influence that is social action. Production and consumption activities in services cannot be separated in real terms, because they generally occur in the same time and place.

The following is a detailed explanation of the effect of service quality on one of the indicators of the sustainability of MBW tourist attractions: The influence of service quality on sustainability to MBW tourist attractions because it suits your wishes".

The reality in the field also shows that in general visitors enjoy *hanging out* with friends and family while chatting and enjoying food and drink services at BMW so that this condition supports the indicator of visiting MBW in accordance with the wishes of those who want a spacious and suitable stay to visit together as a form of service from BMW managers with the availability of a spacious and comfortable location.

### CONCLUSION

Based on the results of the discussion, it can be concluded that the Malalayang Beach Walk area has the potential for sustainability as a natural and artificial tourist attraction in Manado City based on the results of data depictions in the field which show that:

Based on respondents of 100 people of good age based on the area of the area that displays views of Manado beach, beautiful sunset, which has the potential to make the MBW area a leading tourist attraction in the city of Manado. This is because the MBW area also has attractions in the form of children's playgrounds, parking lots, toilets and also places to eat.

### REFERENCES

- Andesta, I. (2022). Analisis Siklus Hidup Pariwisata dalam Pengembangan Pariwisata Berkelanjutan di Kawasan Wisata Lembah Harau, Kabupaten Lima Puluh Kota. *Jurnal Master Pariwisata (JUMPA)*, 8(2), 496-519.
- Bertocchi, D., Camatti, N., Giove, S., & van Der Borg, J. (2020). Venice and overtourism: Simulating sustainable development scenarios through a tourism carrying capacity model. *Sustainability*, 12(2), 512.

- Jovičić, D., & Dragin, A. (2008). The assessment of carrying capacity: A crucial tool for managing tourism effects in tourist destinations. *Turizam*, (12), 4-11.
- Lagarense, B. E. S., & Walansendow, A. (2015). IMPLEMENTATION OF A CLUSTER-BASED MODEL FOR WATERFRONT URBAN TOURISM IN MANADO INDONESIA.
- Langkai, J. E., Akib, H., Musa, I. C. T., & Naharia, U. (2019). The Implementation of Environment-Based Program (PBL) To increase community welfare in Manado City. *Odisha Journal of Social Science*, 19.
- Mananeke, L. (2016). Tourism Strategy Development in North Sulawesi, Indonesia. *The International Journal Of Business & Management*, 4(10), 245-253.
- Methalia, M., Masengi, E. E., & Mokat, J. E. (2023). Policy for Arranging Tourist Destinations in North Minahasa Regency. *JUPE: Jurnal Pendidikan Mandala*, 8(4), 1498-1504.
- Muhammad, F. J., Irawati, R. I., & Halimah, M. (2021). Policy Implementation of Sustainable Tourism Development Program in Manado City. *Enrichment: Journal of Management*, 12(1), 1058-1070. <https://doi.org/10.35335/enrichment.v12i1.359>
- Robustin, T. P., Sularso, R. A., Suroso, I., & Yulisetiari, D. (2020). Contribution of tourism products in creating satisfying quality of tourism services and tourist loyalty. *Journal of Environmental Management and Tourism*, 10(6), 1382-1391. [https://doi.org/10.14505/jemt.v10.6\(38\).21](https://doi.org/10.14505/jemt.v10.6(38).21)
- Towoliu, B. I., Sangari, F., & Permana, D. E. (2022, March). Conservation & Tourism; Problem and Challenge in Development of Manado City Center as Heritage Tourism. In *International Conference on Applied Science and Technology on Social Science 2021 (iCAST-SS 2021)* (Vol. 647, pp. 436-441). Atlantis Press.
- Tung, V. W. S., Tse, S., & Chan, D. C. (2021). Host-guest relations and destination image: Compensatory effects, impression management, and implications for tourism recovery. *Journal of Travel & Tourism Marketing*, 38(8), 833-844. <https://doi.org/10.1080/10548408.2021.1883499>