



CAPACITY BUILDING TOWARDS INDONESIA SUSTAINABLE TOURISM AWARD (ISTA) MANDEH TOURISM AREA SOUTH COAST DISTRICT

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Abstract

Before 2015, Mandeh Tourism Area was an isolated area. In 2015, initiated by the regional government of South Pesisir Regency, the Master Plan of Mandeh Integrated Tourism Area was made. Along with that, various forms of engagement began to do for Mandeh as an integrated marine tourism area. Models of the Capacity-building are carried out, in the form of involving the community fully in various facilitation. The purpose of this service is society of Mandeh Tourism Area that it is able to compete with other tourist areas in Indonesia. The method used is participants, socialization, Focus Group Discussion (FGD). The results of study show that the society of Mandeh tourism area began to be able to compete. This is evidenced by the inclusion of Mandeh Tourism Regions in 37 nominations for the Indonesia Sustainable Tourism Award from 263 tourist areas of Indonesia in 2019.

Keywords: Capacity Building, Indonesia Sustainable Tourism, Mandeh Tourism Area

Introduction

Nyalo Mudik Aie River is a mountainous region directly facing the sea, having a wide range of natural potential. These potentials include fisheries, plantations, rice fields, water. In addition, its unique topography, the Nyalo Mudik Aie River area also has the potential to be developed into one of the tourist destinations of Bahari Mandeh. However, the potential owned by this Nagari has not been utilized and developed by the public to the fullest. This is due to several factors such as the condition of Nagari is quite isolated in terms of accessibility. Until the middle of 2017 the main public transportation of Mandeh area a day is by using paddle boat and engine boat, because there is not yet a safe and adequate road to connect between Nagari in Mandeh area

(Fatimah, DKK: 2016). In addition, people are also experiencing a lag in technological advances and far from the Times, as well as the lack of awareness in society of the tourism potential owned by their environment. There has been no tourism conscious group in the Nyalo River, there is no ecotourism group yet there is no culinary group, English language group, etc. On the other hand, although the region has a variety of seafood, but the mothers in the Nyalo Mudik Aie River have insufficient ability to cultivate the seafood into a nutritious and distinctive food.

Mandeh Tourism area has been proclaimed as a integrated tourist area by the Ministry of Tourism and the Ministry of BAPENAS, called the Model "Integrated Marine Tourism". To become a tourist area, not only the area and the



environment that needs to be formed, but the readiness of society is needed, including the ability in foreign language (English). In this case, of course, the English proficiency is the main thing that needs to be emphasized in developing the area into a tourist area. But the ability of public communication is only capable in local language and Bahasa Indonesia.

In addition to the limited knowledge of local people in various ways, their tourist conscious attitude is still far from what to expect. Knowledge, attention, experience, level of education, skills (skill), economic factors, culture and social environments are important so that people can earn income from tourism activities. Public awareness of the environment is not seen in their neighborhood. The environment is the main factor that makes a tourism can last long and even sustainable.

Nagari River Nyalo, formerly known as fishing and farming, is currently faced with the change to be a tourism Nagari. In a sustainable tourism discourse, local communities are required to conform to the conditions of the tourism industry (Allen, Long, Perdue, & Kieselbech:1998; Ghali: 1976), especially related to the Community's readiness in hospitality and environmental preservation. Related to Hospitality and environmental preservation can not only be handed over to the public, but also required the involvement of Governments, communities and stakeholders.

Method

Activities carried out emphasize on the establishment of a community character on standby to realize sustainable tourism. To know the development needs of Nagari and the people of the River Nyalo, the coaching team met the community directly

The steps taken in this method are:

1. The community with the empowerment team, and the Nagari government to plan the activities together according to the needs.
2. The community jointly identifies the appropriate needs on a prioritized scale
3. The community makes a community by pointing the person in charge of each group, e.g. culinary Group, Environmental Care Group, English language training group, Agro tourism group etc.
4. Once in two weeks the community evaluations together to see the weaknesses occurring
5. The community is taking decisions together and designing the next program in accordance with the needs of sustainable, e.g. in the formation of communities and programs that will be conducted.

This activity is done by presenting a competent instructor in the field to provide guidance and guidance to the Community related to the attitude of environmental care, organic waste processing, tourism conscious, and culinary processing training. Instructors from S3 students, environmentalists or activists who have been qualified and recognized in their field. In addition, each of these activities always involve students. The activity in the year of novel by doing cooperation with the stakeholders to promote the work of the construction of the Nyalo River. Conducting promotion in the marketing of tourist areas Mandeh with the form of cooperation from stakeholders such as the Ministry of Pedesan, cooperation with LIPI for illumination in Kapo-Kapo, Kingdom with Kominfo, to improve Internet access in the river Nyalo.

Promotion continued with the improvement of cooperation with various parties in order to promote the Nagari of Nyalo River. Cooperation with the rural Ministry. Cooperation with LIPI



to improve the illumination in Kapo-Kapo. To improve the Internet access on the river Nyalo. Cooperation and promotion to tourism practitioners in West Sumatera. Cooperation and promotion to the head of the South Coastal Tourism office. Establish cooperation and promotion to PKPHOR. Establish cooperation and promotion to the device of Nagari and devices of the southern coastal areas.

Results and Discussion

This activity emphasizes community empowerment in Nagari Sungai Nyalo, in order to be able to independently and to harvest each community sustainably and promote. The problems that will be discussed are about the garbage that still scattered, tourism promotion that can not be managed by the community such as masage and gymnastics for tourists, English language training, screen printing training, the opening track tracking line Garuda and Paragliding, literacy (Reading House) for the community, culinary training, and sports marine tourism for snorkling with the creation of the Nemo Garden House and the promotion of local and national tourism Mandeh. To provide solutions to the problems that occur.

The form of activities implemented as follows:

a. Zero Waste Management Program Training

Zero Waste management Program, zero waste-based tourism formation activities. Tourism in the area of Mandeh will be applied Zero waste management concept that is expected to be able to preserve the environment in the tourism destination with the supply of knowledge and understanding to the tourism industry and the community Local. Knowledge and understanding supplies are useful in raising and raising awareness of tourist activists in managing tourism based on

environmental preservation with zero waste management concept. Then create a SMES based on creative economy through the processing of waste that can be made additional income. The creation of SMES from processed waste will support the increase of local people's income because it will be done community empowerment in the management of SMES so that it will impact on the welfare of Nagari Mandeh. In the implementation of the obstacles that are met, the community has not been able to see garbage can be a unique processed handicraft materials, such as glass tea bottles, they still see the selling value for them, whereas processed garbage can be offered unique To foreign tourists who are interested in something unique that is not in the country. PKK's mother is taught to sort and manage the garbage into unique finished goods that can be sold later, then also taught to choose organic and inorganic waste.

b. Empowerment of Nyalo River Literacy Program

Literation aims to do a culture of reading the children of fishermen in Nagari Sungai Nyalo. The target is elementary school students. enthusiasm Children of these fishermen are very high, writing daily activities, telling stories and writing experiences, it is aimed to make the culture of reading writing/literacy can remind so that their knowledge and interest will be high in the educational world.

c. Massage and gymnastics training in order to empower the community to attract tourists.

The goal in this activity is Ibu PKK. PKK's mother taught how to do masage to tourists later. This activity Dliatarbelaki for the advancement of tourism area Mandeh as a tourist that started popular nowadays, by making Mandeh tourism area is equivalent to

Mandalika, satisfaction and tourism needs need to be in review again. Masyarakat should be able to fulfill the needs of visitors in tourism such as Massage/spa.

d. Inauguration and opening of the Threaking Batu Garudo line in Mandeh Sport Tourism

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Famous tourist area with a very enchanting natural potential, on the devotion of the second year of the obesity that the community is doing, among others, conducting surveys to areas that can be developed as a destination by recreational bodies. One of them is Garudo peak rock Tracking Sport.

e. Culinary Training

Lack of interest in processing food portions by the mothers Nagari Mandeh because of lack of knowledge and skills about food portions. Hopefully by conducting coaching, training and Workshop skills make a variety of food portions according to the natural potential of Mandeh Nagari as an effort to develop a creative economic development. The target of this activity is the food business actors who are members of Mandeh. The training of label-making and food packaging from several plastic materials to protect from the decline in the quality of food products in the form of smelling, not tasty, and stings. This training in addition to adding skills also add to the quality of a product and income from the food business.

f. Monitoring training of English language Program by Go Global Indonesia by bringing foreign instructors

The activities of coaching young men in the English-speaking Inggri Ayuningtyas team are working with GGI to go to the foreign instructure of the

American Catti. In the implementation of Catti activities will be in Nagari Sungai Nyalo for 2 weeks. Mingle with the community of the river Nyalo and live at home community.

g. Construction of the Program Porkdarwis Putra Andam Dewi in the preservation of the environment in Nagari River Nyalo

The activity of Porkdarwis Putra Andam Dewi began to reveal progress in preserving the environment by planting the Jamaican guava in the framework of village/Nagari greenery.

h. Visitation of ISTA (Indonesia Sustainable Tourism Award) Ministry of Tourism in the framework of tourism promotion Mandeh tourist area

Based on the activities undertaken with the Centre for Tourism of Heritage and Recreation Sport (PKPHOR) of Padang State University on the registration of Mandeh tourism area in the promotion of ISTA event of the Ministry of Tourism, jury selection results Stated the Mandeh tourist area was entered in ISTA 2019 finalist. Of the 263 tourism destinations in Indonesia that register, Mandeh entered the nomination, it is a major achievement for the South Coastal district and also West Sumatra. Tourism Area Mandeh will compete with 36 tourism destinations that are nominated such as the Museum Pasifika (Bali), the village of Wisata Sawarna (Banten), Kalisuci Cave cliffs, Cliff Breksi, Tourism village Blue Logan, tourist village Grogol, Pulewulung Tourism Village , Kampung Flory (Yogyakarta), Dusun Bambu, village tourism cibuntu, nature Tourism Green Canyon, TWA Gunung Tangkuban Perahu, Kampung Naga (West Java). Plataran Borobudur Resort and Spa (Central Java). Tourism of GranWatu



Dodol, nature Tourism, Bima, Tourism village Kertosari (East Java). Tourism Village of Bangkirai, the newspaper River (central Kalimantan), Bukit Peramun, the island of Lebong (Bangka Belitung), Oracave (Maluku), Tourism village

Conclusions

Based on activities carried out there are several activities conducted to support community activities such as tourism promotion that can not be managed by the community such as masage and gymnastics for tourists, language training English, screen printing training, the opening tracking line of Garudo stone and paragliding, literacy (Reading house) for people, culinary training, and sports marine tourism for snorkling with the manufacture of Nemo Garden House and promotion of tourism Mandeh both locally and National

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