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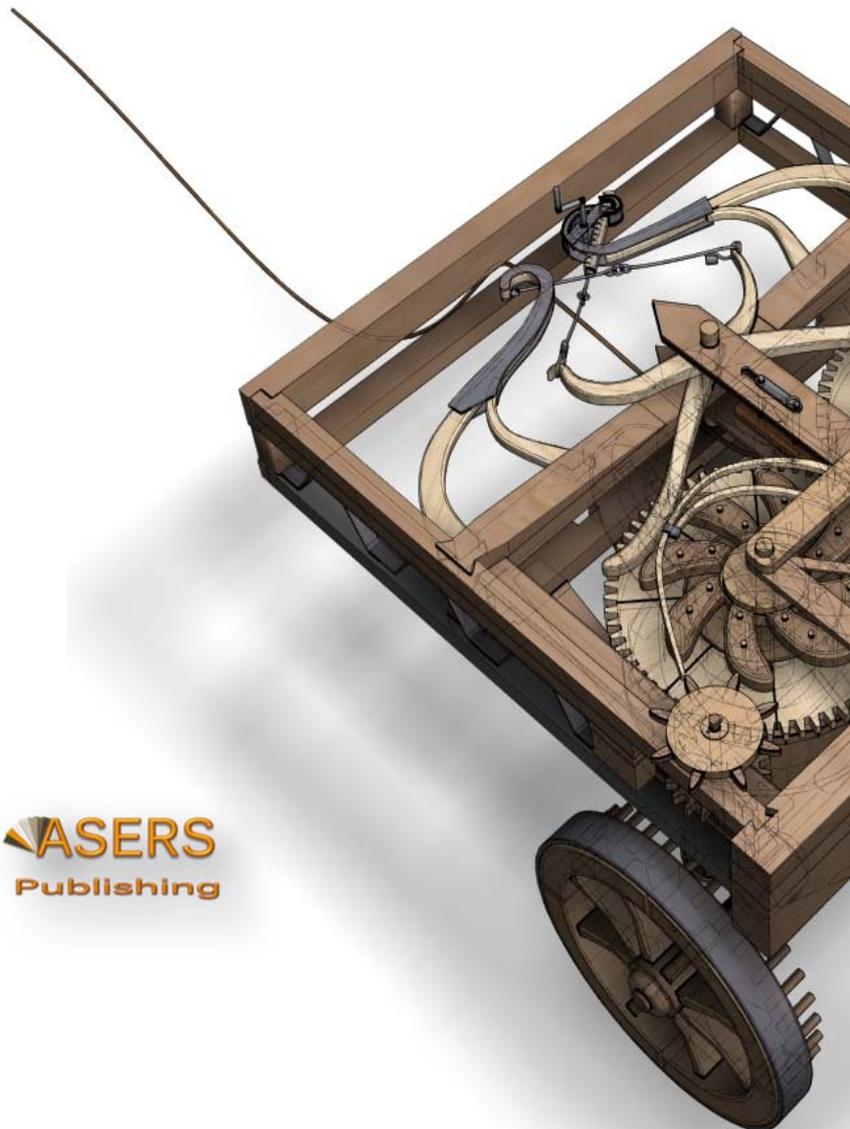
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Tourist Preferences on Bunaken Island for Integrated Archipelagic Tourism Development around the Bunaken National Park, Indonesia

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Abstract

This study aims at analyzing the preferences of tourists visiting Bunaken Island for the development of archipelagic tourism. Qualitative method was applied, and survey was done by distributing questionnaires to 200 tourists visiting the island. The tourist preferences-based island tourism development on Bunaken Island was very strategic for the development of integrated archipelagic tourism by building a network of relevant strategic tourism objects and attractions in other four islands (Siladen, Manado Tua, Mantehage and Nain) around the Bunaken National Park. The findings are very useful for public policy makers to enhance partnership and empower communities in developing archipelagic tourism.

Keywords: tourist preferences; archipelagic tourism development; Bunaken National Park; sustainable tourism.

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Introduction

Recent international studies on island tourism are usually focused on sustainable tourism development (Buckley 2012), community participation in tourism (Lee 2013), and tourism and environmental protection (Wells *et al.* 2015). These studies focused on certain small islands. Studies have not yet been found on tourist preferences for an island tourism development in the framework of archipelagic tourism development. Without careful planning in the development and management of tourism object and attraction on the protected islands, the balance of environmental, social, and economic objectives can be lost and lead to the destruction of natural environment as the island's heritage itself. For this reason, all stakeholders must be involved in the development of tourism on the protected islands, especially local governments, tourism operators, and communities. This is very important in the early stages of tourism development on the protected islands. However, in its development when tourist visits increase, the interests of tourists must also be considered as consumers of tourism products and services provided in tourism destinations, even on islands in the protected archipelagic area. Regardless of tourist preferences, tourism on protected island or archipelagic areas can be stagnant and unsustainable. This study assumes that tourist preferences are important for the development of integrated archipelagic tourism in a sustainable manner, both in the island itself and in other strategic islands around it.

1. Literature Review

The term 'island tourism' refers to the phenomenon of the development of tourism on an island that advances the establishment of family guesthouses, corporate hotels, and other related commercial areas, as well as an integration of the island's scenic spots and urban developments, which in turn can influence the island's local population growth, environmental improvement, completion of facilities, and functional upgrading. (Yang *et al.* 2016). Meanwhile, archipelagic tourism refers to a tourism among different islands where visitors are encouraged to explore and sample different constituents of the island so they have diverse tourism experiences (Baldacchino and Ferreire 2013). Island tourism is often included in the category of ecology-based tourism (ecotourism). This kind of tourism should ideally be one of the strategies to support national conservation and provide income for livelihoods for remote communities on protected small islands (Jalani 2012). However, the ecotourism development in and around small islands faces complex challenges in order that the tourism is sustainable. Many stakeholders are involved and each interest must be accommodated. In the national conservation areas, the central government emphasizes on reducing the adverse effects of tourism on the destruction of ecology. Local governments optimize the use of resources to create job opportunities and protect resources. Tour operators depend on the availability of natural heritage and require tourism facilities to achieve economic growth. Local communities must pay losses due to tourism development and hope for employment opportunities in the archipelago. With the framework of the development of island tourism, tourism revenue can be used to manage the protected island destinations in a sustainable manner, while tourism operators and local communities have job opportunities and the economy is increasing. Taking the case in the Bunaken National Park which consists of several main islands such as Bunaken, Siladen, Manado Tua, Mantehage, and Nain, this study aims at analyzing the tourist preferences on Bunaken Island for the development of integrated archipelagic tourism around the Bunaken National Park, North Sulawesi, Indonesia.

1.1 Tourist Preferences

Tourist preferences are part of the study of tourist behavior in determining preferred tourism destinations, including the satisfaction that tourists feel when they visit a tourism destination. Amir, Osman, Bachok, and Ibrahim (2014) viewed tourist preferences as an external factor that is one of the most vital elements and determines certain attributes of a tourism destination. According to Sun, Ma and Chan (2017), tourist preferences refer to visitors' perceptions and comments on destinations after an actual visitation, so it can be positive, negative, and neutral. Tourist preferences reflect the ability of different destinations to attract tourists and win the tourist market shares by utilizing the tourism resources effectively. Tourist preferences reflect the choice of tourists for fun and likable components of a tourism destination, so that the destination attributes can be used as dimensions for determining and choosing a tourism destination. Satisfaction on the attributes of tourism destination is important for tourists in determining the decision whether they visit a tourism destination or not. Tourist preferences in visiting island destinations take account on key elements including decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction, trust and loyalty proposed by Cohen, Prayag and Moital (2013). Tourist preferences refer to someone's tendency to choose something that is preferred over others in tourism (Dwiputra 2013). The preferences of tourists visiting a tourism destination can be used as an indicator of tourist desires in developing tourism facilities in certain tourism destinations. This also determined the aspect of demographic and travel patterns and motivations studied by Kim and Prideaux (2005), Lau and McKercher (2004), Kozak (2002). Dwiputra (2013) explained that tourism facilities are one of the most important elements in forming tourism products that play a role in support of the convenience and comfort of tourists on their trips. The needs of tourists, reflected in preferences when traveling, tend to influence the development of tourism facilities in the tourism destination itself. The results of his study qualitatively indicate that tourist preferences in choosing the tourism facilities are influenced by tourism destination, length of stay, and travel companions. Tourist preferences also reflect tourism destination image that arise in the minds of tourists. Tourism destination image has a strong effect on the desires of tourists and plays an important role in influencing the process of decision making for travelling and conditions after the decision (Chen and Tsai 2007). The tourism destination image can be seen as a determinant of the quality of a trip carried out and felt based on a comparison between tourist expectations and the real performance of tourism services. The higher the satisfaction of tourists to tourism objects and attractions, the higher the tourist preferences for the tourism objects and attractions, and the stronger the positive tourism destination image in the minds of tourists, which in turn can encourage them to return to the tourism destination or also encourage their friends to visit it. Satisfaction, preferences, and positive tourism destination image can be good bases for the tourism development, including archipelagic tourism in an integrated and sustainable manner.

1.2 Integrated Archipelagic Tourism Development

Tourism development is a conscious effort to improve the economy of a region while still considering the aspects of ecological conservation and social welfare of local communities. In the archipelago, there are usually small islands which have the potentials to be developed into tourism destinations. A small island can be defined as an area of less than or equal to 2,000 km² (Law No. 27/2007). The management of small islands as tourism destinations becomes one of the priorities in tourism development because each has unique characteristics so different from those of big islands. Physically, most small islands are less than 1,000 km² in size and are separated from the mainland. These islands have endemic species and high marine biodiversity such as coral reefs and mangrove ecosystems, reef fish, and seaweed. Small islands have beautiful coastal ecosystems, clean and clear coastal water, and good waves for surfing, lagoons, and amazing natural scenery (Adrianto 2004). One of the potentials of marine environment on a small island is fisheries and tourism, especially in conservation areas. With its natural beauty, each island has the potential to be developed as tourism destination. Yang, Ge, Ge, Xi, and Li (2016) argued that islands basically have tourism resources as the original driving forces in their evolution into tourism destinations. The process of decision making to visit a destination was generated by tourists' desires, involvement and emotions (Goossens 2000; White and Thompson 2009). According to them, in its development, endogenous and exogenous factors are needed to accelerate the development and growth of tourism attractions. In the development of island tourism, endogenous factors include tourism transportation and socio-economic factors that need to be managed by the private sector and the community, while exogenous factors include public policies and the tourism market. This shows that the development of island tourism ideally involves various stakeholders so that the island tourism is sustainable. If the tourist preferences-based tourism development on an island has been successful, this tourism development model can be applied also in the development of integrated archipelagic tourism that involve other surrounding islands. This integration is needed to form a chain or a network of related strategic tourism objects and attractions among islands in an archipelagic area with the priority of developing the integrated and sustainable archipelagic tourism.

In the development of sustainable island tourism, an integrated island tourism model is required. As noted earlier, archipelagic tourism refers to a tourism among different islands where tourists are encouraged to explore and sample different constituents of the island as a destination so that they have diverse tourism experiences (Baldacchino and Ferreira 2013). According to Sheldon (2005), an island can be classified as single island or part of an archipelago. Tourist awareness of the environment during their visit to the island destination have contributed to the significance of sustainable tourism principles (Hadita and Adiguna 2019). Multi-destination travel can be a tourism attraction with added-value for tourists. Complementary product development and marketing cooperation are very important for the development of tourism in islands of archipelago. This will create a diverse tourism experience, which gives the islands a competitive advantage over single islands, especially if they are small ones.

Diverse authorities on different islands must make a conscious effort to differentiate tourism products and services in an effort to attract different types of tourists according to different financial conditions (Baldacchino and Ferreira 2013). This strategy is mainly intended to provide a tourism experience and maximize visitation and length of stay, which contributes to increasing income. The model for integrated archipelagic tourism development was structured based on push and pull factors. The results of this research shows that island visitors are also determined by pushed by their needs to travel and pulled by destination uniqueness and attractiveness (Yoon and Uysal 2005, Klenosky 2002). The development and management of island tourism is focused on managing the diversity of tourism attractions among different islands, which in turn requires strict and integrated coordination. With the integrated development of archipelagic tourism, it is hoped that the network of related tourism objects and attractions tends to grow and develop proportionally among the islands and it does not cause a degradation in resources as the original driving force and also not threaten the sustainability of the archipelagic tourism itself.

2. Methodology

This study was based on the assumption that the tourism destination is a very dynamic and complex system, which consists of various interdependent components and involves stakeholders, each of which has different preferences on tourism management and can cause unexpected conflicts among them. To understand their perceptions from preferences towards the development of island tourism on Bunaken Island, researchers conducted the study using a qualitative method with survey approach. Using this method, the conceptual model of integrated sustainable archipelagic tourism development was based on the qualitative descriptions of different tourist preferences on Bunaken Island. After a literature review done on the conceptual framework consisting of

factors assumed to influence the development of sustainable and integrated archipelagic tourism on Bunaken Island, researchers conducted a survey in the busy months of visitors (July, August, and September 2018) by distributing a 5-points Likert-scale questionnaire to 200 respondents. From the survey results, researchers collected further some related data through in-depth interviews with informants among relevant stakeholders as a triangulation stage to support the validity of survey data. This informant includes five stakeholders in the development and management of archipelagic tourism on Bunaken Island, including: the central government through the Management of Bunaken National Park, local government, tour operators, local communities, and domestic and foreign tourists. The data collected was analyzed using a descriptive qualitative technique to identify tourist preferences as bases for stakeholders in the development of sustainable and integrated archipelagic tourism on Bunaken Island and the surrounding islands of Bunaken National Park, North Sulawesi. The data from survey and in-depth interviews were combined to understand the development of integrated sustainable archipelagic tourism on Bunaken Island with a network of tourism objects and attractions on four other islands until an empirical model of the development and management of integrated sustainable archipelagic tourism was found for the Bunaken National Park.

3. Results and Discussion

3.1 Results

3.1.1 Tourism Destination and Attractions on Bunaken Island

North Sulawesi is well-known for its phenomenal natural scenery like a paradise for tourists. One of the several islands in North Sulawesi that has been made as a part of the Bunaken National Park is Bunaken Island. Bunaken is an island of 8.08 km² in Manado Bay in the north of Sulawesi Island. Administratively, Bunaken is a sub-district of Manado City as the capital of North Sulawesi Province. Around Bunaken Island there is the Bunaken Marine Park, which has been identified as one of the highest marine biodiversity areas in the world, so this region has been designated as part of the national conservation area. This region has natural and cultural advantages and is recognized as having a high priority in the global conservation program which is expected to be recognized by UNESCO as a world heritage. Bunaken Island can be reached using a speedboat or chartered boat with a journey of about 30 minutes from the port of Manado City.

Overall, the Bunaken Marine Park covers an area of 75,265 hectares with five islands within it, namely, Manado Tua (*Manarauw*), Bunaken, Siladen, Mantehage, and Nain. Although the area is vast, location of the underwater park diving is limited to each of the beaches that surround the five islands. The Bunaken Marine Park has 20 diving spots with depths varying up to 1,344 meters. Of the 20 diving spots, 12 are around Bunaken Island and these diving spots are the most frequently visited by divers and lovers of underwater scenery. Most of the 12 diving spots on Bunaken Island line from the southeast to the northwest of the island. In the region, there are underwater great walls that stand vertically (hanging walls), curved upward, and become an abundant source of food for fishes around Bunaken Island. The unique features of Bunaken Island make it a very attractive archipelagic tourism destination around the world with increasing foreign tourist arrivals over years. Many tourism attractions are scattered on Bunaken Island and the surrounding underwater parks that are familiar to foreign tourists, namely the Bunaken Marine Park.

3.1.2 Tourist Visit

A large number of domestic and foreign tourists visit island tourism objects and attractions around the Bunaken National Park. Based on Foreign Tourist Statistics of North Sulawesi Province, in 2018, the number of foreign tourists visiting North Sulawesi increased by 42,723 people (53.82 percent) from 79,377 people in 2017 to 122,100 people in 2018. Of these increases, most foreign tourists in 2018 came from China for 106,743 (87.42 percent), followed by Germany 2,327 (1.91 percent), the United States 1,599 people (1.31 percent), Singapore 1,409 people (1.15 percent), and Hong Kong 1,046 people (0.86 percent). The number of visit by foreign tourists shows that tourism objects and attractions in the Bunaken National Park are already well-known and attract so many tourists around the world. Along with the increasing development of access to Manado and tourism promotion, North Sulawesi has a strong leading tourism attraction for the Chinese market, namely: good underwater tourism on Bunaken Island. Charter flights from China to Manado from several cities in China such as Chungsha, Guangzhou, Wuhan, Shanghai, Shenzhen, Chongqing, Chengdu, and Kunming have increased the frequency of tourists visiting from China. Chinese tourists made Manado as their first tourism destination because of the closer distance to North Sulawesi compared to Bali. In 2018, the most visits by foreign tourists occurred in July (11,875 people), August (15,448), and September (12,730 people). Of the foreign tourists in August 2018,

the most tourists came from China, 13,830 people (87.43 percent). The number of foreign tourists become a major force for the development of integrated archipelagic tourism around the Bunaken National Park at the international level.

3.1.3 Tourist Satisfaction

To find out the tourist preferences of tourism destinations on Bunaken Island, researchers conducted a survey in relation to tourist perceptions of destinations and tourists on Bunaken Island, the role played by stakeholders in managing island tourism on Bunaken Island, and tourism services available on Bunaken Island. Before presenting data about these three aspects, the following are the characteristics of the respondents in this study.

Table 1. The Characteristics of Respondents

No.	Information	Number (Percentage)
1.	<i>Tourists of origin</i>	
	- Local	34 (17%)
	- National	68 (34%)
	- Foreign	102 (51%)
2.	<i>Source of tourism information</i>	
	- Internet	148 (74%)
	- Information from friends	28 (14%)
	- Television	14 (7%)
	- Brochure	10 (5%)
3.	<i>Interest</i>	
	- Beautiful island scenery	110 (55%)
	- Tourism attraction	90 (45%)
4.	<i>Length of stay</i>	
	- 1 day	28 (14%)
	- 2 days	46 (23%)
	- 3 days or more lebih	126 (63%)
5.	<i>Visit to other islands</i>	
	- Yes	92 (46%)
	- No	108 (54%)
6.	<i>Interaction with local residents</i>	
	- Intensive	74 (37%)
	- Not intensive	126 (63%)
7.	<i>Places to stay</i>	
	- Homestay	106 (53%)
	- Economic hotels	62 (31%)
	- Star hotels	32 (16%)
8.	<i>Travel management</i>	
	- By travel agent	144 (72%)
	- Self-arranged	56 (28%)

Source: Primary data processed, 2019

Table 1 shows that respondents of this study consisted of three groups, namely: local tourists from North Sulawesi and the surrounding areas (17 percent), national ones (from provinces outside North Sulawesi) (34 percent), and foreign ones (51 percent). They generally obtained information about tourism on Bunaken Island through the Internet (74 percent), friend (14 percent), television (7 percent) and brochures (5 percent). After getting tourism information, they decided to visit Bunaken Island because of the beauty of island (55 percent) and tourism attractions (45 percent). Most stayed on Bunaken Island for 3 days (63 percent), but there were also those who only visited for 2 days (23 percent) or 1 day (14 percent). For tourists who stayed more than 3 days, they generally also visited tourist sites on other islands around the Bunaken National Park (Siladen, Manado Tua, Mantehage, and/or Nain). They interact more intensively with local residents on the islands visited. Generally they lived in residents' houses which were designated as homestays (53 percent), economic hotels (31 percent), and star hotels (16 percent). For tourists who came from outside North Sulawesi, most of them arrange trips using travel agents (72 percent), while tourists who lived in North Sulawesi or its surroundings areas arranged their own trips (28 percent). The data shows the preferences of tourists who came to tourism objects and attractions on

Bunaken Island. The perception of tourists is very important to understand what things are fun and liked by tourists on Bunaken Island.

Table 2. Tourist Satisfaction on Tourism Destination and Services on Bunaken Island

No.	Indicators of Tourist Satisfaction	Average Perception of Respondents			
		US (2)	SE (3)	S (4)	VS (5)
1.	Destination & Tourists				
	Greatness of island destination Number of visiting tourists			√ √	
2.	Role of Stakeholders				
	<i>Community</i>				
	Involvement of local residents			√	
	<i>Government</i>				
	Coordination among government instances			√	
	<i>Tourism operators</i>				
3.	Tourism Services				
	Services for tourists visiting the island			√	
	Service standards for tourists			√	
	Facility standards for tourists			√	
	Clarity in promotion information			√	
	Accuracy in information about the island tourism		√		
3.	Signposts		√		
	Infrastructures available		√		
	Accommodation facilities available			√	
	Event amenities		√		
	Transportation infrastructures		√		
	Security for tourists				√
	Safety of infrastructure in island			√	
	Health facilities	√			
	Cullinary and rest facilities		√		
	Facilities for difable group	√			
	Souveniers and merchandises in island			√	
	Garbage management		√		
	Toilet		√		
	Praying building				√
4.	Impacts of Tourism Development				
	An increasing number of visitors			√	
	Increase in local economy			√	
	An increasing number of foreign tourists			√	
	Improved infrastructures			√	

Source: Primary data processed, 2019

Where: US = Unsatisfactory

S = Satisfactory

SE = Satisfactory Enough VS = Very Satisfactory

Table 2 shows tourist satisfaction to tourism destinations and services on Bunaken Island. Viewed from the aspect of destination and tourists, in general respondents were satisfied with the greatness of tourism destinations and the increasingly number of tourist visits on Bunaken Island (both had an average score of 4 – ‘satisfactory’). In view of the roles of stakeholders, they viewed that the involvement of local residents (community), coordination among government instances (government), the management of Bunaken Island tourism attractions (tourism operators), and the compliance with island tourism regulations (tourists) were good (all indicators had an average score of 4 – ‘satisfactory’). In terms of tourism services, they viewed that 1) some aspects were good with an average score of 4 – ‘satisfactory’ (services for tourists on Bunaken Island, service standards for tourists, facility standards for tourists, clarity in promotion information, accommodation facilities available, safety in infrastructure on island, as well as souvenirs and merchandises in the island); 2) some aspects were good with an average score of 3 – ‘satisfactory enough’ (accuracy of island tourism information, signposts, infrastructures available, event amenities, transportation facilities, as well as cullinary and rest areas; and 3) two aspects were good with an average score of 5 – ‘very satisfactory’, however, in this aspect of tourism

services, they felt unsatisfied with health facilities and facilities for disabled group with an average score of 2 – ‘unsatisfactory’. Finally, from the aspect of the impact of tourism development, they perceived that some impacts were positive with an average score of 4 – ‘satisfactory’ (the increasing number of visitors, increase in the economy of local community, the increasing number of foreign tourists, and improved infrastructures).

The data on the tourist perception reflected the tourist preferences about an integrated island tourism model on Bunaken Island. It is expected that positive tourist preferences on tourism objects and attractions on Bunaken Island will be able to encourage more domestic and foreign tourists to visit and revisit it or convey positive information to friends to visit also in the future. These tourist preferences are very important as the bases for developing, managing and improving the sustainable island tourism destination on Bunaken Island. In addition, the tourist preferences-based integrated island tourism model can also be a pioneering project of the development of island tourism objects and attractions that are attractive for tourists on other adjacent islands, in this case in the Bunaken National Park in particular as well as in other archipelagic regions throughout the world in general.

3.2 Discussion

In the early stages of island tourism development on Bunaken Island, external factors that influenced the process of island tourism development and promotion in the Bunaken National Park were public policy and planning on island tourism that focused on Bunaken Island itself and paid less attention to its integration with the development of adjacent islands, such as Siladen, Manado Tua, Mantehage, and Nain. As a major part of the Bunaken National Park, the central government in coordination with local government and private tourism operators played a very important role in the island tourism development on Bunaken Island. At this early stage, the local community only witnessed the tourism development on Bunaken Island without adequate active participation. In its development, most of the tourism operators rebuilt and improved a variety of tourism facilities to gradually increase their function through cooperation in developing the tourism destinations that are not only oriented to natural tourism objects and attractions but also to various related island tourism services, especially tourism services for diving and snorkeling. These two tourism activities become the core of island tourism in the underwater park, especially in the Bunaken Marine Park.

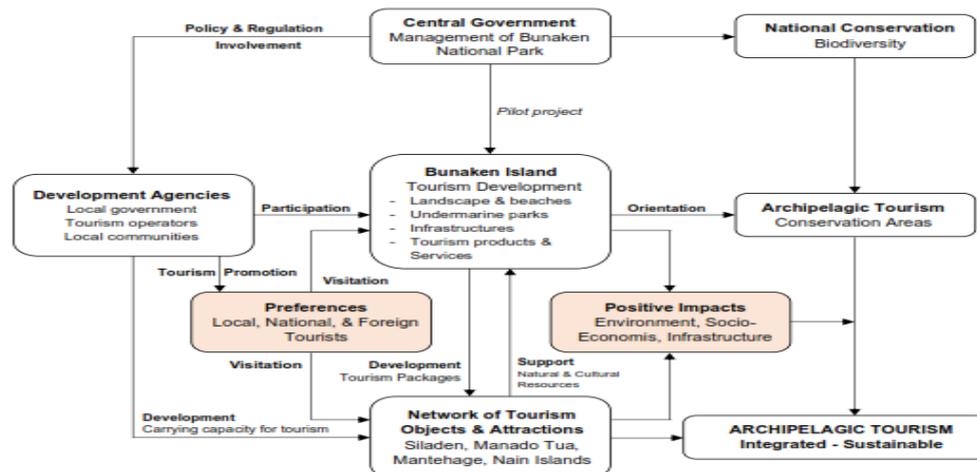
Figure 1 represents the development and management of island tourism on Bunaken Island which involved public and private stakeholders such as management of the Bunaken National Park, local governments, tourism operators, and local communities. Each had different preferences regarding the development and management of island tourism in the archipelago. From the side of the central government, the management of the Bunaken National Park placed more emphasis on reducing the adverse effects of tourism development and management on the destruction of natural environment. The Municipal Government of North Sulawesi wanted to optimize the use of resources on Bunaken Island and its marine park to create employment opportunities while protecting the natural resources. The tourism operators on Bunaken Island depended on the availability of natural and cultural heritage resources on Bunaken Island and required the availability of various related tourism facilities and services in a sustainable manner through a long-term economic growth, profits, and new business opportunities. Meanwhile, local communities who have to pay losses due to the development of island tourism on Bunaken Island are more interested in employment opportunities, security, lifestyle improvements, and reduced living costs in the island.

The tourist preferences found in this study rise challenges for stakeholders in the integrated island tourism development on Bunaken Island, *i.e.* central government through the management of the Bunaken National Park, local government, tourism operators, and local communities. All these stakeholders should ideally be able to formulate a model of integrated island tourism development in a sustainable manner based on tourist preferences on Bunaken Island. On the one hand, this can be seen from various internal components that support the island tourism development on Bunaken Island, while on the other hand, this can be seen from the integrated network of tourism objects and attractions on Bunaken Island which are complementary, but not competing, with those on the other adjacent islands around the Bunaken National Park.

Bunaken Island has developed much more rapidly than other islands around the Bunaken National Park such as Siladen, Manado Tua, Mantehage, and Nain. The development of Bunaken Island as an attractive tourism destination can be a model of integrated island tourism development for the adjacent islands, both in terms of the greatness of tourism destinations and the increasing number of tourist, the role of stakeholders (community, government, tourism operators and visitors) as well as its tourism services. Some strategic aspects that already exist need to be increased again, namely the greatness of tourism destination on Bunaken Island

and the increasing number of tourist. The involvement of local communities, coordination among governmental agencies, management of tourism attractions on Bunaken Island, and compliance with island tourism regulations need to be increased. All these improvements are important so that the services for tourists visiting Bunaken Island are better, promotion information is clearer, accommodation facilities are more adequately available, infrastructures on island are safer, as well as souvenirs and merchandises on island are increasingly diverse. In order to develop into an ideal archipelagic tourism model, stakeholders on Bunaken Island need to always improve the accuracy of information about island tourism, improve signposts, provide supporting facilities and infrastructures, event amenities, transportation facilities, as well as adequate cullinary and rest areas. In addition, to anticipate the health problems during the trip, stakeholders need to improve health facilities and facilities for disable group. These strategic steps are needed to develop the integrated island tourism on Bunaken Island.

Figure 1. Findings of Integrated Sustainable Archipelagic Tourism Development on Bunaken Island around the Bunaken National Park, North Sulawesi



To support the sustainable tourism, the development of integrated island tourism should not only be carried out intensively on Bunaken Island because the carrying capacity of its resources is increasingly limited and its biodiversity ecosystem is also at risk of degradation over time. For this reason, the development of archipelagic tourism on Bunaken Island must also always involve the development of a network of tourism objects and attractions on other adjacent islands around the Bunaken National Park, particularly in Siladen, Manado Tua, Mantehage, and Nain islands. This means that the development and management of island tourism should be planned and implemented in an integrated manner so that every domestic and foreign tourist visiting Bunaken Island can also visit other tourism objects and attractions on adjacent islands around the Bunaken National Park. On the one hand, the greatness of tourism destination on other islands should always be developed in an integrated manner by involving relevant stakeholders such as those on Bunaken Island, *i.e.* government, tourism operators, local communities, and visitors. This does not necessarily mean that the tourism objects and attractions developed on other adjacent islands are exactly the same as those on Bunaken Island, but should be adapted to the exisinting resources on each island in such a way that the various tourism objects and attractions in the five islands around the Bunaken National Park can be complementary with each other in an integrated archipelagic tourism package.

Based on the perceptions of tourists visiting Bunaken Island, the development of integrated archipelagic tourism in the Bunaken National Park can be done by promoting the attractiveness of tourism objects and attractions around the Bunaken National Park as a whole not only on Bunaken Island, but also in Siladen, Manado Tua, Mantehage, and Nain islands. The promotion can be done mainly through the internet, television, and brochures. The integration of the promotion of the five islands is important so that every tourist visiting Bunaken Island also visits other adjacent islands, and they can tell friends about the beauty of tourism objects and attractions on the five phenomenal islands as a whole. The promotion of archipelagic tourism is focused on two things, namely on the the beauty of island as well as its tourism attractions. The promotion of archipelagic tourism is also directed at tourism packages with a stay of more than three days so that the possibility of tourists to visit Bunaken Island as well as Siladen, Manado Tua, Mantehage, and Nain is increasingly high. With a longer stay, tourists are more relaxed in enjoying various tourism objects and attractions, different from island to island without being constrained by limited time. In addition, tourists are also more likely to interact intensively with local

residents on the islands visited so that people feel cared for and involved and can actively participate in welcoming tourists warmly and serving them well.

Considering that tourists have generally lived in homestays and economic hotels and some in star hotels, the development of archipelagic tourism that is friendly to the local community also needs to be implemented by empowering them through building homestays and economic hotels that are locally standard but not in conflict with or amending international standards. Ideally, some archipelagic tourism packages are provided specifically by travel agents, so that tourists can visit the five adjacent islands around the Bunaken National Park as tourism package. However, it is still possible that tourists arrange their own trip to visit not only Bunaken Island, but also the adjacent islands such as Siladen, Manado Tua, Mantehage, and Nain. Therefore, sea transportation facilities and infrastructure need to be developed and managed professionally, connecting the five strategic islands around the Bunaken National Park. With tourism services and destination facilities that meet local and international standards, tourists are increasingly likely to visit the five adjacent islands in a satisfactory manner, but not just focus on Bunaken Island. With the integrated archipelagic tourism development model, it is expected that more tourists can visit through a complete tourism package, the positive impact on the increase of local economy can be equal on the five islands, more foreign tourists from various countries can visit the adjacent islands proportionally, and the infrastructures supporting the integrated archipelagic tourism can be better in the five islands over time.

Conclusion

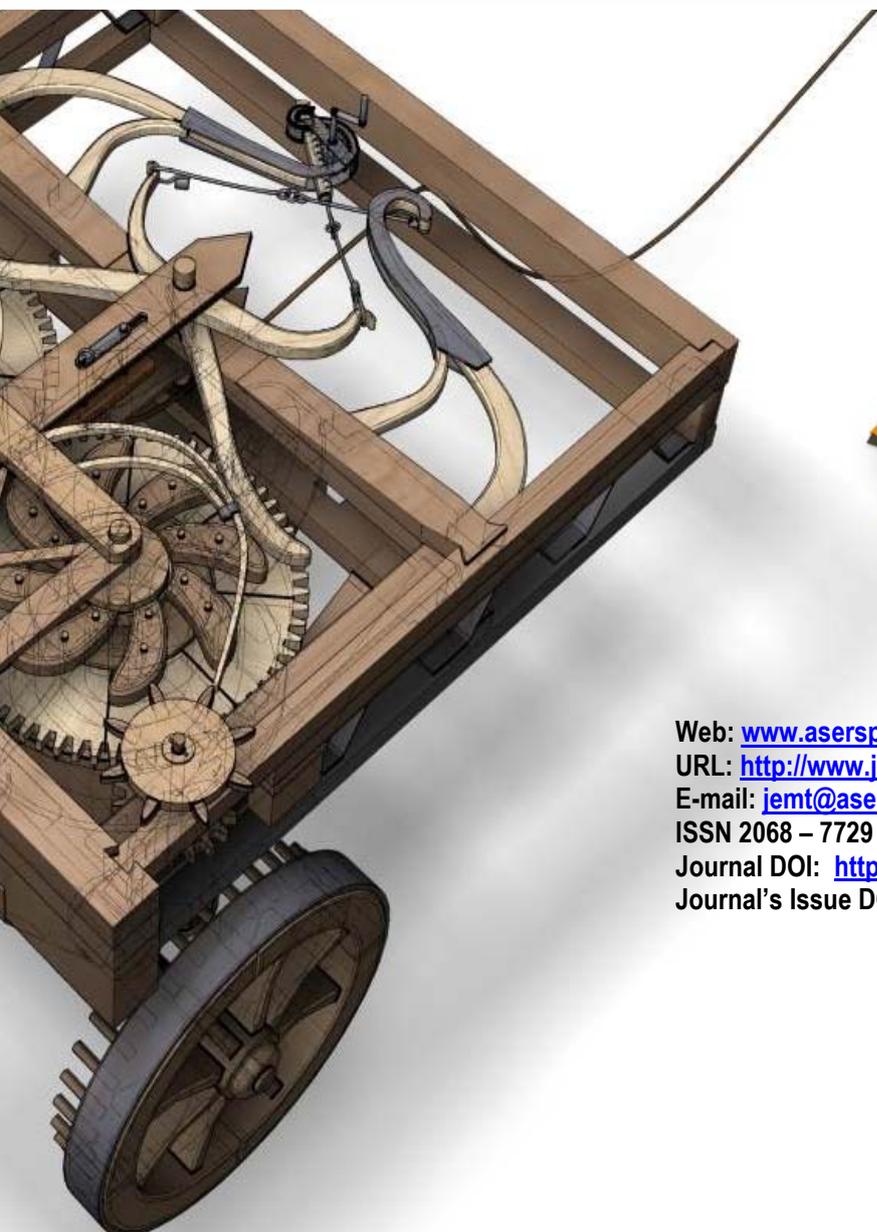
Bunaken Island has been developed as a specific tourism destination around the Bunaken National Park, so this tourism destination looks magnificent and attracts a large number of visitors, both local, national and foreign tourists, especially in July, August, and September. Stakeholders such as central government through the management of Bunaken National Park, local government, tourism operators, and local communities have collaborated in developing the tourism on Bunaken Island, both in its landscape and beaches, underwater parks, tourism facilities and infrastructure as well as tourism products and services. With the tourism development of this island, there have been various improvements both in services for tourists who visited the island, tourist service standards, tourist facility standards, clarity in promotion information, as well as various other tourism facilities and infrastructures. With the increasing number of visitors, island tourism on Bunaken Island had a positive impact on improving both local economy and infrastructures. Tourists generally felt that all these achievements were satisfactory and this can be the basis for the development of archipelagic tourism on Bunaken Island in the future. However, given the relatively limited carrying capacity of Bunaken Island, an integrated archipelagic tourism development model based on tourist preferences is very strategic not only for the development of integrated island tourism on Bunaken Island itself, but also to build a network of strategic tourism objects and attractions related to four other adjacent islands (Siladen, Manado Tua, Mantehage, Nain) around the Bunaken National Park. It is expected that using this model, the archipelagic tourism around the Bunaken National Park can develop in a sustainable manner. This finding is very useful as a consideration for public policy makers, both in central and local governments, to enhance the roles played by tourism operators and community empowerment in the development of integrated archipelagic tourism so that domestic and foreign tourist visits can increase with the increased carrying capacity of the adjacent islands for tourism around the Bunaken National Park over time.

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