

The Economic Development of Tourism-Based Community in Tahura, Berastagi, Karo Regency



R. Sabrina¹, Emilda Sulasmi²

^{1,2} Universitas Muhammadiyah Sumatera Utara

ABSTRACT: The aim of this study is to develop the potential of the Berastagi sub-district through Tahura in improving the local community's economy. It used the method of literature study. The results from various literatures explained that the development of the economy tourism in Berastagi-Tahura must have good planning include the attraction of tourist rides, the construction of facilities for lodging, restaurants, and shops to sell souvenirs in effective and efficient, as well as planning tourism promotion programs. In addition, it must be supported by collaboration between the government, private sector and community. The proposed economic development model is Tourism Economic Development that is supported by stakeholders and marketing channels.

KEYWORDS: Tourism, Berastagi Tahura, Tourist Attraction, Economic Improvement

INTRODUCTION

Indonesia as a multicultural country has various ethnics and cultural diversities that become the superior potential for tourism development and development in Indonesia generally; apart from its demographic location. Indonesia has interesting places of relics of the past where can be used as tourist objects and able to attract tourists, both domestic and foreign tourists. One of them is ecotourism. Ecotourism is a type of tourism that presents forms of tourism related to the environment with a background in aspects of nature conservation as well as aspects of socio-cultural and economic empowerment of local communities.

The goal is to develop tourism potential in Indonesia as the country's largest source of foreign exchange after oil and gas (Zidni, 2019). The tourism development program has the potential to overcome poverty since it plays a role in absorbing employment opportunities and empowering micro-enterprises in a high number in other areas that produce tourism supply products (Bojnec, 2010).

The principle of tourism development in Indonesia has a reference in Law Number 10 of 2019, that is to empower the surrounding community who have the right to play a role in the tourism development process while maintaining tourist attractions so that they remain sustainable, as well as forming a clean, safe, orderly atmosphere and polite behavior. In line with the Regulation of the Minister of Tourism Number 14 of 2016 concerning Sustainable Tourism where there are four criteria for sustainable tourism, namely: (1) Management *sustainable destinations*; (2) Economic use for indigenous peoples; (3) Preservation of culture for the public and visitors; and (4) environmental beauty. The application of this rule should be able to improve the welfare of local people. Real evidence that tourism management in local economic development can be successful so that the surrounding community lives in prosperous conditions (Retno & Harsasto, 2014)

Tourism can be a system that has a complex effect related to various aspects and influencing each other, as well as being a driving force for community dynamics to improve the living standard in various aspects; economic, social and cultural aspects. Currently, every village in a district in Indonesia has developed a lot of eco-tourism, such as natural tourism, artificial tourism (swimming pools, homestays), and culinary tourism. If tourism with the concept of developing and highlighting the local potential of each region is carried out in all regions in Indonesia, it will have a significant impact on the population, especially the creation of jobs that support the economic level of the indigenous population of tourist destinations (Robinson, 2009).

According to Hemawan (2018), the economy in the tourism sector will be more effective if it is developed by involving the community. The role of community is one of the effective and efficient strategies in developing the tourism economy and can improve the economy around tourist attractions. In the long term, it will increase the development of tourism sustainability. *Sustainable Community Destinations* in the long term can become the main core in strategic economic development. Tourism can

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improve the economy both macro and micro in native population. Through tourism, people can increase their income, as well as encourage the creativity of local residents to try to meet the needs of travelers when visiting destinations, for instance, the emergence of homestays, local cafes, selfie spots and tourist guides who will guide both local and international tourists.

One of the community's priority destinations is Karo regency as the busiest tourist destination in Sumatera Utara Province and has big potential with its tourist attractions. As one of the main tourist destinations in Sumatera Utara, it has several tourist attractions in Tahura Bukit Tinggi as a conservatory processing unit with an area of 51,600 Ha. The hill is a protected forest from the Dutch colonial era. The parts of Bukit Barisan Tahura include the Sibayak I and Simancik I Protected Forests, Sibayak II and Simancik II Protected Forests and the Sinabung Protected Forest. Other parts of the Tahura area consist of the Sibolangit Nature Reserve (CA)/Tourism Park (TW), South Langkat Wildlife Reserve (SM), Lau Debuk-debuk and Sibolangit Scout Campground.

The efforts to improve and explore the potential that exists in the Berastagi Tahura in the first economic sector by developing the souvenir craft sector that can increase the income of community around Bukit Barisan Tahura. According to Soedarsono (1999), the characteristics of tourism souvenir products for a regional tour include brief, mini, compact, as the imitation of original tourist attraction, full of variety and unique, and the price is relatively affordable for tourists. Second, by adding attractive tourist facilities with the concept of beautiful natural scenery and can be used as a place to take good pictures for tourists.

Based on the problems above, the researcher is interested in conducting study on "The Economic Development of Tourism-Based Community in Tahura, Berastagi, Karo Regency"

METHOD

This study aimed to develop tourism potential through Tahura, Berastagi Karo regency in improving the local community's economy. It used literature study that aimed to collect information and data with various types of literature in the form of documents, journals, books, and magazines (Afifudin et al., 2012). Accordance with Sugiyono's research (2012), that library research is an activity of studying theory along with supporting references related to values, norms, and culture that have developed in a social situation that is the object of research.

The section that conducts an assessment of the concepts and theories used in the literature, especially scientific literature (accredited journals and books); by using this research method, the author can easily solve the problem to be studied (Sujarweni, 2014). The researcher conducted an analysis related to the data and theory obtained and concluded the results of research findings about the strategy in tourism development through the Berastagi Tahura Karo regency in improving the economy.

RESULTS AND DISCUSSION

Development of Berastagi Tahura Area

Berastagi Tahura area, Karo regency has a steep topographic culture, some are bumpy, but only a small part and gently sloping. The of soil in Tahura consist of Litosol, Podsolil, Andosol, and Regosol. The rainfall average in this area about 1,500 – 4,000 mm/year, with temperatures about 160°C - 320°C.

Table 1. Data on Land Area and Steepness in Karo Regency

No.	Land Slope	Area (Ha)	Percentage (%)
1.	flat 2%	23,900	11.24
2.	Ramps 2 – 15%	74,919	35,22
3.	Slant 15 – 40%	41,169	19.35
4.	Steep 40%	72.73	34,19

Source:BPS Karo Regency, (2015)

Based on the topographical location, the Berastagi Tahura area has fulfilled the category of tourist attractions based on neatness, beauty, and cleanliness. The government's role is very important in developing tourist attractions in order to improve the local community's economy (Nugraheni & Yusman, 2013). One of the roles of the government is to provide permits for those who will develop the potential that exists in tourist attractions; making tourist rides, opening inns around tours, and developing souvenirs based on local MSMEs to attract tourists to tourist destinations. In line with the opinion of Suwanto (2004), that the attractiveness of a tourist object is the potential that can encourage tourists to come. The development of tourism facilities including tourist objects and supporting facilities such as restaurants and lodging must lead to the right design and be sourced from the potential for attractiveness based on the feasibility of development characteristics (Mustikawati, 2017). The existence of hotels and inns, restaurants, and places for souvenirs of local tourism must be increased in this area since it is one of the

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important elements that will affect the economy of local community. Tourism development through Berastagi Tahura Karo regency can run well if tourism facilities, lodging, restaurants and souvenir places can be managed properly to widen the opportunities for local community to earn money.

Human Resource Development

Since human resources are the basic capital in tourism development, it must be good quality in the sense that they have skills relied upon in creating an innovation in providing services and making goods related to local tourism objects. Human resources are influenced by productive age and education level. Productive age affects community performance in developing tourism potential in Berastagi area. Based on the results of Sembiring's research (2020), by using 200 households as respondents, the age of people of Berastagi sub-district, Karo district was dominated by productive working age, namely 31-40 years old as 38.5% and the lowest was the elderly, 61-70 years old as 7%; can be seen in Figure 1.

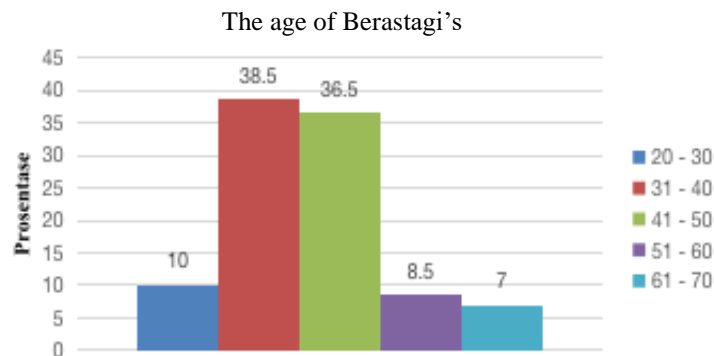


Figure 1. The Age of the Berastagi Community

Source: Friend, (2020)

Based on the results of Sembiring (2020), that asked 200 households as respondents, 39.5% were dominated by junior high school graduates and the low level of tertiary education graduates at both the diploma and undergraduate levels, each of them was 1%, can be seen in Figure 2. The low level of education that only reaches the junior high school level is a fact that the people in Berastagi do not have a high level of education; is influenced by economic factors and some people still think it is better to work to help their parents than have to go to school.

Based on 2 factors of productive age that are quite high and the education level still low, the local government needs to provide technical guidance/training and motivation to community around the tourism area on a regular basis. The purpose of technical assistance is to increase the creativity, skills and expertise of the community so that they can explore their existing potential. According to Umardiono (2011), the community and the government have an obligation to plan a strategy to increase the number of tourists, one of them is a local traditional art performance for weekly or monthly program. These efforts have proven to bring in tourists. Apart from that, another strategy is to make interesting photo spots or selfies.

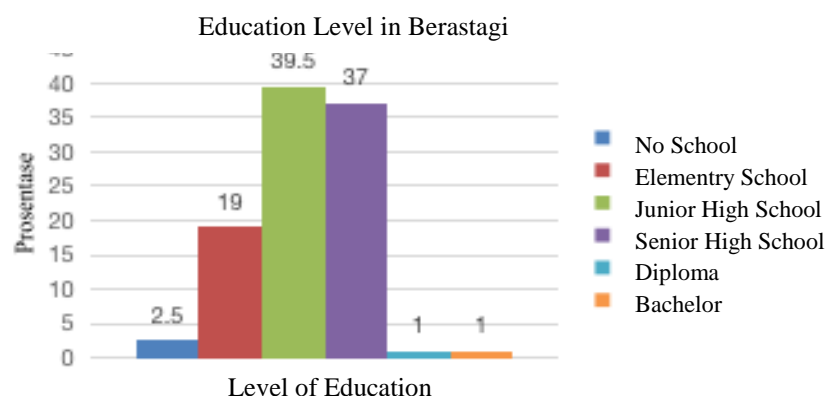


Figure 2. Education Level of Berastagi Community

Source: Friend, (2020)

Collaboration Between Tourism Stakeholders

Stakeholders can be interpreted as organizations, communities, groups or individuals who are directly or indirectly involved, have an interest, or are influenced (positively or negatively) by existing activities. The urgency of developing the tourism economy involves three interested stakeholders, namely the government, private sector, and community. The government in tourism

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economic development revolves around making policies and planning. Among them the government provides and builds infrastructure, improves the quality of human resources who works in the tourism sector, provides MSME assistance around the tourism sector. The private sector as a business actor has a role in providing tourism support facilities such as restaurants, accommodation, travel agencies, transportation, hotels and inns. Meanwhile, the community as the owner and manager can become part of the tourist attraction by developing innovations from the region of origin, introducing culture and daily habits that are unique and characteristic of tourist attractions. The existence of Pokdarwis in tourist areas is highly recommended as a representative of aspirations and a forum for tourism development originating from the community.

Efforts to Promote Tourism Areas

Promotion is one of the activities to introduce products or services that will be offered to tourists as consumers or target market. Promotional activities should be carried out continuously by using several good media that are widely followed by the public and effectively reach the market (Wolah, 2016). Tourism promotion significantly influences during the process of conveying information to travelers.

Nowadays, an efficient promotion is using the internet; in terms of the cost is cheaper, the reach is wider since anyone can access it easily. All forms of promotion by media channels can be categorized as effective for increasing *awareness* and *introducing* existing tourist areas. In accordance with Casimeira & Mahangga (2016) that promotion is the main channel in proclaiming a Tourism Destination Area.

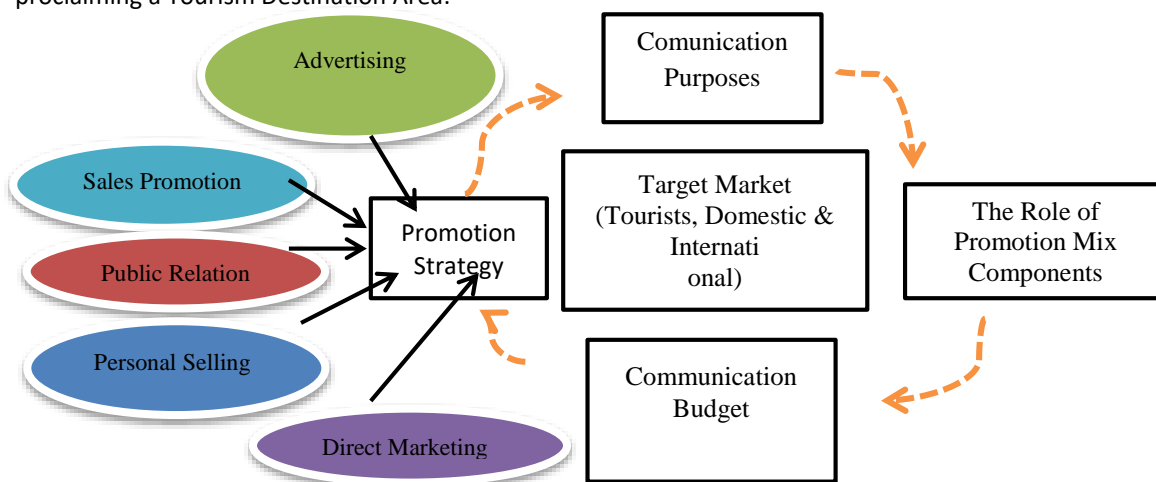


Figure 4. Marketing Strategy

Source: Jenny et al., (2016)

Based on the picture above, the promotion strategy is used to achieve the goal, namely increasing the quantity both local and international tourists. The components of the promotion mix in marketing are determined by the intended tourism destination. Budget allocation for promotion can support the existence of a formulated promotion mix. Therefore, components *marketing mix* can be implemented, analyzed and tried to formulate an appropriate strategy to be implemented in the Berastagi Tahura, Karo regency.

The types of promotion strategies that exist in the tourism sector namely: (a) Advertising is used to achieve several goals, including inviting tourists to visit, building an image, and reaching the desired target market, (b) This sales promotion involves various activities by offering low prices to influence tourists to achieve the promotion target. Sales promotions are usually provide bonuses to attract tourists; for instance, free accommodation to increase the coverage of the number of tourists.

In public relations, everyone who engaged in the tourism sector must be able to disseminate material on management of inns or homestays including Occupational Health and Safety, order and security, updating and marketing to the internet and social media introduction (Martin et al, 2008).

Increasing Community Income in the Tourism Sector

The development of tourism that increasing rapidly every year has an impact on existing facilities at tourist attractions, since the competition between tourist objects in the area is getting higher in attracting tourists so the government and society can continue to improve service quality (Kum & Gungor, 2015). According to Wahab (2003), a positive impact on tourism development is an increasing in people's income directly. An increasing in people's income was obtained from the lodging/hotel, restaurant and souvenir centers.

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Most of the livelihoods of the people in Berastagi sub-district are still farmers about 68%, while the least is workers in Industry about 2%. It is influenced by local demography and agricultural activities that have been passed down from generation to generation that can be seen in **Figure 3**. The livelihoods of local people who are still in agricultural sector must be shifted to the tourism sector, as the main task of local government to provide an explanation for people in Berastagi that the agricultural sector can switch to the tourism sector by developing MSME types of souvenirs.

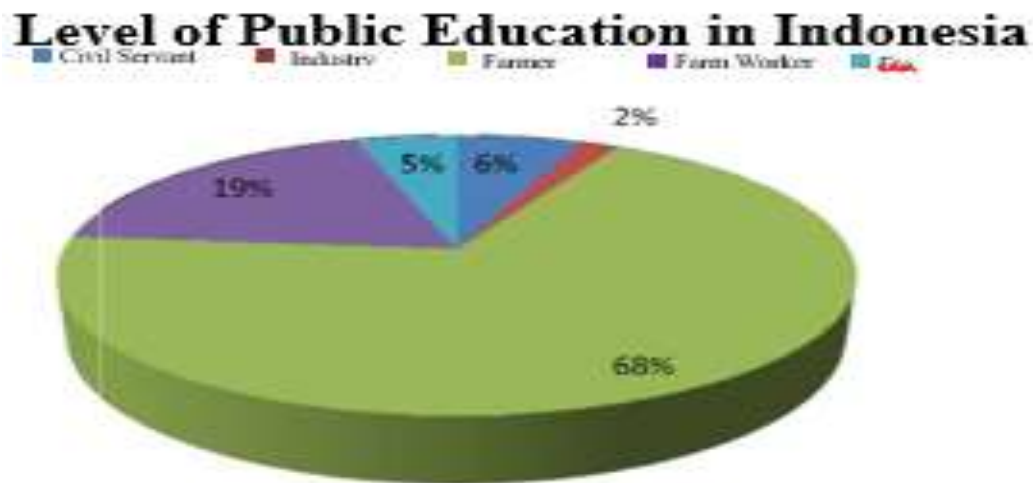


Figure 3. Livelihoods of the Berastagi Community
Source: Sembiring, (2020)

According to Morgan et al. (2004), tourists who visit a country can be sure to use their money to enjoy the attractions, either to pay for services, rent lodging, or buy goods that are considered attractive. The more comfortable they are in a tourist object, the higher their consumption level, the higher the income of the community. In line with Diarta (2009), that marketing coverage and the quantity of tourists are blessing for local market and products. The local residents of Tahura Berastagi are expected to empower what they have by utilizing the tourism potential in Tahura.

According to Lean et al. (2014), the negative impact of the tourism sector is that it is very vulnerable to several negative issues, such as terror, conflict in tourist areas, and diseases in the area that will ultimately affect the number of tourists who will visit the area. If it is achieved, it will affect the regional economy globally, both directly and indirectly.

Tourism-Based Community Economic Development Model

An economic development model aimed at the Tahura Berastagi community. The proposed development model in accordance with Tourism Economic Development where indigenous people are placed as core actors in various destination activities to obtain economic benefits (Ekanayake and Long, 2012) with natural resources that are still preserved, socio-cultural and arts and customs; that are still prioritized within the framework of harmony. This model is a process of collaboration, unity and strategy as well as a community empowerment tool (in this case it can be assumed to be Pokdarwis) in the development and development of the economic sector, cultural sector and resource sector (Prihatno and Ali Hasan, 2016; Martin, Morales, and Sinclair, 2008)

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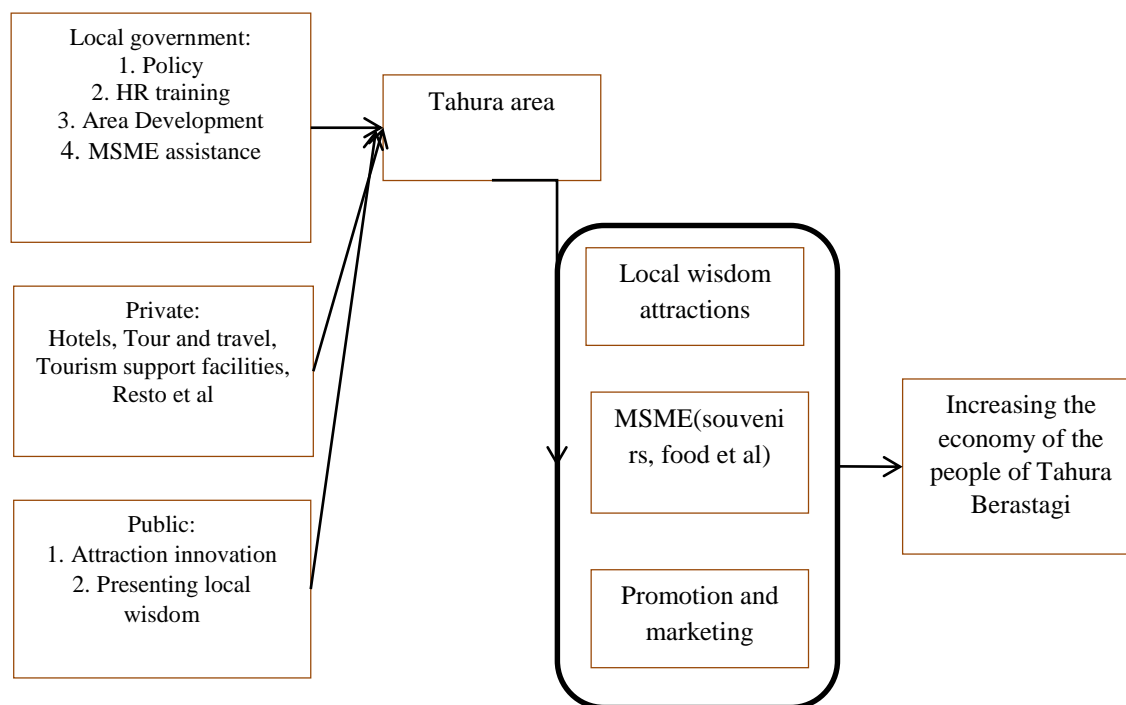


Figure 1. Economic Development Model of Berastagi Tahura

CONCLUSION

The tourism potential of Tahura Berastagi is an attraction by utilizing tourism potential in the form of forests that can be increased by the income of the community. The potential of local wisdom, namely the uniqueness of culture and human resources, is expected to support the tourism development activities of Tahura Berastagi to increase economic welfare. The efforts in promotion and marketing via the internet, both social media and advertising, are expected to boost coverage in increasing awareness and the number of tourists. The proposed development model is expected to provide positive economic effects for the surrounding population. Through the collaboration of the government, the private sectors and the community, it is hoped that management will be optimal; then the welfare level will increase with professional management and from various parties.

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