

Analisis strategi daya saing destinasi wisata bahari berbasis local wisdom (studi pada kabupaten kepulauan sangihe) = The analysis of marine tourism destination competitiveness strategy based on local wisdom (study of sangihe islands regency)

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Abstrak

Tesis ini membahas strategi daya saing destinasi wisata bahari berbasis local wisdom di Kabupaten Kepulauan Sangihe melalui analisis terhadap destination competitiveness dan place marketing. Destination competitiveness digunakan untuk menilai daya saing destinasi wisata bahari dalam rangka penyusunan strategi daya saing yang dilakukan melalui teori place marketing. Penelitian ini adalah penelitian deskriptif kualitatif dengan pendekatan postpositivisme.

Hasil penelitian menunjukkan bahwa destinasi wisata bahari Kabupaten Kepulauan Sangihe berdaya saing berdasarkan indikator natural resources, heritage and culture, dan special events dan tidak berdaya saing pada indikator tourism infrastructure, demand condition dan promotion and coordination.

Penelitian ini menyarankan kepada pemerintah Kabupaten Kepulauan Sangihe dan stakeholder pariwisata Kabupaten Kepulauan Sangihe agar memadukan wisata bahari dengan kearifan lokal melalui buying product dan buying experience, melakukan segmentasi wisatawan potensial, melaksanakan events pariwisata bertaraf nasional dan internasional dengan menonjolkan unsur kearifan lokal masyarakat, menerapkan Community-Based Tourism dan Public-Private Partnership dan bekerja sama dengan kelompok sadar wisata dalam mempromosikan wisata bahari berbasis local wisdom dan mengatasi masalah lingkungan pariwisata bahari Sangihe, membentuk brand image destinasi wisata bahari kabupaten kepulauan Snagihe dan menargetkan wisatawan potensial berdasarkan aktivitas tujuan wisata, demografi dan trend kunjungan wisatawan ke provinsi Sulawesi Utara dan Kabupaten Kepulauan Sangihe.

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This thesis discusses the competitiveness of local wisdom-based marine tourism destinations in the Sangihe Islands Regency through an analysis of destination competitiveness and place marketing. Destination competitiveness was used to assess the marine-tourism destination competitiveness in the context of developing the strategies that were carried out through place marketing theory. This research is a descriptive qualitative study with a post-positivism approach.

The findings showed that the marine tourism destinations in the Sangihe Islands Regency were competitive based on indicators of natural resources, heritage and culture, and special events and were not competitive on the indicators of tourism infrastructure, demand conditions, promotion and coordination.

This research recommends the local government of Sangihe Islands Regency and tourism stakeholders, to integrate marine tourism with local wisdom through buying products and buying experience, segmenting potential tourists, carrying out national and international-level tourism events by highlighting elements of local wisdom, implementing Community- Based Tourism and Public-Private Partnership and collaborating with tourism observer groups in promoting local wisdom-based marine tourism and addressing the environmental issues of Sangihe marine tourism, shaping a brand image of marine tourism destinations and targeting potential tourists markets based on tourist destination activities, demographics and tourist visits

trend to the North Sulawesi Province and Sangihe Islands Regency.