

The Influence of Vocational School Graduates on Sustainable Tourism Development of Manado Bay Beach

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ABSTRACT

The regional characteristics of Manado city show its enormous potential as a center of tourism development, especially coastal tourism. This study aims to determine the influence of vocational school graduates in Manado City to develop its sustainable tourism. We involved tourism service actors who employing vocational schools, purposively selected as the sample. For the data analysis, we used descriptive and non-parametric statistical analysis with quantitative methodology aided with the SPSS software. The findings indicate a significant influence of vocational school graduates on the development of sustainable tourism in Manado. Thus, their role should be increased by adjoining tourism-based skills accentuated on tourism sustainability.

Keywords: Environmental Development, Manado Bay, Participation, Sustainable Tourism

INTRODUCTION

The city of Manado, the provincial capital of North Sulawesi, is a coastal city becoming the gateway to the eastern Indonesian region (Fitridamayanti, Suzana, & Kapantow, 2017). It is at the forefront of welcoming tourist arrivals, especially foreign tourists (Tondobala, 2012). The coast of Manado Bay area is 18.7 km² with Bunaken as the main icon, a world-class diving paradise as it is located at the core of the world's coral triangle. The city government is promoting MICE (Meeting, Intensive, Conference and Exhibition) programs and maritime festivals to eventuate Manado as the World Tourism City.

As a developing city, Manado is experiencing a development transition. Its tourism sector could support the increase in its Own-Source Revenue (PAD) if it is professionally managed (Kerebungu, 2020) by digitizing tourism programs (Hanum, 2020). The current pandemic demands a safe, healthy, and sustainable tourism development concept (Suprihatin, 2020). Sustainable tourism occurs from sustainable development constantly carried out without sacrificing the interests of future generations and the environment (Qodriyatun, 2019). Thus, environmental management must be established by solid and sustainable development principles.

Environmental development began to be recognized among governments in 1972, and since then various steps have been initiated to set a development pattern protecting the environment. The United Nations World Tourism Organization defines sustainable tourism as tourism carried out to maintain sustainable development by prioritizing the preservation of natural resources and providing maximum benefits for the local community (Hall, 2019). It is developed on four basic principles: conservation (the preservation of the natural environment is carried out through sustainable management efforts), participatory (respect for socio-cultural values and religious traditions adhered to by the local community), economic development (economic development must be

able to provide benefits to the local community), and education (to increase awareness and appreciation of nature as well as provide added value and knowledge for the community and various related parties). On this basis, tourism development is aimed at managing all resources in such a way that economic, social, and aesthetic needs can be aligned while maintaining cultural integrity, essential ecological processes, biodiversity, and life support systems. Besides, it calls for the utilization of regional tourism (Rawung, Salindeho, & Mantiri, 2019). Sustainable tourism products are operated in harmony with the local environment, society and culture, becoming permanent beneficiaries rather than victimized by the tourism development. Hence, sustainable tourism development policies are directed at the use of natural resources and human resources for the long term (Hunter, 1995).

Currently, Manado is one of the centers of industry, trade, and services. As agriculture used to rely on plantations is no longer sustainable, rapid population growth gives rise to various problems of education and labor. This underlines that education must be in line with emerging developments (Lastariwati, 2012). Based on the existing workforce structure of Manado, secondary education graduates dominate the number of job seekers. This highlights the participation of education in supporting urban development, one of which is the participation of vocational school graduates. They occupy an important role in supporting development, worth analyzing as one of they have enormous potentials for development (Supartha & Dewi, 2014).

As a tourism city with trade, industry and services, it is not presumptuous if Manado secondary education is geared towards the development of vocational school quality and quantity. Without underestimating the role of the community in managing vocational education, the fact is that vocational schools require a large and sustainable investment, however not all private companies can optimally implement it. Their learning requires a complete laboratory or workshop as a place to hone student psychomotor skills (Kartini, 2016).

Currently, development integration needs to be synergized to give its full potential. The participation of vocational school graduates as development stakeholders should become an important part of the city's development (Fajri, 2019). The participation of vocational school graduates is expected to be one of the drivers of development achievement that makes a positive contribution to social, economic, and environmental conditions. Also, teacher participation should be the main object in the development including tourism development (Anugrah & Sudarmayasa, 2017).

The absence of synergic development, including vocational school graduates, promotes various development problems such as environmental degradation, conflicts of interest, and community marginalization (Nahriana, 2017). For this reason, it is necessary to strengthen their participation in overcoming the development problems. This research concerns how the participation of secondary and vocational education graduates, especially in the field of tourism expertise, in supporting the development of sustainable tourism in the city of Manado. For the long-term goal of participation, they will be able to encourage students to realize their existence.

RESEARCH METHOD

This paper applied a quantitative research methodology employing a survey in which the researchers used a questionnaire for research implementation (Muijs, 2011).

The research implementation steps are:

- 1) Determining the research sample,
- 2) Formulating research instruments to capture data for each variable as they do not have standard instruments of the variables in this research,

- 3) Performing data collection from predetermined data sources based on the sampling frame,
- 4) Tabulating data,
- 5) Analyzing data,
- 6) Drawing conclusions,
- 7) Discussing research results.

The sampling technique was carried out by purposive sampling. It is a sampling determined with a specific purpose (Guarte & Barrios, 2006). In this technique, all members or research subjects do not have the same opportunity to be selected as a sample since certain considerations are applied to the sub-groups. This research was developed with the help of the SPSS application (Bryman & Cramer, 2009).

RESULTS AND DISCUSSION

On the basis of the framework that was built, we formulated the research hypothesis. The hypothesis proposed in this study is that there is an influence between vocational school Graduates' Participation (X1) on Sustainable Tourism (Y). The results of the calculation of regression analysis show that the regression coefficient b is 0.283 and the constant a is 19.479. Thus the form of the relationship between the two variables can be described by the regression equation $\hat{Y} = 19.479 + 0.283X1$.

Before this regression equation is used to draw conclusions, the linearity and significance of the regression equation should be examined. Especially for the regression equation significance test, it is necessary to calculate the number of squares of error with the X data grouping pattern that has the same value.

Table 1. Analysis of Variance for the Significance Test of Regression Equations

$$\hat{Y} = 19.479 + 0.283X1$$

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 19.479 | 3.704 | | 5.259 | .000 |
| X1 | .283 | .092 | .468 | 3.086 | .004 |

a. Dependent Variable: Y

Table 1 concludes that the regression $\hat{Y} = 19.479 + 0.283X1$ is significant and linear.

Table 2. Significance Test of Correlation Coefficient

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .468 ^a | .219 | .196 | 2.53188 | .219 | 9.523 | 1 | 34 | .004 |

a. Predictors: (Constant), X1

b. Dependent Variable: Y

Table 2 shows that the correlation analysis between Vocational School Graduate Participation and Sustainable Tourism obtained a correlation coefficient of $r_{YX1} =$

0.468. With the magnitude of this correlation coefficient, the degree of determination is $r^2_{YX1} = 0.219$. Before the results of this analysis are used to draw conclusions, it is necessary to first examine the significance level of the correlation coefficient. To test the significance of the correlation coefficient, the t test was carried out. Based on data analysis, it was obtained t count of 3.086 while t table at 35 degrees of freedom obtained t = 1.69 at alpha 0.05 while at $\alpha = 0.01$ obtained t = 2.44. The test results can be seen in Table 3 below. The test indicates that the regression equation is significant.

Table 3. The Summary of the Significance Test of the Variable Correlation Coefficient

| N | r _{YX1} | T _{value} | T _{table} (0,05) | T _{table} (0,01) |
|----|------------------|--------------------|---------------------------|---------------------------|
| 36 | 0,468 | 3,08** | 1,69** | 2,44** |

The results of the significance test of the correlation coefficient, it is found that t count > t table both at $\alpha = 0.05$ and at $\alpha = 0.01$. With the results of this test, the research hypothesis which states that there is a positive relationship between sustainable tourism and the participation of vocational school graduates is accepted. This implies that the higher the participation of vocational school graduates, the more sustainable tourism in the city of Manado will increase.

The results of the analysis also show the degree of determination, namely the square of the correlation coefficient between the participation of vocational school graduates on sustainable tourism in the city of Manado. The degree of determination based on the analysis results obtained $r^2_{YX1} = 0.219$. This indicates that 21.9% of sustainable tourism in the city of Manado is determined by the participation of vocational school graduates. The contribution of the participation of vocational school graduates to sustainable tourism in the city of Manado can be explained by the equation $\hat{Y} = 19.479 + 0.283X_1$.

CONCLUSIONS

The regression analysis results show that the regression coefficient b is 0.283 and the constant a is 19.479. Thus the form of the relationship between the two variables can be described by the regression equation $\hat{Y} = 19.479 + 0.283X_1$.

The results of the significance test of the correlation coefficient between the participation of vocational school graduates and sustainable tourism show that t count > t table both at $\alpha = 0.05$ and at $\alpha = 0.01$. This concludes that the research hypothesis stating that there is a positive relationship between sustainable tourism and the participation of vocational school graduates is accepted.

Our analysis leads to a conclusion that there is a positive influence between the participation of vocational school graduates and sustainable tourism in the city of Manado. This information explains that the higher the participation of vocational school graduates, the more sustainable tourism in the city of Manado.

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