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CAN HISTORICAL SITES IN MANADO BE AN EDUCATIONAL TOURIST ATTRACTION?

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Abstract

Manado, as the capital of North Sulawesi province, has become one of the leading destinations for Chinese tourists visiting Indonesia in the past four years. One of the things that has not yet been explored well is cultural and historical tourism. Though this can be a special attraction when managed properly, it can be an alternative to tourism other than marine tourism. But based on observation, the sites were not used as a means of learning culture and history for the people of Manado. The purpose of this study is to investigate the use of Historical Sites as Educational Tourism. The analytical method used is descriptive by combining qualitative and quantitative methods. The research instruments used were interviews, observation and questionnaires. The analytical method used is the assessment using a Likert attitude scale. The results showed that the Manado community agreed that the various sites were used as educational tourism.

Keywords: cultural and historical site, manado, tourism education attraction

Introduction

One aspect of indicators that shows the progress of a country or region is an increase in the number of tourists visiting. This means that an increased number of tourist visits reflects the progress of the country / region. The concept of marketing which is considered good that can improve destination is City Branding. This concept is considered to strongly influence the number of tourists visiting a destination (Ramadhan, 2015). Currently there are many things that have been done by the Indonesian government to make tourism a leading sector, but the policy that is considered quite radical is to encourage all related sectors to support tourism development as a leading sector (Karlina, & Iskandar, 2017). This policy is currently implemented in almost all regions in Indonesia, which places tourism as the main depositor in terms of increasing regional income. To support the regional tourist destination, the government has improved the accessibility of infrastructure and opening various communications lines, increasing the amount of accommodation, as well as empowering the ecological and social –cultural potentials of the community to serve as a tourist attraction.

Manado, as the capital of North Sulawesi province, has become one of the leading destinations for Chinese tourists visiting Indonesia in the past four years. Marine tourism with the Bunaken National Park as its icon, has become a leading destination of the City of Manado. However, there are still many natural and cultural potentials that have not yet been developed as tourist attractions. One of the socio-cultural potentials of the community which so far has not been explored properly is cultural and historical tourism. Though this can be a special attraction when managed properly, it can be an alternative to tourism other than marine tourism. Associated with historical and cultural heritage in the city of Manado, Megumi Abadi (2010) states that it is estimated that there are 46 historic sites found in the city of Manado, but there are only two historical sites that still provide a surprise value to be visited by tourists. These are the Ban Hin Kiong Temple, and Manado Centrum Church. Whereas the other 44 sites such as the provincial museum and the Struggle museum were not in demand. Specifically, the China Town Manado area which still survives with old buildings in the form of a temple that is hundreds of years old and the cultural traditions of Chinese descendants. Of various sites, these historic sites have been damaged, lost, used as trash, even there are certain old buildings from the colonial era lost and replaced with new model buildings. Compared to Surabaya, a city known as the City of Heroes, various historic sites have been made as tourist attractions and included in the City tour package. (Indryanto, 2008 and Rozaan, et.al 2018).

In the socio-cultural context, the historical heritage tourism attraction category is included in the cultural heritage attractions (Nuryanti, 1996). In the Indonesian heritage conservation charter (2003), it has been agreed as a heritage. Indonesian heritage includes: natural heritage, cultural heritage, and cultural landscape heritage, which is a combination of natural and cultural heritage in the unity of space and time. Cultural landscape focuses on culture and nature which is a complex phenomenon with tangible and intangible identities. Based on the explanations, it can be understood the various traditions that live in the community such as: folklore, dance, culinary, traditional music, and others fall into the category of cultural heritage.

In developing tourist destinations, there is a need for assessment from tourists or local people to see the readiness of a location as a tourist attraction. Community or tourist perception is needed in the development of tourism to assess the uniqueness of attractions, accessibility, amenities and ancillary so that tourism can attract tourists to visit (Towoliu, & Takaendengan, 2015). Yang (2012) stated in his research that the perception of tourists shows that they are very satisfied with the culture and authenticity of heritage items from the Han dynasty, and that there are only concerns from tourists about the loss of the authenticity of the local culture. Other forms of disappointment are business arrangements, inadequate tourist facilities, poor service, and limited tourism programs. While Irandu, (2004) emphasized the importance of the role of tourists to conserve cultural tourism. In conjunction with the history and character education, it is very possible that the various locations and historical sites including museums therein can be used as an educational tourist attraction (Satyawati, 2016). However, so far the cultural and historical sites have not been given a serious attention from the city government for making them educational tourism. Based on this background, the purpose of this study is to examine if various cultural and historic sites in the city of Manado are used as educational tourism.

Method

The research method used is descriptive method by combining qualitative and quantitative elements. The type of data in this study is qualitative data such as the condition of historic sites in the city of Manado. While quantitative data is the number of historic cultural sites that are still recorded in the city of Manado. The research used Purposive Sampling Technique while data collection methods in this study were interviews,

observation and surveys. The questionnaires were distributed to the local community including school teachers and parents of students and students with a total of 100 respondents. The measurement method used was a Likert scale. (Riduwan, 2009). Likert scale is a scale used to measure the attitudes, opinions, and perceptions of a person or group about social events or symptoms. Respondents were asked to give their perceptions with alternative answers in the form of a weighting score from the largest given value: answers from items that have gradations from very positive to very negative, such as "strongly agree", "agree", "neutral", "disagree" and "strongly disagree".

Findings and Discussion

Manado is the capital of North Sulawesi Province, which is strategically located facing the Pacific Ocean and surrounded by mountains. The city has quite a lot of various forms of historical relics from prehistoric times to the Dutch colonial era and Japanese occupation. One form of historical relics that is still seen today is a form of building that is unique to the architectural style of several ethnic groups scattered in several regions that have strong historical values and influences. The historic area is one of the potentials that can be developed into attractions that contain elements of education and history through existing heritage buildings (Tonapa, et.al, 2015).

Historical building is a building with physical appearance because of construction work which is integrated with the place of domicile, partly or wholly on top of or in land or water, which functions as a place for humans to carry out their activities, both for residential and religious, business, social, cultural, as well as special activities. (UU.NO 28/2002). Then in Law Number 11 Year 2010 Regarding Cultural Heritage it is stated that: "Cultural Heritage Buildings are built structures made of natural or man-made objects to meet the needs of walled and / or non-walled spaces and roofed. In addition, it has characteristics such as: a) aged 50 years or more, b) representing the shortest period of style aged 50 years, c) has special meaning for history, science, education, religion, and or culture, d) has cultural value for strengthening the nation's personality. Then it is also explained in article 7 that cultural heritage buildings can be single or multiple elements and free standing or united with natural formations.

While in article 7 it is explained that the Cultural Heritage Building can be:

a. Single or multiple elements;
b. Freestanding or merging with natural formations.

Here's one illustration of the state of historical sites in the city of Manado that are not well maintained.



Figure 1. Condition of Japanese Cave (Goa Japan)
Source: data researcher

In picture 1 you can see the former world war II cave, which is not maintained which has become the location of community waste disposal even though this site is located in the Manado City Center. In Table 1 it also illustrates showing the state of historical and cultural sites in the City of Manado.

Table 1. Cultural and Historical Sites in the City of Manado

No	Name	the location	the circumstances
1	Waruga (stone tomb)-Ancestral graves	Besides Sekolah Eben Heiser	No maintenance
2	Centrum Church– Dutch heritage	Manado city center	Well maintained still used as a place of worship
3	Ban Hing Kiong Temple	"	"
4	Crocodile stone (Batu buaya /batu bihua)	Sea	No maintenance
5	Kuangan Stone (Batu kuangang)	Malalayang	"
6	Five stone (Lima batu)	"	"
7	Rana / Lana Stone (Batu Rana /batu lana)	Malalayang 2	"
8	Sumanti stone (Batu sumanti)	Tikala	"
9	Bantik stone (Batu bantik)	Malalayang & Gubernuran	" "
10	The seven well (Parigi tujuh)	Malalayang	Well maintained
11	Princess well (Parigi putri)	Dendengan Dalam	No maintenance
12	Dutch grave (Kubur Belanda)	Singkil	No maintenance
13	The Old Dutch Heritage Building (Gedung Tua peninggalan Belanda)	Jalan Kartini	"
14	Vell box wanea	Wanea	"
15	Vell box pakowa	Kel Pakowa	"
16	Velbox bumi beringin	Kel. Bumi Beringin	Maintenance
17	Vellbox kompleks Gereja Abraham	Kel Sario Utara	No maintenance
18	Ancient cannon (Meriam kuno)	Kantor Gubernur	Maintenance
19	Old tower (Menara Tua) Wanea	Wanea	No maintenance
20	Light house (Mercu suar) gunung wenang	Eks RS. Gunung	Maintenance
21	Japanese Cave (Goa Jepang Singkil)	Wenang	No maintenance
22	Japanese Cave Goa Jepang Gunung Wenang	Singkil	Lost
23	Japanese Cave Goa Jepang Pikat	Tanjung Batu	No maintenance
24	Japanese Cave Goa Jepang Pakowa	Eks RS Gunung Wenan	No maintenance
25	Japanese Cave Goa Jepang Tikala	Kel Sario Utara	Lost
26	Japanese Cave Goa Jepang Kairagi	Kel Pakowa	No maintenance
27	Japanese Cave Goa Jepang Tuminting	Kel Tikala	No maintenance
28	Japanese Cave Goa Jepang Lawangirung	Kairagi	"
29	The grave of Kanjeng (Kuburan Kanjeng Keturunan Hamengkubowono)	Tuminting Bumi Beringin	" Lost / Change
30	Gedung Tua Belanda Frater Don Bosco	Pusat Kota Manado	Change

Source: Final Report on the Preparation of a Study of Tourism and Culture Potentials in Manado City (2006)

Of the 30 historical sites above, 6 sites tend to be maintained because they are within the reach of government offices, included in religious buildings because they are used as places of worship, and then there is a relationship with the needs of human life such as wells (Parigi) sites. In addition, it is only marked as a site but not maintained / maintained even tends to be the location of the landfill or even shrubs arise even as the location of graffiti (alien gravity) or lost to change like the Old Dutch Building Brother Don Bosco turned into a school building, with a minimalist model, boxed building.

From the results of reports and findings in the field of the condition of historic sites, it can be seen that there is something missing from a civilization at the presence of a capital. There seems to be no way out for what this site is or is noticing. The Stakeholders don't

seem to understand what this historic site is for, even though this is an educational tourism potential that is able to tell of the circumstances of the time when this historic site was created. This inability to empower inanimate objects comes alive, as a regional asset that can provide added value to the community when the site is given a touch of art to be brought to life.

The following is the response of the local community when the historic site in the city of Manado was made as an educational tourism site. From the results of a survey of 100 respondents representing the citizens of Manado. The number of respondents taken is only for the sake of getting information (Antara, 2009). The intended information is related to the description of the appropriateness of the condition of the historic sites in the city of Manado when used as a historical education laboratory, as well as educational tourism. Profile of respondent as follows.

Table 2. Profile of Respondents

Respondent	Variable (n= 100)	Number	Per cent
Gender	Male	57	57.0
	Women	43	43.0
Age	15 - 20	48	48.0
	21 - 30	17	17.0
	31 - 40	21	21.0
	> 41	14	14.0
Level Education	High school equivalent	35	35.0
	College	65	65.0
Occupation	Private	17	17.0
	Professional Workers	6	6.0
	Government employees	22	22.0
	Student	16	16.0
	College student	39	39.0

Source: processed data

Based on table 2. it can be seen that the gender of respondents who were asked for responses on historical sites in the city of Manado, was dominated by 57% men while women 43%. Indeed, in this data collection there is no priority or data collection must be the same as 50% between sexes, meaning that gender does not affect the assessment of statements or questions contained in the questionnaire. Furthermore, the ages of respondents are as follows: 15 to 20 years by 48%, 21 to 30 years by 17%, 31s / d40 years by 21% and more than 41 years 14%. Age is also believed not to affect respondents in answering statements / questions given. At the level of high school education, there is 35% and Higher Education 65%. The percentage shows that the college level is greater than the secondary school level. So, it can be assumed that the analytical power of the respondents will influence them in answering the statement given because of the high level of education.

Next is the employment status, where private sector is 17%, professional workers are 6%, Civil Servants (PNS) 22%, Students are 16% and Students are 39%. From these data shows that respondents who are professionals while studying a total of 61% while the rest are scattered according to their respective professions in the data. Next is the employment status, where private sector is 17%, professional workers are 6%, Civil Servants (PNS) 22%, Students are 16% and college students are 39%. Table 3 shows the respondents' answers on cultural and historical sites to be used as educational tourism.

Table 3. Respondents' answers to cultural-historical sites to serve as educational tourism

No	Indicator	Mean	Sd
1	The historical sites in Manado are unique and rare	4.4800	.50212
2	Historic sites in the city of Manado in a state of well-maintained	4.3300	.91071
3	These sites can provide historical knowledge of the existence of Manado	4.5000	.50252
4	The sites can be a learning laboratory for historical education.	4.8600	.34874
5	Learning history comes from historical sites rather than learning from books.	4.5700	.49757
6	Learning history at a historical location is more memorable and compared to learning from books.	4.7200	.45126
7	Historic sites in the city of Manado used as an educational tourist location	4.6500	.47937
8	At the historical site in the city of Manado there is an explanation board that gives information about the site.	4.0600	.95155
9	The condition of historical sites in the city of Manado is organized and clean	4.1200	.76910
10	The surrounding community helps clean up historic sites.	3.5800	1.12976
11	Communities around the site understand about the existence of historical sites that are located in their places.	3.2400	.71237
12	Access roads to various historic sites in the city of Manado are cleanly arranged.	3.8100	1.01200
13	Safe road conditions leading to the site location	4.1400	.66697
14	Historic sites are easy to reach either by foot or driving.	4.0500	.82112

Source: processed data

The following is an explanation of the results of the responses of respondents as shown in table 5.3. From the first statement of the uniqueness and scarcity of respondents, the average respondents answered agree with the value of 4.48. This proves that the respondents considered there is a uniqueness of the various historical heritage sites in the city of Manado. Then the statement the two historic sites in the city of Manado in a state of well-maintained. On the average, respondents answered on agree with the value of 4.3. Indeed, from observations there are a number of historic sites that are included in religious tourism, the condition is maintained due to positive interactions in worship, so that the tendency of historic sites is well maintained for example: Ban Hin Kiong Temple, and Manado Centrum Church, where both sites are of old age. over 300 years, and are still well maintained. The third statement mentions that the site provides historical knowledge of the existence of Manado. Averagely the respondents an agree answer with the value of 4.50. From observations supporting the answer positively means that the presence of a historic site that has hundreds of years old proves that there has been a civilization that has become the forerunner of the formation of the city of Manado.

Then for the fourth statement whether the site can be a history education learning

laboratory, the responses of respondents consist of 4.86 agree and almost approach the strongly agree answer. From theses answers, it can be interpreted that there is expectation from respondents to maximize historic sites as part of a place of learning for students, empowered to learn local content. The fifth statement of learning history comes at the site of history rather than learning from books, it seems that the average respondents agree with the average values of 4.57. This shows that the learning system usually applied in class is also implemented outside the classroom. In the sixth statement, studying history at a historical location is more remembered rather than learning from a book, the answers agree has an average value of 4.72. The introduction of stories directly at the scene will make someone remember the story behind the events that occurred in the past. This means that it has its own meaning, different from just reading from writing without knowing the location where the incident occurred. By looking at respondents' answers it is time for historical sites to be empowered as part of the learning process. Furthermore, in the seventh statement, namely the historic site in the city of Manado used as an educational tourism location, the respondents' answers are on average agree with the value of 4.65 which can be interpreted that historic sites can be developed as educational tourism sites. By way of synergy between educational institutions, cultural and ancient institutions and tourism agencies.

Furthermore, in the eighth statement of the historic sites in the city of Manado whether there is an explanation board that provides information about the site. Respondents' answers are on average agree with the value of 4.06. Indeed, from the results of observation average historic sites there are boards that provide an explanation of the existence of the site, but there are also some sites that only say the name of the site and do not provide an explanation of the site. Examples of sites that just name the object include Japanese Cave and Vell Box. In the ninth statement whether the condition of historical sites in the city of Manado is organized and clean, the average respondents agree with the value of 4.12. This means that various sites located in the city center are still in a well-maintained state, but there are also historical sites that are not neatly organized and even tend to become trash bins, for example Japanese Cave in the Sario Pikat Building (see Figures 1). Local governments need to re-arrange the location considering that the location is a historic site.

Then in the tenth statement the surrounding community helped clean up the historic site, the average respondents' answer is neutral or hesitant with a value of 3.58. From observations where there are some sites that are not clean and become rubbish bins, it shows that people do not care about the existence of historic sites, but on the other hand there are also historic sites that look like a palace in places of worship of Buddhism and Protestant Christianity, look clean because there is human interaction with that place. In the eleventh statement people around the site understand about the existence of historical sites that are in their places, the average respondents' answers are neutral (doubtful) with an average value of 3.24. With this answer, there are doubts from the respondents that the public knows or not about the existence of the site, indeed they know the name of the place but they do not understand the detailed explanation of the existence of the site. For the twelfth statement, access roads to various historic sites in the city of Manado are cleanly arranged. Respondents' answers are generally neutral (doubtful) with a value of 3.81. Indeed, from observations there are several clean road access sites. This is also because the site is in the middle of the city. But there are also sites located on the edge of the city where the roads are not organized and unclean. Of the three statements with an average of doubtful answers with an average value of three, the results of respondents 'answers fluctuate meaning that there are agree, doubtful and disagree answers. It can also be seen from the standard deviation value showing 1, meaning the answers of respondents are scattered and uneven.

Furthermore, in the thirteenth statement the condition of the safe road leading to the location of the site, on average the respondents answered agree with the average value of 4.14. Indeed, the results of observation show that the average roads leading to the location are relatively safe, showing the existence of the community guarding guests or visitors to the location of the historic site. On the fourteenth statement, historical sites are easy to find either on foot or by car, the respondents' answers are on average agree because indeed from the results of observation there have been signs pointing towards the historic sites. The results of statements made to 100 respondents with positive answers agree indicate that although there are three statements with neutral results, but overall the respondent's answers are good (agree), providing understanding that historic sites can be used as locations or laboratories or tourist attractions for education students.

Positive prevalence of the results of research on cultural historical sites in the city of Manado shows that the object received special attention by the local community used as educational tourism (Navrátil, et.al, 2010; Poria, et.al, 2009). In some places, historical tours are not only thematic monument but also raised the local culinary history, to explore the whole of the uniqueness of the community, which is specifically designed to evoke the values of nostalgia and familiarity, (Ginting & Wahid, 2015; Lee 2015; Lu.et.al 2015).

Cultural and historical heritage sites in the city of Manado have a great opportunity to be made as a special tourist attraction, by combining local culinary packed with themes of ruling nostalgia, the legacy will feel alive. Moreover, it will receive strong support from the local community. It must be recognized that cultural-historical sites have high value when declared as world heritage. The world heritage brand seems to make people curious and interested in coming to the location, Unesco with Heritage world has become a brand and become a best-selling merchandise, (Io, 2011; Dewar, et.al, 2012; Poria, 2013).

To manage and develop these sites, the manager must have the ability to find every uniqueness that exists in each of these relics, raise and make them as icons. So even though a site location is difficult to get recognition as a heritage world, because it has strict requirements, but when the manager is able to package all the uniqueness that is owned it will be attractive to tourists. Themes such as the remnants of the second world war, slavery and others are still interesting to be packaged by creating an interesting epic story. (Vong, & Ung, 2012; Yankholmes & Akyeampong, 2010; Winter, 2015; Gelbman & Timothy, 2010). When the manager has found a unique niche to be presented to the outside, then communication through promotional channels must be done by the manager, but there are also other ways to be considered which is very influential today, that is, through the film industry. Movies have been shown to influence tourists to visit tourist sites, in many places where attractions suddenly become famous, many visitors come due to the film, (Horrigan, 2009; Buchmann, et. Al, 2010; Light, 2017; Park, 2018).

The development of cultural-historical sites can adopt all the elements of excellence in managing heritage tourism in various places, meaning that even though the development in Manado is on a small scale, it is not impossible when the management is carried out professionally, the site area will become famous, attractive to a visitor. Strong community support is the main capital in the development of cultural history tourism. It must be admitted that success is not absolutely managed purely by the community, because of limited education, knowledge, managerial ability in managing. But the important role of the community is absolutely needed because the local community is the owner of a tourist destination, (Garrod, et.al 2012). Cooperation partners between stakeholders by carrying out the local wisdom model of the region in managing tourism will strengthen the managerial organization in managing tourism. The management model which involves all tourism stakeholders by carrying out local wisdom is very good for the development of tourism in areas where tourism is still not fully developed. The culture of "Ejido" owned by Maya Coba, then "Tri Hita Karana Bali", successfully raised the image of local tourism

to appear on the international stage, Litka, 2013; Roth & Sedana, 2015).

A big question is whether the historical cultural sites in the city of Manado can be used as an educational tourism facility, has been answered by respondents where the cumulative average answer is "agree", learning from the location of the Atomic Bomb events in Hiroshima and Nagasaki, which are now the locations of historical education tours. In the context of the past as a reminder of a tragic event, but for the context of the future provides learning in the form of a message of peace for the world, (Yoshida, et.al, 2016). Unique thematic needs to be explored in developing historical cultural sites, so that not only local people, but also tourists from outside.

It is interesting for the development of historical cultural education tours in the city of Manado to learn from studies previously presented that the success of a historical cultural tourism destination lies in the uniqueness, managerial ability, commitment of the local community as well as the right marketing strategy in communicating all elements in the heritage cultural history. In the end, with the existence of a cultural-based educational tourism tour in the city of Manado, it will become another alternative tourism besides marine tourism, with Bunaken National Park as the main destination.

Conclusion

From this research, it can be concluded: (1) On the average, historical sites in the city of Manado have been recorded as can be proven by the presence of site signs and directions to the location of the sites. (2) Sites that enter the city area tend to be well maintained, especially sites that are still used by the community as a means of certain activities such as churches and temples. (3) The response of the local community to the site is used as an educational laboratory or educational tourism site, they answer in agreement with the average answers with a score of 4 which means to agree.

Thus, with these results, it is hoped that the regional government will form a team to develop educational tourism attractions, which will consist of representatives from the education and tourism offices, as well as experts in the field of tourism who can formulate a historical and educational tourism master plan. Specifically, in the field of regional education services, it is recommended to include educational history tours in the education curriculum. This research is a simple analysis about the local community's perception towards the historic the cultural and historical sites development into educational tourism. The further research can be an analysis of educational tourism management model.

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