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The Role of Community in Sustainable Tourism. Case Study: Girsang Sipangan Bolon

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Abstract

In principle, sustainable development should meet the present's needs without sacrificing future needs due to limited resources. Sustainable tourism must consider three aspects of sustainability, namely economic, social and environmental aspects. To support sustainable tourism development, the community's role in tourism development or Tourism Based Community (TBC) is one of the critical principles that must be fulfilled because it is the component closest to and tied to regional tourism. This research will examine the community's role in Girsang Sipangan Bolon District, Simalungun Regency in the development of sustainable tourism. For this reason, this study uses quantitative methods by collecting data through distributing questionnaires. The results of the author's observations show that the participation of local communities related to sustainable tourism in Girsang Sipangan Bolon District is classified as good with an overall average score of 3.8 out of 4.5 for several indicators of local community participation in sustainable tourism.

Keywords: Sustainable Tourism; Tourism Based Community (TBC); Quantitative Methods; Girsang Sipangan Bolon; Lake Toba;

1. Introduction

Although the term of sustainability has been around for a long time, the focus of implementing sustainability in various aspects has only begun to be encouraged in the last few decades. Many developments are being oriented towards sustainability. In principle, sustainable development should meet the present's needs without sacrificing the right to fulfil future needs because of limited resources. It also applies to the development of sustainable tourism, which explores natural, social and cultural resources, where these resources must be fought to be used in the future and meet sustainability principles.

Sustainable tourism must consider three aspects of sustainability, namely economic aspects, social aspects and environmental aspects. That way, tourism remains ecologically supported sustainably but still pays attention to ethics and social society and is feasible to improve the economy. The tourism sector can be a stimulant for the regional economy that improves people's welfare [1]. Sustainable tourism highly emphasizes the importance of positive impact of tourism activities, where tourism has created an increasing problem with local communities' environment, social and culture [2]. In other words, the negative impacts of tourism must be avoided and encouraged by the positive sides of tourism activities themselves [3].

Sustainable tourism is a principle of tourism development based on the concept of sustainable development [4]. Lake Toba is one of the priority tourism destinations for the National Tourism Strategic Partnership (KSPN). Selecting the Lake Toba as KSPN will directly affect other sectors such as economic growth, social, cultural, natural resources, environmental carrying capacity, defence, and security [5].

In 2020, Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Manado Bitung-Likupang became National Tourism Strategic Areas with Super Priority, which was immediately approved by the Ministry of Tourism and Creative Economy. [6] Therefore, with Lake Toba's election, the sub-district, Girsang Sipangan Bolon, should provide industry players and tourism MSMEs such as food, beverages, and mobilization, which have become tourists' needs, so that the government must guarantee the quality and service to tourism[7].

Tourism is very attached to local communities' role because they play an important role in supplying the tourists' needs. It indirectly affects the behaviour, lifestyle, and culture of the local community. [8]

To create sustainable tourism, it must fulfil several principles of sustainable tourism, namely community participation, stakeholder participation, local ownership, sustainable resources, accommodating community goals, attention to carrying capacity, monitoring and evaluation, accountability, training and promotion. The community's role in developing tourism or Tourism Based Community (TBC) is one of the critical principles that must be fulfilled because it is the component closest to and tied to regional tourism. This research will examine the community's role in Girsang Sipangan Bolon District in developing sustainable tourism. By involving local communities or Tourism Based Community (TBC) provides the most excellent potential opportunity for local people to contribute to sustainable tourism in their area [10]

2. Methods

The method used in this research is the quantitative method with data collection through distributing questionnaires to 101 respondents as sample of the population, namely local people who live in Girsang Sipangan Bolon. This questionnaire is distributed using a Likert scale to measure positive and negative responses from respondents on community participation perceptions in sustainable tourism in the Girsang Sipangan Bolon. The statement regarding community participation has five choices of answers in the form of strongly agree (SS), agree (S), just so (BS), disagree (TS) and strongly disagree (STS). The author conducted this research in 2020 in Girsang Sipangan Bolon.

The data analysis technique used in this research is descriptive analysis. The descriptive analysis describes local community participation in tourism in Girsang Sipangan Bolon District, Simalungun Regency. In the variable of local community participation in tourism, There are six indicators that described into primary data from the results of a questionnaire distributed to local communities in the Girsang Sipangan Bolon district.

Table 1. Variable and Indicators related to perceptions of community participation in Girsang Sipangan Bolon District.

Variable	Indicators
Perceptions of Public Participation in tourism	Availability of the required tourism promotion information
	Easy Access to Information Regarding Sustainable Tourism Planning
	I am satisfied with the quality and quantity of tourism information provided
	Understand what is meant by sustainable tourism
	Take an active role in tourism activities
	Fully understand the benefits of tourism

To obtain the average perception of the local community on each indicator, the Author took the following steps:

After the average is obtained from each indicator, it is adjusted to the criteria of the satisfaction range based on the local community's perceptions in Girsang Sipangan Bolon District.

$$\text{Average} = \frac{\text{Total Score (Likert Score x Number Of Respon)}}{\text{Number Of Responden}}$$

Table 2. Criteria range of satisfaction based on the perception of Community Participation in Tourism in the District Girsang Sipangan Bolon

Keterangan

Rentang	Kepuasan
1 – 1,5	Sangat Tidak Puas
1,6 – 2,5	Tidak Puas
2,6 – 3,5	Cukup Puas
3,6 – 4,5	Puas
4,6 - 5	Sangat Puas

Perception criteria with an average of 1 - 1.5, means tourists' perception towards local community participation in tourism is declared very dissatisfied. If The average perception criterion is 1.6 - 2.5, tourists' perceptions of local community participation in tourism are not satisfied. While if the criterion between 2.6 - 3.5, tourists' perceptions of local community participation in tourism are quite satisfied. The average perception criterion is 3.6 - 4.5, so tourists' perceptions of local community participation in tourism are satisfied. And the average perception criterion is 4.6 - 5, so tourists' perceptions of local community participation in tourism are very satisfied.

3. Result And Analysis

The research location is in Simalungun Regency, namely in the Girsang Sipangan Bolon District, located in the province of North Sumatra, Indonesia. Lake Toba Tourism Object makes this district a destination for domestic and foreign destinations. And Girsang Sipangan Bolon District has six villages namely Sipangan Bolon, Girsang Parapat, Tigaraja, Sibaganding and Sipangan Bolon Mekar.

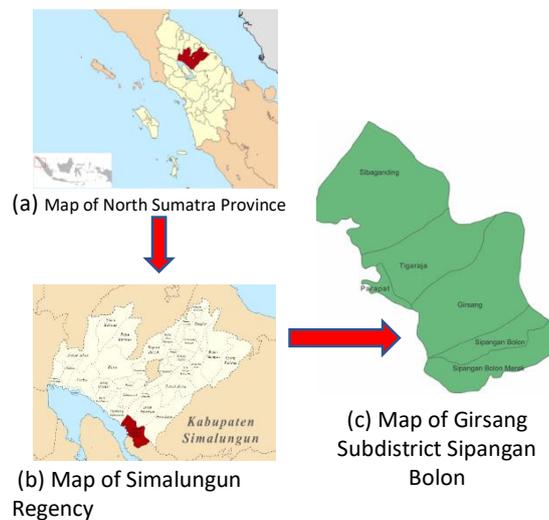


Figure 1. Map of Research Locations Source: Processed Personal Data, 2020

In Girsang Sipangan Bolon Subdistrict, according to population projections based on the 2010 Census, the number of men in six villages is 7,435 while women are 7,588 with a total of 15,023 [11], as shown in Table 2 below.

Table 3. Population by sub-district and Gender in Girsang Sipangan Bolon District. Source: BPS Simalungun Regency

No	Sub- District	Male	Female	Total
1	Sipangan Bolon	488	499	987
2	Girsang	990	972	1.962
3	Parapat	3.606	3.600	7.206
4	Tigaraja	925	992	1.917
5	Sibaganding	821	865	1.686
6	Sipangan Bolon Mekar	605	660	1.265
	TOTAL	7.435	7.588	15.023

Table 3 above shows that in Girsang Sipangan Bolon District, it has reached fifteen thousand people in the 2010 census. The local community's approach to tourism is even better, which shows that local people's perceptions of sustainable tourism follow reality in the field.

The distribution of questionnaires on local people's perceptions of tourism has received 101 correspondents with the criteria of 53.5% male and 46.5% female, where the correspondents are Indonesian citizens (Indonesian national colour) from the age of 18 - 65 years and over. Then the results obtained from the six indicators that are asked are as follows.

Based on the results of questionnaires distributed related to indicators of local community participation in tourism with indicators of the availability of tourism promotion information available, the statistical results obtained state strongly agree 43.6%, Agree 13.9%, Ordinary 10.9%, disagree 19.8 % and strongly disagree about 11.9% of 101 correspondents. The result can be seen in Figure 2.

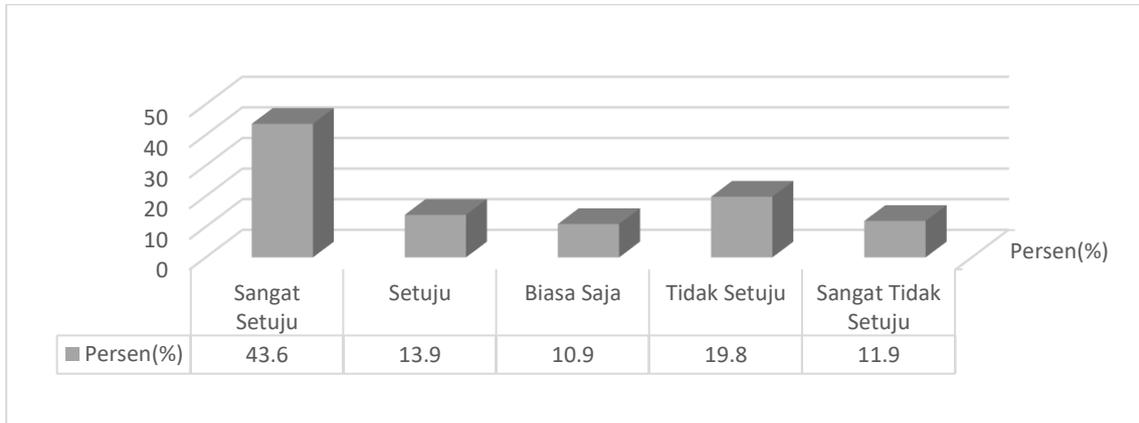


Figure 2. Statistical diagram related to local people's perceptions of the availability of tourism promotion information (source: Survey Results, 2020)

From the diagram in Figure 2, the correspondent answers strongly agree more dominantly. It can be concluded that the availability of sustainable tourism information in local communities has been well spread. For further research, the researcher looks for the average and the percentage of the available tourism promotion information indicators, as shown in Table 4 below.

Tabel 4. Average percentage of local community perceptions regarding the availability of information on sustainable tourism. Source: Author's Analysis, 2020

Score	Respon	Score X Respon
1	12	12
2	20	40
3	11	33
4	14	56
5	44	220
Average		3,57
%		71%

Furthermore, distributing questionnaires related to indicators of easy access to information regarding sustainable tourism planning obtained statistical results Strongly agree 33.7%, agree 21.8%, Ordinary 5%, disagree 14.9% and strongly disagree 24.8% who stated Regarding this indicator. The Result can see it in Figure 3.

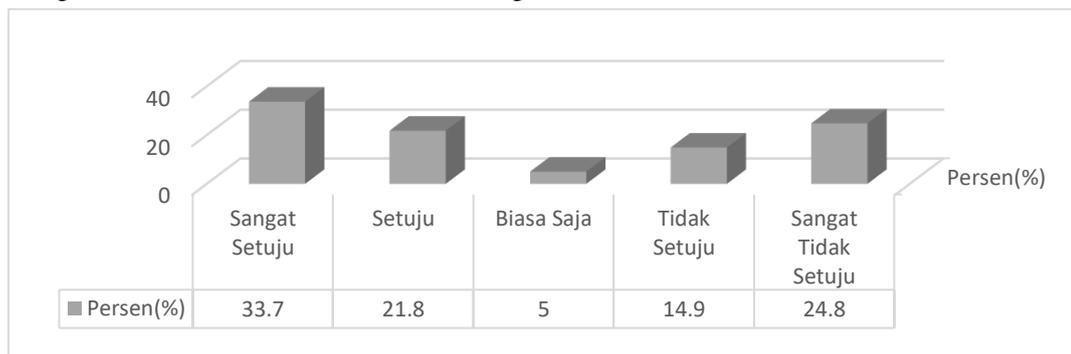


Figure 3. Statistical diagram related to local people's perceptions of easy access to information regarding sustainable tourism planning (source: Survey Results, 2020)

The diagram in Figure 3 shows that the highly agreeable score is very dominant in respondents' choice regarding local community participation in sustainable tourism in Girsang Sipangan Bolon district. With this, the facts related to indicators of easy access to information regarding tourism planning are very easy to obtain. However, many respondents say it is still tricky, further explained in Table 5 by looking for averages and percentages.

Table 5. Average percentage of local community perceptions regarding the availability of information on sustainable tourism. Source: Author's Analysis, 2020

Score	Respon	Score X Respon
1	25	25
2	15	30
3	5	15
4	22	88
5	34	170
Average		3,24
%		64%

Furthermore, the results of distributing questionnaires related to indicators of satisfaction with the quality and quantity of tourism information provided showed statistical results Strongly agree 32.7%, agree 24.8%, Average 16.8%, disagree 16.8% and strongly disagree 9, 9% who stated related to this indicator, can be seen in Figure 4.

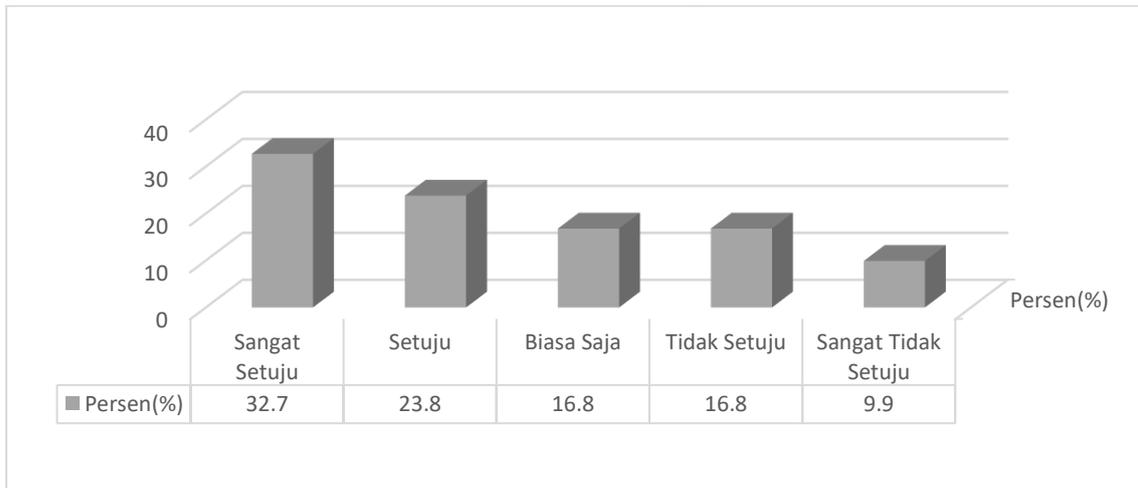


Figure 4. Statistical diagram related to local people's perceptions of satisfaction with the quality and quantity of tourism information provided (source: Survey Results, 2020)

The diagram in Figure 4 shows that the score strongly agrees very dominant when chosen by respondents regarding satisfaction with the quality and quantity of tourism information provided in Girsang Sipangan Bolon district. With this, the facts related to satisfaction indicators with the quality and quantity of tourism information provided are good, further explained in table 6 by looking for averages and percentages.

Table 6. Average percentage of local community perceptions regarding the availability of information on sustainable tourism. Source: Author's Analysis, 2020

Score	Respon	Score X Respon
1	10	10
2	17	34
3	17	51
4	24	96
5	33	165
Average		3,52
%		70%

Furthermore, distributing questionnaires related to indicators of understanding what is meant by sustainable tourism provided were statistical results. Strongly agree 34.7%, agree 35.6%, Average 18.8%, disagree 9.9% and strongly disagree 1%, which states regarding this indicator, is shown in Figure 5.

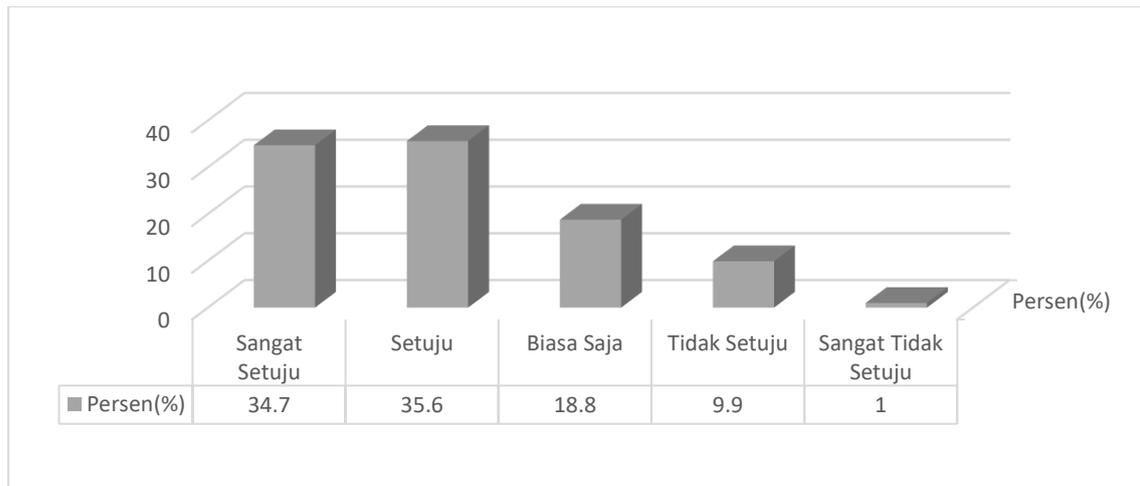


Figure 5. Statistical diagram related to local people's perceptions of understanding what is meant by sustainable tourism. (source: Survey Results, 2020)

The diagram in Figure 5 shows that the score strongly agrees and agrees more dominantly with respondents regarding satisfaction with understanding what is meant by sustainable tourism in Girsang Sipangan Bolon district. With this, the facts related to the indicators of understanding what is meant by sustainable tourism have been understood by the community, further explained in table 7 by looking for averages and percentages.

Table 7. Average percentage of local community perceptions regarding the availability of information on sustainable tourism. Source: Author's Analysis, 2020

Score	Respon	Score X Respon
1	1	1
2	10	20
3	19	57
4	36	144
5	35	175
	Rata-Rata	3,93
	%	78%

Furthermore, the results of distributing questionnaires related to indicators of an active role in tourism activities in the given environment obtained statistical results Strongly agree 42.6%, agree 29.7%, Ordinary 18.8%, disagree 7.9% and strongly disagree 1% who states related to this indicator, shown in Figure 6.

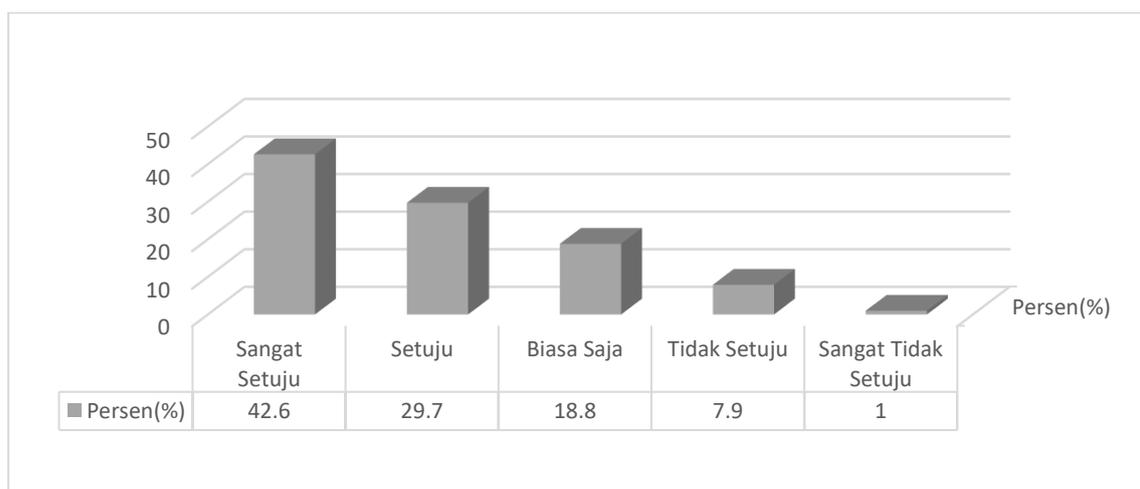


Figure 6. Statistical diagram related to local people's perceptions of playing an active role in tourism activities in the environment. (source: Survey Results, 2020)

The diagram in Figure 6 shows that the very agreeable score is more dominant when chosen by respondents to play an active role in tourism activities in the Girsang Sipangan Bolon district. With this, the facts related to indicators play an active role in tourism activities in the local community, further explained in table 8 by looking for averages and percentages.

Table 8. Average percentage of perceptions of the local community regarding an active role in tourism activities in the environment. Source: Author's Analysis, 2020

Score	Respon	Score X Respon
1	1	1
2	8	16
3	19	57
4	30	120
5	43	215
Average		4.04
%		80%

While the results of distributing questionnaires related to fully understanding the benefits of the tourism activities provided were statistical, strongly agree 55.4%, agree 30.7%, Ordinary 10.9%, disagree 2% and strongly disagree 1% who stated related This indicator, can be seen in Figure 7.

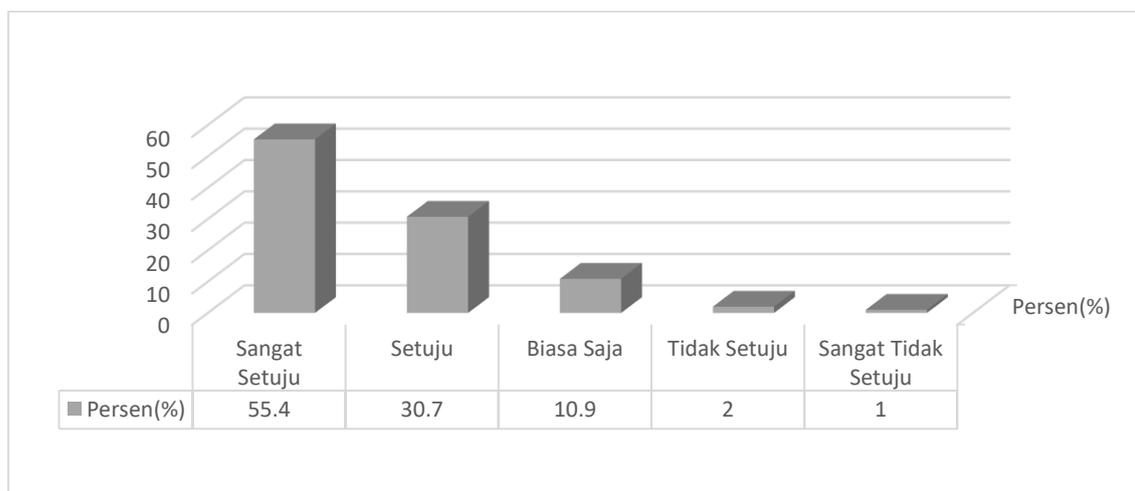


Figure 7. Statistical diagram related to local people's perceptions of fully understanding the benefits of tourism activities. (source: Survey Results, 2020)

The diagram in Figure 7 shows that the very agreeable score is more dominant when chosen by respondents to play an active role in tourism activities in the Girsang Sipangan Bolon district. With this, the facts related to indicators fully understand the benefits of tourism activities by local communities, which are further explained in Table 8 by looking for averages and percentages.

Table 8. Average percentage of perceptions of local communities that fully understand the benefits of tourism activities. Source: Author's Analysis, 2020

Score	Respon	Score X Respon
1	1	1
2	2	4
3	11	33
4	31	124
5	56	280
Rata-Rata		4.37
%		87%

Table 9. Average percentage of perceptions of local communities that fully understand the benefits of tourism activities

No	Component Issues and Indicators	Kondisi Eksisting 2020 Y3
C.	Community Participation in Tourism	
C..1	The required tourism promotion information is available	3,6
C.2	I have easy access to information on sustainable tourism planning	3,3
C.3	I am satisfied with the quality and quantity of tourism information provided	3,6
C.4	I understand what is meant by sustainable tourism	4,0
C.5	I play an active role in tourism activities in my neighbourhood	4,1
C.6	I fully understand the benefits of tourism activities	4,4
	Overall Average	3,8
	Percent (%)	77%

Note :

Scale	Satisfaction
1 – 1,5	Very bad
1,6 – 2,5	Bad
2,6 – 3,5	Pretty good
3,6 – 4,5	Good
4,6 - 5	Very good

From the statistical data in table 10, The result can state that 77% or with an average of 3.8 the perception of local community participation in sustainable tourism in Girsang Sipangan Bolon District gets good indicators get a Good predicate. Only indicators access information about sustainable tourism planning which got the predicate quite well.

4. Conclusion

Based on the research that has been done regarding local people's perceptions of community participation in sustainable tourism in Girsang Sipangan Bolon District, Simalungun Regency, The Result can conclude that the results of the questionnaire obtained by the Likol community have received a good overall predicate.

Referring to the results of the data from the Likert score that has been distributed through the questionnaire, it is found that most of the local people agree. Some still do not know about sustainable tourism in Girsang, Sipangan Bolon Sub-district, so the stakeholders must educate the community, especially local communities regarding sustainable tourism planning in the District. Girsang Sipangan Bolon will create good and mature planning according to what has been determined in the National Tourism Strategic Area (KSPN) and assist in economic, social, cultural, natural resource growth, environmental support capacity, and defence and security.

Acknowledgement

This research was conducted as part of the Urban Development Management Studio Course assignment, Master of Architecture Study Program, University of North Sumatra. Research on local people's perceptions of local community participation in sustainable tourism in Girsang Sipangan Bolon District is also expected to recommend the Regional Government to increase awareness of sustainable tourism in their area.

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