Environment and atmosphere of night tourism based on the local wisdom: A case study of Berastagi

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Environment and atmosphere of night tourism based on the local wisdom: A case study of Berastagi

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Abstract

Night tourism development comes up as an innovative strategy for tourism development in this current intense competition. There are four main elements in night tourism, namely economic, social, environmental, and night atmosphere. Berastagi is the most popular tourist destination in Karo Regency, Sumatera Utara, Indonesia, which already have night tourism destination but unfortunately undeveloped yet. Night tourism development in Berastagi must be with the local wisdom approach to maximize its benefit. Karonese as the majority ethnic of the local community in this area potential to be developed on its night tourism. This paper only analyzes the environmental and night atmosphere aspects in Berastagi’s night tourism, which based on local wisdom. Qualitative primary data from field observation and depth interview results have been analyzed by using the descriptive method. The study shows that involving local wisdom in developing the environment and night atmosphere can give the typical identity for the night tourism in Berastagi.

Keywords: Night Tourism; Local Wisdom; Environment, Night Atmosphere, Berastagi

1. Introduction

Tourism is one of the most significant economic sources to improve the quality of life for the community in various countries. This condition makes tourism development as an essential issue in cities around the world (Dinizetal.2014)[1][2]. The potential of tourism activity also causes the cities to compete in creating innovative tourism that can attract the attention of tourists. Night tourism is one of the products developed as a strategy in maintaining an area's competitiveness against the rapid competition of tourism [25]. Night tourism is a trend in tourism that is present through the new habits of tourists in visiting an area [29], however, the development of night tourism cannot be separated from the local wisdom of the local community to attract tourists to visit [6].

Berastagi City is a popular tourist destination that mainstay in Karo Regency. The data on statistical of Karo Regency shows Berastagi is the highest level of tourists arrival in 2018. In addition to its natural beauty, the city is also known for its unique Karo ethnic culture. Karonese is the majority ethnic of the local community in Karo Regency. The variety of tourist attractions offered by Berastagi causes this city to become a tourist destination visited by many domestic and foreign tourists (Ginting et al. 2018). Berastagi already has a night tourism destination that can be visited by the tourist. Unfortunately, this potential hasn't developed yet and only has a culinary activity known as Pasar Kaget as the attraction. Considering the intensity of tourist arrival, Berastagi night tourism should be planned well to maximized the economic benefits. The development that will be carried out in Berastagi should be in line with the local wisdom because it is the part of the local community life. This paper was conducted to find the environment and night atmosphere aspect on night tourism in Berastagi based on local wisdom.
2. Literature Review

2.1. Environmental Aspect

Night tourism is part of an effort to increase land use in an area. Night tourism potential in urban planning will optimize the function of land that is not only limited to daylight but continues until the night [11]. Nighttime tourism activities supported by good lighting will also be useful for improving city security. It is because night tours will cause city activities that are still high until night [28]. Night time is very vulnerable to crime, and this is why security is a significant concern in the development of the night economy[23].

Night lighting not only serves as a sense of security, but light can be apart of aesthetics. Light design, which presents at the darkness of the night, can change the image of the night and provide aesthetic value to the city environment. The processing of local culture in planning night tourism lighting will give as ensesthatisin herentin the image of the city. The design of night tourism lighting that process the aesthetics of local culture elements forming will provide beauty to the region. There are four factors in night lighting planning by involving cultural aesthetics, namely, (1) increasing attention, (2) collectivity, (3) optical illusion, and (4) imaginative concessions. For example, tourism in India uses fire lighting that is juxtaposed with starlight. It's become part of local culture that uses as night tourism lighting that can provide experience and interpretation for tourists[6].

The application of local wisdom to the development of a tourism environment means doing development that does not damagenature. Itsfunctionistousethenaturalresourcewithoutdestroyingtheenvironment. Inotherwords, local wisdom is part of people's lives as an effort to protect the balance of human and natural needs [7]. Environmental development policy with the application of local wisdom-based tourism is a development effort by highlighting the culture and values of life found in a community[16].

Empty lands such as centralized parking lots, green open fields, and public spaces are such strategic areas top rocess as the city night tours. There lationship between the appearance of regional characteristics, tourists hopping activities, and the space formed between existing buildings will produce events that can revive the area [11]. The physical and social conditions of night tourism will affect the view of tourists towards the image of the region [13].

The city must have a plan to develop the night tourism potential to get the maximum benefit from it [4]. Tourism development with planning will be able to overcome the adverse effects of tourism on the environment. At La Barceloneta, Barcelona tourism is a scourge for the lives of local people. Unplanned night tourism areas can lead to activities of tourists who disturb local communities. Night Tourism plan based on the life values of local people will overcome this negative impact of those activity [26].

2.2. Night Atmosphere Aspect of Night Tourism Based on Local Wisdom

Urban space experiences, festivals, scheme regeneration, night tours, and theoretical ideas shape the night atmosphere of a city that manifests the real formation. Turning on the night atmosphere is also one of the innovations in utilizing the area, which is the solution to planning a city again [6]. Tourists who come from different places will enjoy the rural daily life and the atmosphere of the night. One of the tourist attractions that interest tourists are night tours. Vernacular buildings and environmental values owned by rural areas are also attractions that provide new experiences for tourists [29]. Shopping, looking for food, and walking at night are attractions on night tours. Night tourism activities that are accompanied by the culture of life of local people become attractive tourist attractions.

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Diverse business activities and a friendly atmosphere are the main factors for tourists to choose places to pamper themselves. Shopping, eating, playing games, and feeling indigenous customs and culture provide new experiences for tourists by exploring part of the local community [30].
Night tourism becomes a new product formed from the processing of the horizon and the night phenomenon which created at night provides added value for tourist destinations. The application of responsible night tourism will be a protection for the preservation of the atmosphere of the night. Tourism stakeholders, local communities, and academics are the parties involved in their development [5]. Bright lighting, the shadow of a row of buildings, and the view of the night of the city attract many tourists, so night tourism is a hot topic in tourism. Proper development will improve night tourism activities such as seeing the night atmosphere and the beauty of nature, enjoying folklore, culinary tours, enjoying entertainment, and shopping. Diverse night tourism activities will provide various choices for tourists. Cultural performances on night tours can also be exciting attractions[12].

Nighttime is the right moment to optimised as entertainment and tourism. During the daytime, a city will be preoccupied with trading and office activities while the night is the right time for entertainment and fun. Apart from daily activities, night tourism can be done more optimally in enjoying a different night atmosphere [31]. The life culture of the community become an identity which formation of the surrounding space, and it also happens in the nighttime [7]. Nighttime atmosphere offered a soft and charming impression that makes night tourism has its brand [13]. Anyone who comes and visits the nightly atmosphere of the city, how of ten and why they occuris part of nightlife [31].

4. Methods

The study aims to find the environment and night atmosphere aspect in Berastagi night tourism, which develops with the local wisdom approach. For creating a precise and contextual result analysis, this paper used a descriptive qualitative method [16]. The primary data was collected by depth interview and field observation in the research area (Fig. 1). Eight people who become the key respondent for depth interview was categorizing with based on the previous similar study [8]. The characteristic of the key respondent is a cademics, arts workers, community leaders, government, and tourism experts who know well about night tourism and local wisdom in Berastagi.

![Fig. 1. Research Area](image)

There is two main theory used in this study, namely night tourism and local wisdom. In line with the purpose of this study, the theory of night tourism was limiting only the environment and night scape aspect (Fig.2). The analysis started with the data tabulation, which interpreted by relating to the previous literature review. The results of data interpretation will be the basis of the formulation of the findings, conclusions, and recommendations of this study.
5. Result and Discussion

5.1. Environmental Aspect of Night Tourism Based on Local Wisdom

The development of night tourism in Berastagi will affect the quality of the City Environment. Activities at night will increase the effectiveness of the environment which is not only used for activities during the day. There are five indicators that will be examined from the environmental aspects of night tourism, namely (1) Land Function; (2) Lighting; (3) Security; (4) Regional image; and (5) Planning.

5.1.1. Land-use

The life of a city is not only focused on activities during the day, night activities will also be an important part. The presence of night tours will give lives that bring the city night time to life. These activities will not only turn on the night environment but can also increase the value and function of the surrounding land. Until now the land provided for night tourism activities in the City of Berastagi is only along Jl. Veteran. Pedestrian path which is on the Jl. Veteran functions as a culinary tourism destination that will only open starting at 18:00 WIB. All allocation of the down to where a that functions as a tourist at night canal so be an effort in improving land functions. Where land use does not only focus on daytime activities, but still continues into the evening [11].

This also happened on Jl. Berastagi City Veterans which is the main route and center of Berastagi City. Pedestrian path that only functions as a means of pedestrians in accessing a place is functioned as a tourist destination at night (Figure 5.6). The presence of the Shocked Market which opened at 18:00 WIB also added to the value of the land behind the building behind it. Every stall that is opened in the Pasar Kaget area has been registered and legally registered for temporary use. Traders are given an area of 3x4 meters to try with the note must leave enough space for pedestrians. The business license also states that traders must be ready if the Pasar Kaget area is moved to another place.

The presence of the Kaget Market right on the main access point in Berastagi City provides increased land use in the surrounding area. But on the other hand, its existence is a source of congestion on major holidays and long holidays. The mobility of vehicles that must pass through the City of Berastagi and the tourist vehicles that want to enjoy night tours in the Shocked Market have resulted in frequent congestion in the city. Moving the night tourism center to a place that is still part of the city center but can minimize the impact of congestion that occurs is one solution. This has also been proposed by PHRI to local governments.

Empty land such as a centralized parking lot, green open field, and open space is a strategic area that can be processed into a city night tour [11]. Berastagi City has a green open space that is still part of the city center, namely Taman Mejuah-juah. This park is also very potential if it is developed as a center for Berastagi City night tourism activities. A side from the spacious place, Taman Mejuah-juah has also been equipped with various facilities that can support the development of night tours such as open stage, art buildings, and culinary centers. But this has not been maximized correctly. Utilization of the multi-purpose park as a night tourism destination will improve the land function.
of the area. Where the Mejuah-juah Park can function as a city park during the day and become an attractive tourist destination at night.

5.1.2. Lighting

Nighttime tourism development cannot be separated from the presence of adequate lighting planning. Relatively dark night conditions must be supported by the right lighting to provide comfort and safety for tourists. This was also realized by the local government, where lighting planning to support activities at night needed to be done.

Lighting at night not only serves as a sense of security, but lighting can be part of the aesthetic. The darkness of the night presented with the lighting designed can change the image of the night and give aesthetic value to the city environment. The processing of local culture in the planning of night tourism lighting will provide a characteristic inherent in the image of the city. Local cultural aesthetics that are processed as forming elements of the design of night tourism lighting will give beauty to the region [6]. Involving local aesthetic values in night lighting planning has also been planned to be implemented in Berastagi City. At this time there is already city lighting that applies cultural elements in the form of traditional karo house forms as shown in figure 5.6. This gives a distinctive impression for tourists who see it so that street lighting is not only an element of lighting but also a part of the aesthetic element of the City of Berastagi.

Infact, overall area lighting is still lacking. Enough lighting from the City Center of Berastagi to Bukit Gundaling is still in the planning stage. The inadequate lighting is also caused by the low attention of the government towards the development of night tourism in Berastagi City. Nighttime tourism activities must be supported by good lighting because what is very important in the development of night tourism is the quality of lighting that offers a sense of security for tourists [28]. Night lighting in the Berastagi city night tourism area is currently inadequate. Government efforts related to improving facilities and infrastructure to support the development of night tourism are still in the form of planning.

In the Shoked Market area, the only lighting that is insufficient is at the trade stands. The existing lighting was fulfilled by traders by self-help by utilizing electricity from the surrounding buildings. But the access point to the area is not yet equipped with adequate lighting. To provide a sense of comfort and security for tourists this needs to be improved. In adequate lighting also occurs in the Mejuah-juah Park, the absence of government focus on the development of this park as a night tourism destination affects the facilities provided. The park is only given adequate lighting if there are certain events such as the Flower and Fruit Party.

5.1.3. Security

Nighttime tourism activities are prone to crime in a dark environment. But on the other hand the development of planned night tourism supported by proper lighting can improve city security. The high activity until the evening in the city center can reduce the level of crime that may occur [11]. Berastagi City has a safe environment for tourists who want to do night tours. Nevertheless, the development of the Berastagi City night tour must be able to offer a sense of security for tourists who visit. Sofar, the main cause of the Berastagi City area is safe for tourists who visit is the involvement of local communities and cultural values that still apply

Dark nights are prone to crime, which is why security is a very important concern in the development of the night economy [23][31]. At this time the pattern of community life in the City of Berastagi is still holding fast to the prevailing customs and kinship that closely provides security for the tourist area. The condition of the Berastagi City area that is not solar ge and the value of the community that is owned causes the community to get to know one another. This causes local people to be embarrassed to make a crime and reduce the crime rate. Tourists can do night tours safely and comfortably in Berastagi City. But even so the security element cannot be ignored in the development of night tourism. The community itself is very supportive to improve security at night tourism activities. The presence of martial arts in the form of karo martial arts known as "ndikar" can be one solution. Karo tradition a land cultural institution shave scheduled to form an indigenous community consisting of ndikar to be able to be involved as part of the security of night tourism. Distinctive martial arts using typical ndikar clothing will be able to attract the attention of tourists who come.
5.1.4. Image

Spaces formed by the presence of night activities in an area can provide an image that is inherent to that area. Where the physical and social conditions of night tourism will affect the views of tourists on the image of the region [3][13]. The lack of tourist destinations in the City of Berastagi gives a lonely impression for tourists. By applying local culture in its planning, tourism activities will blend with the beauty found in the surrounding environment. The implementation of local culture can provide an environment characteristic that becomes the image of the night tourism area [2]. Currently there is no visible image in the development of the Berastagi city night tour. The only thing attached to tourists about the Berastagi city night tour is the Shocked Market and the offered culinary area (Figure 5.9). There is no specific design or nuance application that shows the richness of Karo culture owned by the City of Berastagi in this region.

Pasar Kaget which is the only night destination for Berastagi City is only crowded on major holidays or during long holidays. On normal days this area becomes relatively quiet of tourists. Tourism activities in an area can be a factor that shapes the image of the region. Proper tourism planning will produce a good regional image of the city (Wolifson, 2017; Nofre et al. 2018). But right now the night tourism activities in Berastagi City which are still in the form of culinary tourism have not formed the image of the area.

5.1.5. Planning

The development of the Berastagi City night tour must be based on a plan. Where the right night tourism planning will create harmony with the environment and the lives of the surrounding community. The main purpose of the planned night tour is to increase the stay of tourists in Berastagi City. Specific night tours that will only be found at night will force tourists to spend the night in Berastagi City.

The increase in tourist stays in the City of Berastagi which arises from the results of night tourism planning will provide an increase in the regional economy. However, planning for the development of night tourism has not yet become a priority for the Karo District Government. The nighttime weather of Berastagi City is the reason for the Regional Government being pessimistic about the development of night tourism. The development of night tourism is influenced by four factors namely, (1) the environment and weather that supports night tourism activities; (2) a wealth of night tourism attractions; (3) cultural richness and nightlife atmosphere; and (4) the presence of interesting places to shop at night [12]. The weather factor can indeed be one that is very influential in the development of night tourism. But the weather at Berastagi City at night is not in extreme temperatures. This should not be an obstacle for the Regional Government to develop night tourism. Especially at this time the development of night tourism has become an urgent matter to be developed in the City of Berastagi.

In the development of night tourism there needs to be a basic planning. Based on planning, the development of night tourism will provide maximum benefits for the local community [4]. Until now there has been no careful planning from the Regional Government to develop night tourism in Berastagi City. Whereas Berastagi City must be able to survive amid the rapid competition of tourism in the area around Lake Toba which is happening at this time. This should be able to encourage the Regional Government to develop the Berastagi City night tour. The planned development will provide a definite picture for tourism entrepreneurs to take part in this. The planned development of targeted night tourism will result in a clear and characterized environment.

5.2. Night Atmosphere Aspect of Night Tourism Based on Local Wisdom

Night and daytime conditions of a city produce a different atmosphere that can be captured by tourists or people who see it. Daytime activities are synonymous with busy daily activities, while night time is generally used to find entertainment and rest. Analysis of aspects of the night atmosphere in the development of local wisdom-based night tourism in the City of Berastagi is based on four forming indicators, namely (1) Innovation; (2) Distinctive Descriptions; (3) Attractions; and (4) Brand.
5.2.1. Innovation

Night tours can give a different impression today for tourists who come and visit. Especially if the development of night tourism presents innovations that provide characteristics and atmosphere that are different from the atmosphere during the day. But it is unfortunate that until now there has been no innovation carried out on the development of night tourism in the City of Berastagi. Innovations made to enliven night tourism activities are still seasonal. The Regional Government has not tried to turn on night activities that run routinely. Berastagi City weather and natural conditions are often the reason for the pessimistic government in developing night tourism. In fact, this can be overcome by innovation in the management of night tourism that is adapted to the weather conditions in the City of Berastagi.

Adjustment of the arrangement and products sold with the weather conditions in the City of Berastagi can be an innovation that is carried out on the development of night tourism. In addition to innovation in terms of products offered, but can also bed one in terms of the presentation of cultural arts that will be displayed. Reviving the atmosphere of the night is also one of the innovations in utilizing the region as a solution in planning a city again [6][11]. It is unfortunate that until now the Karo District Government has not made the development of night tourism a part of strategic planning. This has an impact on the absence of innovation that is sought in the development carried out.

Active parties who have a variety of creative ideas to bring innovations in the night to urare the Karo Regency PHRI and also Karo cultural practitioners. Innovations that can be made to shape the night atmosphere of Berastagi City are by adjusting the arrangement as well as the product and cultural appearance offered to tourists. Distribution of product presentation schedules and cultural appearance will make tourists curious about what is presented. This will result in tourists will have the desire to come again at another time so they can watch and taste the other culinary.

5.2.2. Typical Nightscapes

Different activities and different types of lighting that illuminate between day and night cause the atmosphere is also different. The atmosphere of the night with the help of artificial lighting has a distinctive picture that is different from the day time. The atmosphere created at night provides added value for tourist destinations [5]. This also happens in the City of Berastagi, where the typical image that appears at night is the impression to relax and enjoy time with family. A typical description of the Berastagi City night tour that has the potential to be developed is culinary and cultural tourism.

In order to be able to offer something unique from the development of the Berastagi City gratetour, it is necessary to first identify what tourists want. Night tourists, especially those from Europe at night will want a relaxed activity but can provide new experiences for them. Everything that is unique will be in great demand by tourists who come and visit. The richness of culinary specialties and Karo cultural performance arts are two things that are very potential to be developed. To strengthen the distinctive character of the city of Berastagi, it is necessary to have a plan to be able to focus on the Kora Berastagi night tour at one point. In order to realize this, the most strategic place is the Mejau-Kuah Park. Where at this location we can create a mini Karo District that can be enjoyed by tourists at night.

At night is the right time to be optimized as entertainment and travel. During the day time a city will be preoccupied with trading and office activities while the evening is a great time for entertainment and fun. Apart from daily activities cause night tours can be done more optimally in enjoying a different night atmosphere [28][31]. The atmosphere of the night and day of the day can be processed to produce a different picture for tourists who visit. Everything that is offered on night tours and the surrounding environmental conditions will produce a typical picture of night tourism. This can also be applied in the City of Berastagi. Where daytime tourism has a description of natural tourism and souvenir shopping for tourists, while night time tourism is processed to produce an image of family culinary tourism and also the cultural tourism typical of the Karotribe.

5.2.3. Attraction

Tourists generally do night tourism activities by shopping for food, walking around, or hunting for souvenirs. These tourist attractions already exist in the City of Berastagi, but this has not been developed and is very simple. Culinary
attractions in the City of Berastagi is the Pasar Kaget which is only open at night. Tourists can also enjoy various traditional coffee variants in the cafes in the City of Berastagi. Meanwhile, to look for souvenirs tourists can visit the Fruit Market, but not all shops in the area are open until night.

Each city has its own way of providing nightly tourist attractions. The developed night tourist attraction must be adjusted to the type of tourist market that it wants. The drawback of the existing tourist attractions in the City of Berastagi at this time is that cultural activities have not been offered to tourists. Brastagi City has a strong culture and is identical with the Karo tribe which is the majority ethnic group in this region. Karo dance, music and other arts and culture have the potential to be developed into night tourism attractions that build the night atmosphere of Berastagi City.

The right development will increase night tourism activities such as seeing the night atmosphere and natural beauty, enjoying folklore, culinary tours, enjoying entertainment, and shopping. Diverse night tour activities will provide various choices for tourists. Cultural performances on night tours can also be interesting attractions [12][15][21]. Cultural appearance as one of the Berastagi City night tourism attractions will give the impression and locality that is able to attract tourists. Two types of attractions that can be strengthened in the development of night tourism are culinary tourism and cultural tourism.

5.2.4. Brand

The visual appearance, social and environmental atmosphere created, and the variety of products and performances that tourists can witness can form a brand that is inherent in the minds of tourists towards an area of night tourism. The brand of night tours in Berastagi City until now is only in the form of Shock Market. But based on the results of interviews conducted, the desired brand of Berastagi City night tourism is karoculture and culinary.

The types of appearance and products offered by an evening tour as well as the physical and social conditions of the area will form a brand on night tours. Night tours that exist at this time only culinary tour of the night. Until now the words of the development of night tourism for the general public will give a negative perception. This can be changed by adjusting what activities we want to develop and offer to tourists who will visit.

Susana night offered at night tours produce a different impression with the daytime. This will form the brand that is attached to the night tour of a city [13]. This can also be applied in the City of Berastagi, where the development of night tourism carried out on a cultural basis will produce a brand for these activities to be part of cultural recognition. The existing culinary brand in the Berastagi City night tour can also be a very potential thing to develop.

6. Conclusions

The development of night tourism will have an impact on improving the function of land in the City of Berastagi, where tourism activities are not only focused on day time but still continue into the evening. But it is unfortunate that the development of tourism tonight has not received special attention by the local government. The relatively cold temperature of Berastagi City at night is the reason for the pessimistic local government to develop this. This results in inadequate lighting conditions at night in the night tourism area. The minimal lighting greatly affects the safety and comfort for tourists who visit. The lack of night tourism development also has an impact on the absence of regional images that are formed from the presence of night tourism activities. Even though the planning of the development of night tourism is very important to do at this time in order to increase the stay of tourists in the City of Berastagi.

Innovations in the development of night tourism in the City of Berastagi have not yet been obtained, although various parties such as tourism actors and traditional leaders have often provided input to local governments regarding this matter. Supposedly with the innovations carried out in the development of night tourism can create a memorable atmosphere for the Berastagi City night for tourists. Activities that are still minimal causes no typical picture that emerges from night tourism activities. This is also caused by the laying of the night tourism destinations that exist today, namely on Jl. Berastagi Veterans are still not right. The impression created from the arrangement of the Berastagi City night tour should be able to create a brand that is inherent in the thinking of tourists. The brand expected by each party to develop Berastagi City night tourism is culinary and cultural tourism.
References