

Conference Paper

Resident's Attitudes Toward Tourism Development in Simanindo Subdistrict Samosir Regency

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Tourism development especially in rural areas has changed residents' economic, sociocultural, and environmental life. It's important to analyze residents' attitudes toward tourism development in their area. This study aimed to analyze the attitudes of the Batak Toba Ethnic as residents toward tourism development in Simanindo Subdistrict. This research was a quantitative study with a cross-sectional survey. A survey with 115 residents as representatives of Batak Ethnic was conducted in June 2022. The findings revealed that several challenges of tourism development had been stated by residents including conflict over resources ownership, less involvement of residents, inadequate financial support, insufficient facilities, low quality of service and product, poor marketing, and unskilled human resources. The Batak Toba Ethnic as residents also obtained positive and negative impacts of tourism development in their area. Positive impacts included conserving culture and heritage, preserving nature, supporting trading of local products, upgrading public facilities, encouraging economic growth, increasing employment opportunities, enhancing additional income, improving the quality of life, increasing foreign investors, improving the standard of living and personal benefit for residents. However, negative impacts were inconsiderable. The main suggestions toward tourism development were enhance local people involvement and participation, increase attractions, accessibilities and amenities. The economic benefits has high correlation toward communities involvement and participation in tourism development.

Keywords: attitudes, challenges, impacts, participation, tourism development

1. Introduction

Tourism is one of the largest industries in the world. Tourism as a strategic sector can improve the economy, especially for local communities. Tourism has a positive impact to increase residents' welfare, expanding employment, and gain residents income [1] Tourism activities create economic, decrease unemployment, improve community

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income, gain development, and welfare[2]. Tourism is an industry that is able to deliver economic growth by creating occupation, improving revenue to achieve standards of living, and encouraging other sectors [3] In summary, tourism development brings a positive impact on destination area, especially for local communities. Hence, tourism planning and development by stakeholders, consider the involvement of local communities around the destination area. Tourism development in urban and rural generate economic, social, and environmental impact for residents[4]. The tourism industry creates many advantages for local-host and government such as occupation, tax, facilities development, and revenues.

Currently, the transformation of tourism activities has begun popular. A Tourist visits a tourism destination to explore local culture, heritage and other experience during the journey, their interest also the cultural, morality, ancient heritage, and historical aspect of the destination so that tourists have meaningful experiences and involve themselves in the trip. Similarly, tourism activities enable local residents to promote their historical and cultural heritage. One of the most important keys to the success of rural tourism development to sustainability is residents' involvement. Local residents involvement in planning and developing is a key to ensuring sustainable tourism [5][6][7]. Residents' empowerment and involvement in planning, decision-making, managing and evaluating tourism development are required. Therefore, tourism development should initially involve and empower residents[8]. Tourism should be purposed to develop the physical areas and their community. Residents have important role in tourism development, especially in rural areas. The residents' responses will affect their attitudes concerning tourism development.

Many previous studies discussed tourism development and residents' attitudes. Most of them that the perceptions of residents differ toward tourism development. However, many of these revealed that residents generally had positive attitudes toward tourism development. Residents who perceive greater economic benefits had more positive attitudes toward tourism development and were more likely to support it . Economic profits are the most essential impact of tourism. However, besides the economic aspect, the impacts of tourism are also socio-cultural and environmental aspect. The socio-cultural benefits include modernization cultural exchange, social vary, improved image of residents, increased public health, social and amenity development, education and conservation[9]. While, The environmental aspects are as follows natural resources, wildlife, infrastructure, public facilities, and other physical environments. Tourism influences the economy, social-cultural and environment of residents. Tourism development has affected different scales, from the individual to communities, destinations,

and beyond, and communities with different levels of social structure, political, and environmental values would hold different representations of tourism[10]. According to social exchange theory, residents' attitudes toward tourism depend largely on the benefit that can be generated in the community [11]. In spatial analysis, how far residents lived from the core of tourism development will be influence their attitudes [12].

Considering how important residents' attitudes as a key to the success of tourism development, this research aimed to investigate Batak Toba Ethnic attitudes toward tourism development In Simanindo Subdistrict. Simanindo as part of Samosir Regency is one of the main tourist destination in North Sumatra. The popular attractions such as the view of Lake Toba, cultural and historical of Batak Ethnic.

2. Method

This research was a quantitative study with a survey approach, specifically a cross-sectional survey. This type is very suitable for describing the characteristics of a population but not for determining cause-and-effect relationships between variables. The research took place at one point in time, observing the attitudes and opinions of the subjects of study[13]. A survey with 115 residents as representatives of Batak Ethnic has been conducted. This survey aimed to analyse Batak Ethnic as local residents and their attitudes towards tourism development in their own city as a destination. Convenience sampling was used in this study. This is a non-random sampling where participants of the target population that meet certain criteria including willingness and time availability to involve for the purpose of the research [14]. The respondents are residents who lived nearby tourist's destination in Simanindo Subdistrict Samosir Regency.

A questionnaire with 5 points Likert Scale where 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree. All items of questionnaires has been validated by a team of experts based on construct validation. The data from open-ended questions of the interview regarding tourism development were analyzed using deductive qualitative content analysis and presented in tables and graphs. The quantitative data were tabulated and analyzed using descriptive statistics of mean and standard deviation. Furthermore, factor analysis was used to examine the data of impact tourism development for community participation. Questionnaires and the interview were carried out in June 2022.

3. Results and Discussion

TABLE 1: Description of Research Participants.

Gender	Frequency	Percent
Male	43	37.4
Female	72	62.6
Total	115	100
Age	Frequency	Percent
Between 20 - 30	37	32.17
Between 31 - 40	26	22.61
Between 41 - 50	39	33.92
51 and over	13	11.30
Total	115	100
Occupation	Frequency	Percent
Hostel Owner	17	14.78
Travel Agent	29	25.22
Farmer	18	15.65
House wife	13	11.30
Retailer	27	23.48
Restaurant Owner	11	9.57
Total	115	100

3.1. The challenges of tourism development

Several challenges of tourism development in the Simanindo Subdistrict were conflicted over resource ownership, less involvement of local residents, inadequate financial support, insufficient facilities, low quality of service, and product, poor marketing and unskilled human resources. Based on questionnaires, the major challenges of tourism development showed in Figure 1below:

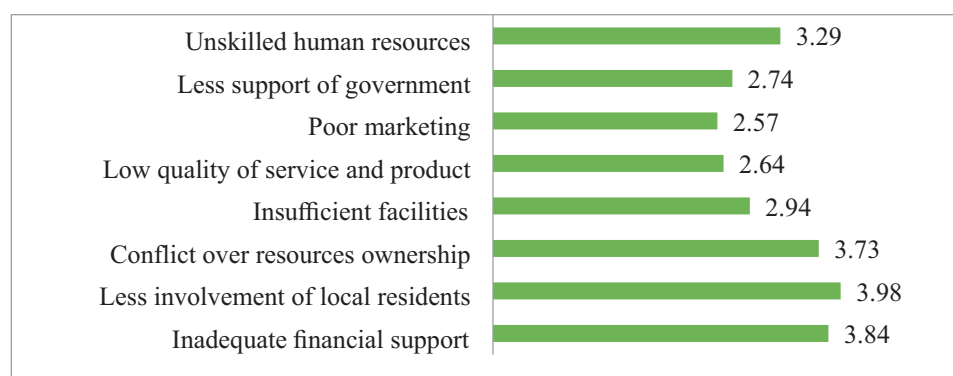


Figure 1: The Challenges of Tourism Development.

The highest mean score was less involvement of local residents ($M=3.98$). While the lowest mean score of challenges belongs to poor marketing ($M=2.57$). Less involvement of residents, inadequate financial support, conflict over resources ownership, and unskilled human resources were the primary challenges of tourism development in the Simanindo Subdistrict based on perceived of Batak Toba Ethnic as local residents (see Figure 1). Residents stated that only some local people are involved in tourism activities, and most of them live surrounding destination area. Every event such as annual exhibitions and festivals always organized by tourism offices just a few of the local communities involved to activities. From the analysis of questionnaires and open ended-questions, it was explicit that local people, did not participate and involve fully in planning, implementation and evaluation of tourism activities. In other words, there was less involvement and participation of local community members to tourism development in their area.

Concerning inadequate financial support, this challenge is commonly found in most developing countries including Indonesia. Most of the respondents believed that financial issue is one of the big challenge in tourism development especially to built tourism facilities. Therefore, they need funding support from the government, local and foreign investors. Financial support also needed to preservation of tourism attraction, historical, and heritages. [15] revealed that the effort of the local community to survive with limited capital support from the government has shown a greater of effective collaboration.

Similar studies on the challenges of tourism development also report the challenges were inadequate infrastructure, poor product development and management, poor marketing, poor linkages within the local economy, insufficient institutional and technical capabilities, skilled personnel; conflict over resources ownership, benefit lacking, financial issues, lack of community participation and involvement. Local communities are part of the product in the tourism industries [16]. Therefore, the success of tourism development especially rural tourism is definitely depend on host participation and involvement. Financial resources is one of a big challenge for tourism development. Most developing countries need sufficient funding from investors to develop destination areas such as infrastructures, improve quality of human and natural resources, promote and enhance the quality of products and services, and other amenities related to tourism industries.

Further, conflict over resource ownership becomes essential issue. Land ownership is generally by certain clans or Kaum adat Batak Toba in the Simanindo Subdistrict. Conflict over land ownership also occurs among clans of the Batak Toba Ethnic. Even more, several main tourism businesses are owned by outside investors. The investors have

signed long-term contracts with local government or landlords in a long duration usually over five years. They employ local residents to manage their business. [17] stated that greatly numbers of the tourism industry especially commercial and profitable enterprise in developing countries were owned by foreign investors or a small number of local elites. Local entrepreneurs disagree if the productive resources are managed and owned by foreign investors.

3.2. The impacts of tourism development

Tourism development has affected different scales, from the individual to communities, destinations, and beyond, and communities with different levels of social structure, political, and environmental values would hold different representations of tourism. According to social exchange theory, residents' attitudes toward tourism depend largely on the benefit that can be generated in the community. The impacts of tourism development can be divided into positive and negative impacts. There are positive impacts as well as negative impacts of tourism development in the rural areas [18][19]. Simanindo Subdistrict is included in rural area. The Batak Toba Ethnic as local residents in the Simanindo Subdistrict perceived both impacts.

The positive impacts can be seen in Figure 2 below:

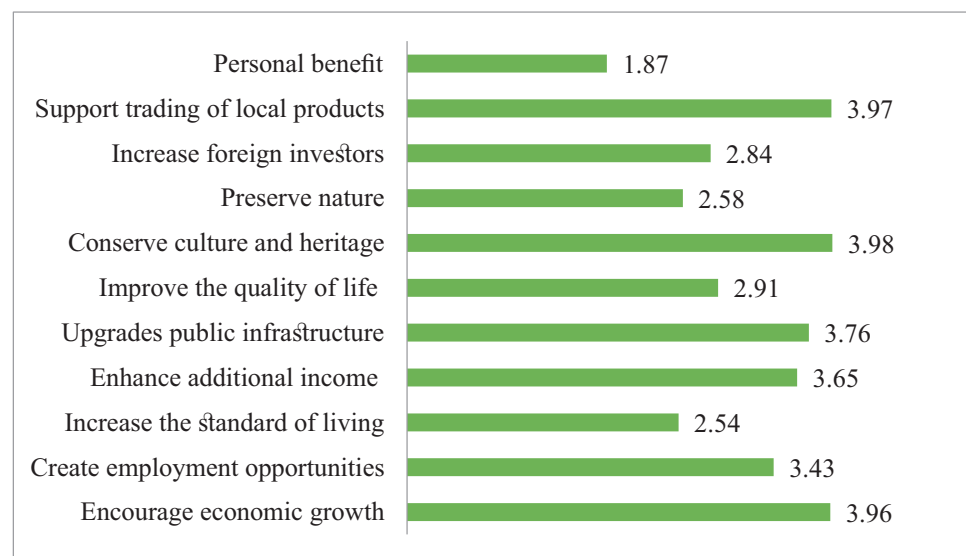


Figure 2: The Positive Impacts of Tourism Development.

Tourism attractions can be divided into natural, cultural and historical. Tourism development especially cultural and historical is one of the way to protect the cultural and heritage as a tourism attraction. Tourism as a tool for maintaining cultural heritage and preserving nature environment [20][21] to achieving sustainable tourism [22].

In socio-cultural, tourism activities would strengthening traditional values and tradition. Moreover, tourist arrival is an opportunity to promoting and trading local products. Many of souvenirs such as indigeneous handycrafts like Ulos were made by local residents. Therefore, tourism activities directly encourage economic growth, enhance additional income, improve the quality of life, increase standard of living and other personal benefit for local residents. Tourism development increased economic benefits, decreased unemployment and supported to raise local residents' welfare[23]. There are three main elements of tourism include attractions, accessibilities and amenities. Development of destination area needs appropriate accessibilities and amenities. So that, upgrading of infrastructure should be considered. Tourism development often increase the local utilities and facilities[24].

Besides positive impacts, tourism activities also brought negative impacts for environment and socio-cultural in destination areas. In many cases, tourism development may be generated negative impacts including destruction of environment and wild life, pollution[25], robbery, gambling traffic accidents[26]. [27]described the negative impacts of tourism including localized inflation, real estate speculation, failure to attract tourist, capital outflows, insufficient estimation of cost of tourism, negative reactions from enterprises, potential enhanced in crime, prostitution, change in community pattern, social discolation, defensive attitudes, environmental destruction, destruction of heritage, overcrowding, the loss of natural resources, wild life damage and reduction of biodiversity.The negative impacts tourism development in Simanindo Subdistrict can be seen in Figure 4 as follow:

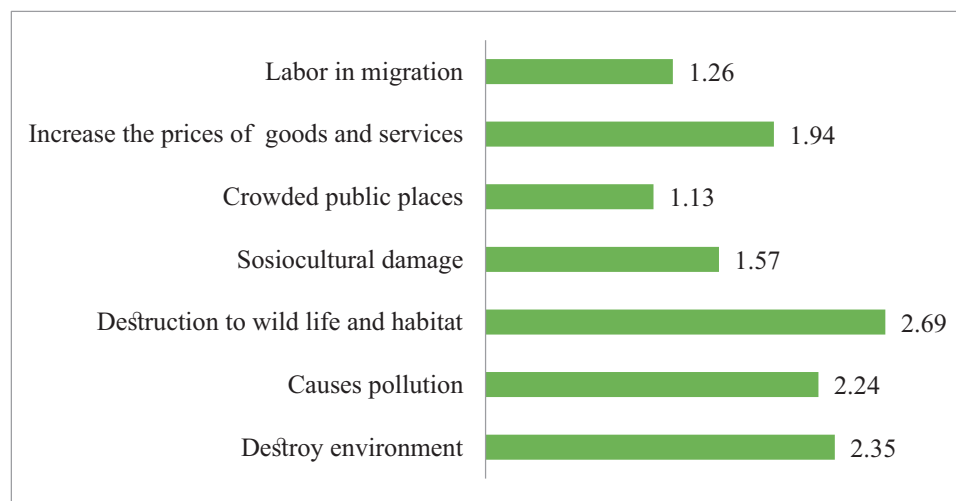


Figure 3: The Negative Impacts of Tourism Development.

Based on Figure 4, the negative impact of tourism development were destruction to wild life and habitat, destroy environment, causes pollution, increase the price of

goods and services, sociocultural damage, labor in migration and crowded public places. But, according to the opinion of the local community, the negative impact was insignificant in Simanindo Subdistrict. They decided tourism development has been changed their life on the economic, sociocultural and environment into positive impact. Local communities believed that tourism causes pollution, crowded, and enhance prices of goods and services[28]. Negative impacts of tourism also on traditional moral values and community spirit among local residents as well as environmental issues and effects due to the tourist destination[29].

Regarding positive impacts on the economy, 93.65 % of the respondents revealed that tourism development in the Simanindo Subdistrict would encourage economic growth globally, and 85.71 % of the respondents believed that tourism activities would create employment opportunities for residents. Concerning trading of local products, 96.83 % of the respondents stated that tourism development would provide new market for selling handicraft, souvenir, and another products that produced by local people. However, only 6.35 % of the respondents on neutral attitudes toward the economic impacts of tourism activities in the Simanindo Subdistrict, they claimed no significant impacts of tourism development for local people if they aren't involved in the process. In other words, local people who involving and living around the core of development would obtain economic impacts directly but otherwise for their settlements far from the tourism activities. In terms of negative impacts, only 14.28 % of the respondents assumed that tourism development would increase the price of goods and services.

Concerning positive impacts on the socio-cultural, most of the respondents believed that tourism development in the Simanindo Subdistrict would conserve the culture and heritage of Batak Toba Ethnic (87.30%). Cultural and heritage are part of tourism attractions and local products. These resources would preserve and advance through tourism activities. Rural areas frequently develop their tourism appropriate to the life of local communities such as historical sites, natural attractions, fresh air, cultural and ethics, folklore, monuments, household patterns[30]. The participants optimistically realized that tourism would improve infrastructures and public facilities such as roadways, railways, airports, transportation, education facilities, healthcare facilities, park areas, and another amenities. Only 12.70 % of the respondents assumed that tourism activities would bring negative impacts on the socio-cultural especially cultural damage. Similarly, a few of the respondents stated that tourism development would increase labor in migration (9.52%) and crowded public places (4.76%). Regarding environment impacts, 58.73 % of the respondents revealed that tourism development in the Simanindo Subdistrict would preserve the nature environments. Contrary, several of the participants

believed that tourism activities would destroy environment (41.27 %), destruction to wild life and habitat (12.69 %), and causes pollution (7.94 %).

Based on gender, the frequency of male and female attitudes are no different toward the impacts of tourism development. They were equally of the same opinion that tourism development had positive impacts in various aspects including economic, socio-cultural and environmental. Similarly, according to age of the respondents, all groups were generally positive attitudes toward the impacts of tourism development. However, based on occupation of respondents, hostel owner, travel agent, retailer, and restaurant owner more positive in their attitudes and strongly believed tourism development have positive impacts for residents. Overall, 84.13 % of the participants believed that positive impacts of tourism development in the Simanindo Subdistrict outweigh the negative impacts of tourism. A tendency of residents' attitudes to decided positive impacts of tourism on economic and socio-cultural aspects. A strong positive affect between the economic and social aspects in tourism activities. Concomitantly, tourist activities in the destination areas conserved natural and environment instead of draining the available resources. Interaction of economic domain and environment are positive correlated[31].

3.3. The suggestion toward tourism development

Many challenges and impacts of tourism development in Simanido Subdistrict as rural tourism. Policy maker should be considered ways to maximize the positive impacts and minimize the negative impacts, as well as overcome the challenges and improve the destination resources. Based on questionnaires, the suggestions toward tourism development in the Simanindo Subdistrict as follows:

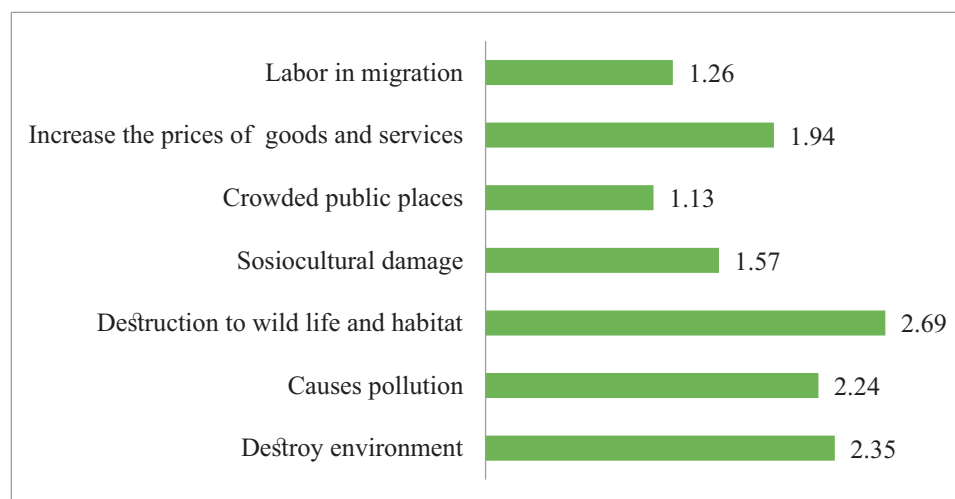


Figure 4: Suggestions toward Tourism Development.

As shown in Figure ??, The main suggestions toward tourism development were enhance local people involvement and participation (M=4.98), increase attractions, accessibilities and amenities (M=4.96), balance of economic, socio-cultural and environment benefits (M=4.38) and maintain cultural and natural resources (M=4.37). Participation and involvement of the local community may become a focus for tourism development in rural areas. Local participation and involvement allow residents a higher chance to receive advantages from tourism development. The involvement of local community starts from idea, policy formulation, implementation and evaluation of tourism development programs. Additionally, policy maker should always be considered three essential components of tourism including attractions, accessibilities and amenities. All of them should be increased to attract a great number of tourists. Likewise, tourism planning and implementation should be ensured the balance of economic, socio-cultural and environment benefits especially for local people as well as maintain cultural and natural resources[32].

Regarding the transformation of digital tourism, this is primary strategy to promote a tourist destination in digital era including tourist sites in the Simanindo Subdistrict. Most of residents realized using digital technology are needed in tourism development. Currently, digital market becomes popular in many sectors including tourism marketing. Digital tourism is marketing approach and most of countries utilizes digital market as their strategy[33]. Digital tourism as tools to enhance the tourist experience and satisfaction before, during, and after traveling a destination[34].

Additionally, the products and resources locally owned by residents are needed. Local products should be designed based on market demand and indigenous. In term of tourism products, it's needs a market analysis[35], partnership and marketing strategy. The achievement of tourism development strongly rely on public regulations and policies, attempts to improve accommodation and employment indeks, attempts to enhance the local people revenue. Concerning upgrading human resources in the Simanindo Subdistrict, educating and training the human resources may be required[36]. Government or Pokdarwis have a responsibility to enhance the skills of personnel and local people in the destination area.

Regarding destination branding, this is one of strategy to introduce, present and promote the attractions in the Simanindo Subdistrict based on their characteristic and uniqueness. This study also formulated the destination branding of some attractions in Simandindo Subdistrict. For example, Sibolazi Beach (Amazing Rocky Beach), Batu Hoda Beach (Wonderful Blue Beach), Tuk-Tuk Siadong tourism village (Fantastic Tuk-Tuk), Pulo Malau (Exotic Island), Gua Alam Sangkal (Cozy Cave), AekNatonang The (Calm

Lake Natonang), Museum Huta Bolon (The Thruly Batak Heritage), and SiulahHosa Bukit Beta (The Healing Green Hill). A unique and strong brand needed in marketing strategy including for tourism industry. The brand bring a positive distinct marketing influence because: 1) it appeals more favourable attributes and advantages responses and overall options, 2) it may also appeals higher value premiums and 3) it may affect users in spending greater interest to communications, holding more information from them and responding in a more positive way. In addition, a destination brand may support visitors integrating and strengthening their insight and perceptions of the tourist destination area after their journey experiences. Destination branding is a process utilized to construct a unique identity and personality that is different from all competitive destinations.

3.4. Analysis factor of impact tourism development for community participation

Factor analysis began with testing the validity of data through KMO and Barlett's test. The results of validity of data are as follows:

TABLE 2: KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.661
Bartlett's Test of Sphericity	Approx. ChiSquare	1113.443
	df	378
	sig.	.000

The results showed that the measure of sampling adequacy was 0.661 or above 0.5. This indicates that the data was adequate and valid for further factor analysis processing. Therefore, 4 groups of factors formed to analyzes the community participation in tourism development in Simanindo Subdistrict. The factors loading of rotated component matrix from 4 factors are as follow:

Table 3 shows the indicator's factor loading on each group and the diagonal factors of each components. Component of factor economic benefit was 0.85. The values was above 0.5. It shows that economic benefits have high correlations toward community participation in tourism development. While the diagonal values of components and factor 2 (infrastructure development), factor 3 (government support) and factor 4 (negative impacts) have weak correlation values. Economic benefits consist of 5 indicators. The economic benefits indicators as follow: encourage economic growth,

TABLE 3: Rotated Component Matrix and Component Transformation Matrix Loading Factors.

Factors	Rotated Matrix	Component	Component Transformation Matrix
Factor 1 : economic benefits			0.85
Encourage economic growth	0.67		
Create employment opportunities	0.75		
Increase the standard of living	0.78		
Enhance additional income	0.81		
Improve the quality of life	0.76		
Factor 2 : infrastructure development			0.269
Tourism development increase infrastructure quality	0.82		
Tourism development increase public facilities.	0.85		
Factor 3 : Government Support			-0,323
Government has carried out well-planned tourism development	0.82		
Government involved the community in tourism development	0.86		
Factor 4 : Negative impacts			0.285
Tourism development damages the environment	0.78		
Tourists bring negative influence to local culture	0.83		
Tourism development causes pollution	0.68		

create employment opportunities, increase the standard of living, enhance additional income and improve the quality of life. Tourism activities create economic, decrease unemployment, improve community income, gain development, and welfare. Tourism is an industry that is able to deliver economic growth by creating occupation, improving revenue to achieve standards of living, and encouraging other sectors. Infrastructure is one of main aspect to support tourism development. It's allow local communities and the tourist an accessibilities especially in tourism activities. The infrastructure development in Simanindo Subdistrict as destination area wasn't affect the community participation. Tourism development provides good infrastructure to local communities, the residents are more likely to support and participate in the development[37]. The factor 3 government support and factor 4 negative impacts has low correlations toward community participation in Simanindo Subdistrict. However, the local government had carried out well-planned and involved the community in tourism development. The trust to government will drive residents to involve and participate in tourism development. Furthermore, the negative impact of tourism including damages of the environment, negative influence to local culture and cause pollution. The residents tendency to

involve and participate in tourism development to solve the negative impacts in their area. The local communities perception of negative impacts of tourism affect their willingness to involve and participate in tourism development in their area. Residents involvement is needed to achieve sustainable tourism development. The strategy to encourage community involvement through increasing public education and awareness, capacity building, creating linkages, using participation methods, involving local community organizations, decentralization, and coordinating with relevant management organizations.

4. Conclusion

The main challenges of tourism development in Simanindo Subdistrict as follow over resources ownership, less involvement of local residents, inadequate financial support, insufficient facilities, low quality of service and product, poor marketing and unskilled human resources. Some of these challenges may be occurred in many rural areas as destination of tourist. The Batak Toba Ethnic as local residents also obtained positive and negative impacts of tourism development in their area. Positive impacts included conserve culture and heritage, preserve nature, support trading of local product, upgrading public facilities, encourage economic growth, increase employment opportunities, enhance additional income, improve the quality of life, increase foreign investors, improve standard of living and personal benefit for local residents. However negative impacts were inconsiderable. The positive and negative impacts can be divided into three dimensions including the economic, socio-cultural and environmental impacts. Based on challenges and tourism impacts, enhance local residents involvement, increase attractions, accessibilities and amenities, balance of economic, socio-cultural and environment benefits, maintain cultural and natural resources, the transformation of digital tourism, development quality, and marketing of local product, and destination branding may were priority suggestions toward tourism development in the Simanindo Subdistrict. The economic benefits has high correlation toward communities involvement and participation in tourism development. Further, for consideration of policy makers especially of the tourism industry in the Simanindo Subdistrict, Community Based Tourism is a appropriate model to achieve the sustainable tourism. Community Based Tourism as a process to developing local people through connectivity of economy benefits, natural-environment conservation, culture and heritage protection in tourism activities.

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