



PENTAHHELIX AND ECO CULTURAL MODELS UNDER DEVELOPMENT BOTUBORANI GORONTALO TOURISM VILLAGE

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Article history:	Abstract:
<p>Received: 6th August 2023</p> <p>Accepted: 6th September 2023</p> <p>Published: 7th October 2023</p>	<p>Development tour especially in villages tour Botu Borani Gorontalo using the pentahelix and Eco Cultural models, which is a collaboration model atara various the reporting party collaboration with government, collaboration with academics, collaboration with perpetrator effort, collaboration with media, concepts Eco-cultura . Draft proposed planning aim For guard balance sustainable environment. Eco-cultural is draft combined development nuances culture and nuances culture friendly environment . The method used is use approach non- interactive qualitative with method search history through literature in a way in a way descriptive. In results review can concluded that development village tourist especially in villages tour botu brave Gorontalo Can hit collaboration draft development that is draft development Eco-culture and concept Pentahelix all draft that Can applied in development tourist especially in villages tour botoborani , with exists draft This has been collaborated impact significant to development in the village tourism . All existing aspects must be collaborated for get objective together.</p>

Keywords: Eco cultural, development, the pentahelix Environment

INTRODUCTION

Botubarani is one village located appropriate facing to Bay Tomini. This village including to within the District area Kabilabone, Bone Bolango Regency, Gorontalo Province. Mostly residents of Botubarani Village eyed livelihood as fisherman traditional with mode boat No more from 2 GT (gross tonnage). Machine mover boat commonly used is an outboard motor machine ketinting with power that is not more from 4000 rpm. Fisherman local catch fish with method fishing and stocking net . A number of fishermen who operate at night day utilise tool producer light (lamp) for makes the process of catching fish easier catch fisherman local include Nike fish (Awaous melancephalus), mackerel (Rastrelliger sp.), skipjack (Katsuwonus sp.) and several other types of fish , p the in accordance with news Ministry of Tourism and Creative Economy about profile village Botubarani . Botubarani Village is village in the Gorontalo Province area , village Borani is unique and different village from village other because own potency tourism , that is tour natural whale shark. Apart from that, it's also deep news Ministry of Tourism and Creative Economy about profile village Botubarani explain Emergence whale sharks don't only This only happened at Botubarani Beach, Gorontalo, but also happened in other areas . However, visitors to Botubarani Beach classified as the most crowded . Lots of people tourists who come to Botubarani Beach influenced by several more factors support . Factors the include;

- It's easy access towards Botubarani Beach Botubarani Beach distance not enough from 50 m from the Trans Sulawesi Road and can achieved not enough from 30 Minutes from center of Gorontalo City. Conditions in this area make traveler can reach location beach with fast and without expensive costs.
- Very close emergence whale shark from beach Emergence whale sharks are located only about 25 meters from lips beach. Very close emergence the whale shark make traveler No need use boat motorized For can see whale shark.
- It's clear waters of Botubarani Beach Visibility waters Enough clear so that whale sharks can seen clear Good from surface nor from in water.
- Emergence whale sharks along whale shark day can appear since Morning until the afternoon, even Evening day every day moment season its appearance. This thing make certainty traveler For see Whale sharks get very big.

Potency existing nature will become a very large and famous destination you know from its development use draft or a clear model , in tourist known there is a pentahelix model , pentahelix model is a collaboration model atara various the reporting party collaboration with government, collaboration with academics, collaboration with perpetrator effort , collaboration with the media. Collaboration model between Lots party Of course There is various kind of , one of them is Penta-Helix. Collaboration in draft pentahelix is activity cooperation between fields and parties from Academic,

Business, Community, Government, and Media or known as ABCGM. One sector already try apply draft cooperation Penta-Helix is sector tourism. That thing showed with exists Ministerial Regulation (Permen) of Tourism Republic of Indonesia Number 14 of 2016 Concerning Guidelines Destination Tourist Sustainable that For create orchestration and ensuring quality activities, facilities, services, and for create experience and values benefit tourism to provide profits, benefits to society and the environment , then required pusher system tourism through optimization role academic, business , community, government and media (ABCGM).

RESEARCH METHODS

Method used in study This is use approach non- interactive qualitative with method search history through literature in a way in a way descriptive with objective For search for data and information about Through Collaboration pentahelix and deep eco culture Tourism Village Development Botuborani Gorontalo, similar with what is said Hamdi and Bahruddin (2014;9) explain that study qualitative is research that explains and discriminates phenomenon so that phenomenon that's very clear . Approach study This use approach qualitative. Type study is study descriptive that is content writing description about something object as exists time certain , for explained in a way detailed series of data obtained through observations and interviews that have been done done . (Riris Ning Pambudi 2014:41).

Informant determined with Snowball technique, ie Coordinator Activist Tourism. Furthermore rolling to appointed informant until obtained data sufficiency. Meanwhile secondary data obtained from literature , electronic media , and the Internet, as well journal. Data analysis was carried out with method data condensation, verification, and conclusions data (Sugiyono, 2010). For validate data with use triangulation source. Observed phenomena is the cooperation model used in development tourist esp development tourism in Botuborani Gorontalo.

DISCUSSION AND DISCUSSION

Tourism at Botubarani Beach that is tour whale shark, distinction tour Whale sharks at Botubarani Beach divided into 3 parts big , that is tour see above boat , swimming surface and dive. Election tour based on desire and ability from every visiting tourists:

- a. Tour see whale shark with Deep boat tour here, visitor use boat fisherman as a medium for approach emergence whale shark. In one ship, maximum visitors is three people with One guide. Tour This usually chosen by tourists who are not can swim or No want to wet moment interact with whale shark.
- b. Tour swimming/diving surface (Snorkeling) Visitors can swim and use equipment snorkeling namely mask, snorkel and frog legs choose tour This Because can see whale sharks intact and clear in the water. Always whale sharks be near surface make tour type this is very possible For done.
- c. Tour diving (diving) Tourism type This in demand by divers who have own certificate scuba diving / using tube. See whale shark from underwater of course own different sensation when compared to with tour type other.

Based on results review and study of development models village tour specifically village tourism in the village botuborani Gorontalo, there are 3 alternatives in planning and development village tour botu brave Gorontalo. Third alternative This is multilevel concept, from the simplest level that is Service Center Concept, then more proceed that is Eco-Cultural until Growth Poles . With consideration analysis, observation and input from society, then the most appropriate concept For applied is draft Eco-cultural . Draft proposed planning aim For guard balance sustainable environment. Eco-cultural is draft combined development nuances culture and nuances culture friendly environment. Apart from that, the eco-cultural concept is suitable concept For applied remember area area village tour botu borani Gorontalo in part big is the beach is in the bay Tomini is serving tour very marine can , so crowned as the top 75 village tour from Ministry Tourism and Creative Economy in 2023, p that said showing exists huge potential in development village tourism . Draft Eco-cultural push matter under this:

- a. Enhancement quality means service For society and infrastructure However with maintain beauty natural without There is manipulation so that experience
- b. Empowering potentials existing society in development village tour botu brave Gorontalo
- c. Push based development public
- d. Conservation environment and culture
- e. Inviting investment For business tourist

That thing Not yet complete if only use concept of eco cultural therapy must be collaborated with concept pentahelix so that become draft development tour in a way comprehensive or holistic. Concept pentahelix is multi-party concept where all element or elements are collaborated Good That government, academics, business bodies and/or actors, society or communities, and mass media collaborate and are committed to achieving the same goals For develop existing potential. Draft pentahelix This also frequently used in development social , tourism and economic even in humanitarian logistics. Pentahelix is an innovative model development of the connecting Quadruple Helix model Academics , practitioners/ business , Community , Government and Media for create ecosystem based on creativity and knowledge , which is expected from draft This is A solution For development creativity , innovation and technology in the creative industry .

This Penta Helix element beginning in the form of a Triple Helix with elements of Academics, Business Sector, Government, later added with One elements , Civil Society (or Communities in study this), becomes a Quadruple Helix, to accommodate perspective society , in matter This is " society media and culture- based " which has also become part comprehensive from Innovation in the 21st Century . More Far Again , the Communities element opens

up opportunity configuration and networking cross discipline , as well freeing the concept of " innovation " from just considerations and goals economics , but also involves creativity as part from the production process knowledge and innovation (Muhyi, Chan, Sukoco , & Herawaty , 2017, p. 417).

In a world of everything fast this , often We sued For own Lots skills and abilities to be able to do so do various role in One time For realize achievements big . However sometimes We forgot , that We as Humans also have limitations . Of the many Existing demands , start _ moment This We need realize ability yourself and others so you can synergize complete One each other inside scope small until big . For make change social , of course We No can do it yourself . That's Why importance collaboration between party in reach objective together with maximizing draft involving pentahelix Lots role. pentahelix or multiparty is element combining collaboration various party including , Academy, Business, Community, Government, and Media (ABCGM). Draft the combining pentahelix role academics, business entities (business), communities , government and media For develop innovation knowledge that has potency transform become product nor valuable and useful services for society . With find pattern partnership involve various parties and roles , goals it is also supportive realization Sustainable Development Goals (SDGs) in reach acceleration development economy , resilience food and energy, welfare, and improvement environment live .

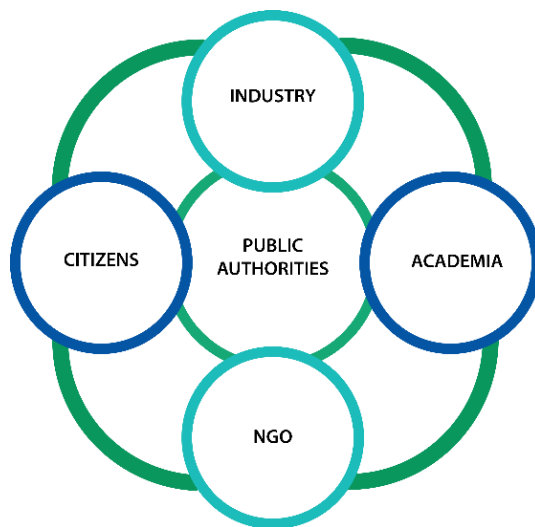


Figure 1. Pentahelix Model

In short, concept pentahelix is one method in overcome problems and develop programs with involve cross sector For each other #ShareRoles. Which became point focus pentahelix is collaboration between government with the stakeholders interest until society . Following scheme pentahelix in operate collaboration between party :

1. Academics

In concept pentahelix, academic role as the drafter did it research , helps management identification potential , and opportunities development . Academics are also responsible answer to enhancement capacity knowledge and skills Because academics is source encompassing knowledge gathering concepts , theories and development models latest relevant with existing conditions.

2. Business

Business in Body shape or perpetrator business role as helpful enabler reach objective in carry out business processes produce mark add and maintain growth sustainable . In case collaboration draft pentahelix , business can role presenting infrastructure technology , capital, and networks business for perpetrator Micro , Small and Medium Enterprises (MSME) businesses so feel the benefits.

3. Community

Community in context collaboration pentahelix containing a group of people who have interest the same and relevant with moderate concept developed . Community role as accelerators that don't only support with promote products and services produced society, but also action as liaison between holder interest For help public in the entire building process change social .

4. Government

Government own three role at a time in draft pentahelix. First government role as a regulator and controller who owns rules and responsibilities answer in change social. In running role, government must always involve all type activities, such as planning , implementation, monitoring , control , promotion , allocation finance , licensing and others. The government also plays a role as coordinator for the stakeholders interests that contribute to change social.

5. Media

Media plays a role as expander in support publication promotion products and services produced society . Media also plays a role important in build brand image of change moderate social built in society, so access information easy obtained . With exists convenience access information, will invite and add collaborator new For together create change social issues that have an impact on society. Application draft cooperation pentahelix as base collaboration can We

maximize For build change social in society. Naturally For realize vision big , us need involve Lots party For each other #ShareRoles. All Can We make it happen start from self We Alone as academics or Possible another role . Whatever the role us , the goal still one , that is present as solution For together build change sustainable social in accordance with public need .

CONCLUSION

Under development village tourist especially in villages tour botu brave Gorontalo Can hit collaboration draft development that is draft development Eco-culture and concept Pentahelix all draft that Can applied in development tourist especially in villages tour botoborani , with exists draft This has been collaborated impact significant to development in the village tourism . All existing aspects must be collaborated For get objective together .

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