

Implementation of Sustainable Development Planning for the Tourism Sector in Langkat Regency

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Abstract

This research aims to examine the Implementation of Sustainable Development Planning for the Tourism Sector in Langkat Regency. The research method used in this study is a qualitative approach. The data collection techniques in this study include: Primary data collection techniques and secondary data collection techniques. The data analysis process begins by examining all available data from various sources, namely from interviews, observations that have been written in field maps, personal documents, official documents, images, photographs, and so on. The data validity check technique used in this study is the Triangulation technique. Research results In the aspect of Environmental Factors, development in the existing environment is still lacking. In the aspect of Planner Human Resources, cooperation is needed in planning future development for existing tourist attractions. From the aspect of the System Used, the government is already in the planning stage by using the medium term to achieve a good tourism development, so that it can be in demand by many tourists. From the aspect of the Development of Science and Technology, for visitors in seeing the existing development planning, in this case, many visitors are fascinated to see the existing natural beauty. From the aspect of the Funding factor, about how the budgeting or funds carried out in tourism development are included in the APBD, and this is also included in the regional budget to add to better development planning in the future.

Keywords : Planning, Sustainable Development and Sustainable Tourism Sector

Introduction

The concept of tourism development continues to develop and be dynamic, along with the dynamics of the elements that affect it such as sustainability issues, global economic issues, and these issues influence the approaches and concepts of tourism development in developed countries. The previous tourism development, which was oriented towards the development of mass tourism products, has slowly begun to shift towards development that focuses on sustainable issues [1]. Therefore, *the World Tourism Organization* (WTO) calls on its member countries to implement sustainable tourism development. Some of the concepts developed from

tourism such as *community based tourism* (CBT) and *ecotourism*, these concepts aimed at increasing sustainability efforts must continue to be socialized in many countries. Realizing the importance of tourism, the United Nations through the WTO and *the United Nations Environment Programme* (UNEP) has designated 2002 as the international year of tourism [2]. Consistency in destination sustainability requires collaboration among stakeholders so that responsible practices can run and key strategic indicators can be monitored that are used as a basis for decision-making, by local governments and by all interested parties [3].

Tourism in Langkat Regency has become the main focus in development efforts, integrated within the framework of systematically planned national development. In the 2010-2025 National Tourism Master Plan, this district is part of the Medan-Toba National Tourism Destination (DPN), and is located in the Tangkahan-Leuser National Tourism Strategic Area (KSPN) and controls the Tangkahan-Leuser National Tourism Development Area (KPPN) and Bukit Lawang KPPN as seen in figure 1.1

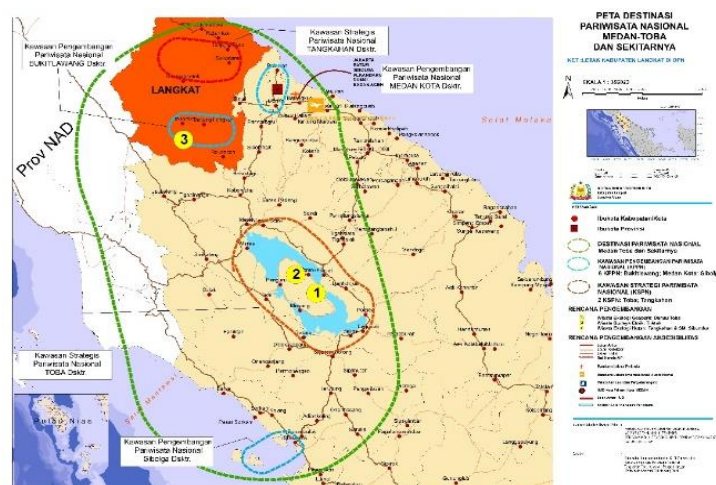


Figure 1. Map of Langkat within the scope of the National Tourism Destination (DPN) Medan-Toba and its surroundings

Although the tourism potential in Langkat Regency is increasingly visible, this sector has not fully developed as a base and flagship sector. Although in 2022, the contribution of GDP from tourism-related sectors in Langkat Regency shows a significant increase as seen in Figure 1.2 tourism-related sectors such as the transportation & warehousing sector and the provision of food and beverage accommodation still shows a location quotient index which shows the suboptimal role of the tourism sector in the economic structure of this Regency [4].

Furthermore, regarding tourism in Langkat, the main focus of tourism development is tourism villages. From the data in the Tourism Village Network (jadesta), there are seven tourist villages, but the display in the jadesta has not been able to describe the actual situation of each tourist village in Langkat Regency.



Figure 2. Jadesta Display for Langkat Regency

In figure 2 above, it can be seen that the network of tourist villages in Langkat consists of: Batu Rongring Village, Bukit Kencur (Sampe Raya), Bukit Lawang, Geol (Pematang Serai), Namo Sialang, Timbang Jaya and Timbang Lawan. However, the location of the tourist village is still not right, it can be seen on the map that there is a location centered on the island of Java. The mapping in the jadesta gives an overview of the readiness of the tourist village in Tangkahan-Bukit Lawang and its existing condition that needs to be evaluated again. A reassessment of the existing conditions in tourist villages will provide an accurate picture of what strategies need to be prepared so that existing tourist villages become developed, advanced and independent. Therefore, a study was prepared to prepare a roadmap for the development of the Bukit Lawang Plantation tourism village as a pilot study in this study.

In addition, local governments need to collaborate with the private sector. With the cooperation carried out, it will grow an increase in the income of residents who sell and by collaborating with the private sector will bring more benefits, namely the presence of tourists from promotions carried out by the private sector and the government, in addition to participating in developing the tourism potential in the Langkat Regency area and not forgetting the participation of the community around the tourist area is very necessary to encourage the success of development. Tourism development must still realize the preservation of the nation's personality and environmental sustainability [5]. The positive impact of tourism is that it can increase the economy and people's income, but there is also a negative impact of tourism, namely its effect on the environment. One of the things that is of concern in development is the environmental aspect. The environment is one of the important things to pay attention to, because the environment reflects and describes the conditions or circumstances in a certain area, so that it can reflect the activities and behavior of the people in the area [6], so that good care and supervision are needed so that the benefits can be felt. There are still many obstacles and obstacles that must be faced, especially if they are not supported by the community around tourist attractions. This is where the importance of regulations and awareness from the government of the Tourism and Culture Office which carries out development in the tourism sector. The tourism sector needs a strategy with a planned or arranged tourism development pattern so that the potential can be developed optimally and can also attract tourists to come to Langkat Regency.

Literature Review

Sustainable Tourism

Sustainable tourism is defined as the development of tourism that can meet the demands of tourists and host communities while preserving and increasing opportunities for future development. In response to and reflection on the damage mass tourism brings to the ecological environment, sustainable tourism arouses the attention of all tourism stakeholders [7]. The concept of sustainable tourism development [8]. The definition of sustainable tourism development can have various meanings. People from many different fields use different terms in different contexts and they have different concepts, biases, and approaches. Sustainable tourism development, as mentioned in the Sustainable Tourism Charter [9], is a development that can be supported ecologically as well as economically feasible, as well as ethically and socially fair to the community. This means that sustainable development is an integrated and organized effort to develop the quality of life by regulating the provision, development, utilization and maintenance of resources in a sustainable manner.

Sustainable Development

Sustainable development is a development effort that includes economic, social, environmental and even cultural aspects for the needs of the present but does not sacrifice or reduce the needs of future generations. This concept demands harmony between the environmental, social and economic aspects of the area. In general, there are several characteristics of sustainable development, namely the development that is carried out is able to minimize environmental pollution, pay attention to the physical and social environment, is carried out by looking at basic values in humanity and pays attention to the morals embraced by the community, is fundamental and ideal and long-term and short-term, and is also guided to always maintain economic, political, socio-cultural and national security stability [10] (Ruhenda et al., 2016). Sustainable development is development that meets the needs of current generations without including the ability for future generations to meet their own needs". This definition identifies the basic principles of sustainability [11].

Development Planning Concept

According to Riyadi and Bratakusumah [12] stated that development planning is an initial stage of the development process. As an initial stage, development planning is a guideline/reference/basis for the implementation of development activities. Therefore, development planning should be implementable (implementable) and applicative (applicable), and need to be prepared in a strategic plan in the sense that it does not need to be too regulating, important, urgent and able to touch the lives of the wider community, as well as being able to anticipate the demands of change both internally and externally, and be prepared based on real facts in the field. According to Suryo Sakti Hadiwijoyo [13], the ideal Planning Theory is one that is not only able to accommodate the interests and needs of the community but also able to integrate the various interests involved.

Method Approach

The research method used in this study is a qualitative approach. Creswell [14] stated that research with a qualitative approach is research conducted through the process of exploring and understanding the meaning of phenomena as complex social problems. In connection with this

study, the researcher tries to describe the object being studied and understand the meaning of data and information based on facts related to the concept of sustainable tourism development planning. Through qualitative approaches and descriptive research, researchers try to translate and understand the complexity of the research objects being studied.

The data collection techniques in this study include: Primary data collection techniques are data collection techniques by directly visiting the research location to obtain the data and information needed related to the research object. The primary data collection techniques include structured observations and in-depth interviews. Secondary data collection techniques are data collection techniques that are carried out with documentation and literature studies in order to support primary data collection techniques. Forms of secondary data collection techniques include documentation and literature studies [15].

Data analysis according to Bogdan & Biklen in Moleong [16] is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, searching and finding patterns, finding what is important and what is being learned, and deciding what can be passed on to others. The data analysis process begins by examining all available data from various sources, namely from interviews, observations that have been written in field maps, personal documents, official documents, images, photographs, and so on. The data analysis techniques used in this study are data analysis techniques, namely data presentation, data reduction, and conclusions, verification. The data validity check technique used in this study is the Triangulation technique. The triangulation techniques used in this study are source triangulation and triangulation techniques [17].

Discussion

Factors Affecting Sustainable Development Planning of the Tourism Sector in Langkat Regency

The success of development planning in the tourism sector must also pay attention to factors that can affect regional development planning, which according to the opinion of Riyadi and Bratakusumah [12] and the discussion including the results are as follows:

1. Environmental Factors

Development Planning will be successful if Environmental Factors, each tourist destination area has a certain ability to receive the number of tourists. This ability is referred to as environmental carrying capacity. The carrying capacity of the environment is expressed in the number of tourists per unit area of the tourist destination area (location) of the unity of time. The carrying capacity of the environment varies, according to the psychological factors of the purpose of tourism activities. The tourism industry has a close and strong relationship with the physical environment. The natural environment is a tourism asset and has an impact because of the fragile and inseparable *nature of the physical environment*. It is fragile because the natural environment is God's creation which if damaged will not necessarily grow or return to its original state. It is inseparable because humans have to go to the natural environment to be able to enjoy it. The physical environment is the main attraction of tourist activities. The fisip environment includes the natural environment (flora and fauna, natural landscapes, and natural phenomena) and the artificial environment (cultural sites, urban areas, rural areas, and historical relics).

2. Human Resources Planner

In various countries, in the process of planning and developing tourism, the human resources needed in the correct and effective service of tourism activities often receive low attention. In some cases, it is even completely ignored. To obtain a clearer picture of the role and condition of natural resources in the tourism industry, the existence of natural resources plays an important role in tourism development. Tourism natural resources include tourists / tourism actors (*tourists*) or as workers (*employment*) the role of human resources as human resources in government institutions, human resources who act as entrepreneurs (entrepreneurs) who play a role in determining the satisfaction and quality of workers, experts and professionals who also play a role in observing, controlling and improving the quality of tourism and no less important to the surrounding community tourist areas that are not included in the categories above, but also determine the comfort and satisfaction of tourists who visit the area.

3. Systems Used

The development planning system is a unit of development planning procedures to produce long-term, medium-term, and annual development plans implemented by elements of state administrators and communities at the central and regional levels. The development planning system has the following contents:

- a) Vision: desired state at the end of the planning period
- b) Mission: efforts to be implemented to realize the vision
- c) Strategy: steps containing ideative programs to realize the vision and mission.
- d) Policy: the direction/action taken by the Government to achieve the goal.
- e) Program: a policy instrument that contains one or more activities carried out by government agencies/institutions to achieve goals and objectives and obtain budget allocations, or community activities coordinated by government agencies.
- f) Outside of Law 25/2004, there are usually also achievement indicators to measure the success of the program.

4. Development of Science and Technology

Information technology is used to process data, including processing, compiling, storing and manipulating data in various ways to produce quality information, i.e. information that is relevant, accurate and timely, which is used for personal, business and government purposes and is strategic information for decision-making. Information and communication technology (ICT) as part of science and technology in general is all technology related to the collection, collection, processing, storage, dissemination, and presentation of information.

5. Funding Factors

The 2009 Tourism Law, Chapter XIII regulates funding. It is stated that tourism funding is a shared responsibility between the central government, local governments, entrepreneurs and the community. The management of tourism funds is carried out based on the principles of fairness, efficiency, transparency and public accountability. The local government allocates part of the implementation of tourism for the sake of nature and cultural preservation. Funding by entrepreneurs or the community in tourism development on small islands is given incentives regulated by Presidential Regulation. The central government and local governments provide funding opportunities for micro and small businesses in the tourism sector.

Based on information, Langkat Regency already has tourist attractions that can be taken into account among tourists.

1. **Promotion and Information** In essence, promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. The promotion of tourist destinations is increasingly being carried out to affect everyone in a certain community. Langkat Regency has a lot of tourism potential that is excelled, this is due to the many Tourist Attraction Objects in the charm of natural beauty combined with the diversity of culture, art, history and others spread across several sub-districts in Langkat. All those involved in tourism need to participate in the tourism development process so that tourism in Langkat Regency is increasingly known by the wider community. In an effort to promote and provide information about regional tourism, the Langkat Regency Spokesperson collaborates with several local media to continue to promote the leading tourism destinations in Langkat Regency through Instagram, Facebook, and Youtube.
2. *Transfortation* (Transportation) and *Service* (Services) Tourism activities can run if there is support for access that can be used by tourists. Access that supports tourism activities is in the form of all kinds of public transportation and infrastructure. Accessibility is an important principle in attracting tourists to visit tourist attractions that are being developed. If tourist attractions are not supported by accessibility, it will affect tourists' interest in traveling because the difficulty of access affects the level of tourist comfort. Langkat Regency continues to carry out infrastructure development to support tourism development. Infrastructure is carried out as a fulfillment of the principle of accessibility to develop tourism. In the development process, Langkat district involves various parties so that coordination between regional apparatus in the tourism sector is needed. Accessibility in tourism development is basically inseparable from the role of various actors who synergize in tourism development efforts. Especially if the tourism development is in a new autonomous region, then collaboration between stakeholders is a determining factor in the success of tourism development, both directly and indirectly.

The Important Role of the Government in the Sustainable Development Planning Process of the Tourism Sector in Langkat Regency

The Langkat Regency Government plays an important role in the tourism development process with the aim of empowering the community. Sustainable and community empowerment-oriented tourism not only creates economic opportunities, but also improves local quality of life, nurtures culture and the environment, and promotes social inclusion. Here are some of the key roles of government in this context:

1. **Tourism Planning and Policy:** The government has the responsibility to formulate policies and strategic plans for the tourism sector. This includes identifying community empowerment goals as one of the priorities. Good planning allows the government to direct tourism development in a direction that supports the local community.
2. **Regulation and Regulation:** Governments must regulate the tourism industry to ensure fair, safe, and sustainable practices. It includes tourism business arrangements, licensing, environmental management, and cultural protection.

3. **Promotion and Marketing of Destinations:** Governments often play a role in promoting tourism destinations nationally and internationally. Effective promotion can increase tourist visits, which in turn can create economic opportunities for the local community.
4. **Infrastructure Development:** The government should invest in the development of infrastructure that supports tourism, such as roads, airports, public transportation, and other public facilities. It improves accessibility to tourist destinations and helps empower communities through job opportunities.
5. **Education and Training:** The government can facilitate education and training for locals in the tourism industry. This can include training in hotel management, tour guides, handicrafts, and other skills required within the sector.
6. **Environmental Management:** Governments need to ensure that sustainable tourism involves prudent environmental management. This includes nature protection, environmental impact reduction, and eco-friendly practices.
7. **Development of Culture-Based Tourism:** The government can promote culture-based tourism that maintains local cultural heritage. This helps in the preservation of culture and creates opportunities for the local community to participate.
8. **Community Participation:** The government must encourage active community participation in tourism-related decision-making. This can be done through public dialogue, consultation, and inclusion in tourism-related committees or decision-making bodies.
9. **Monitoring and Evaluation:** The government should monitor and evaluate the impact of tourism on local communities on a regular basis. It helps in the adjustment of existing policies and practices.

Collaboration between the Tourism Office, the Community and Tourism Awareness Groups in the Sustainable Development Planning Process of the Tourism Sector in Langkat Regency

The collaboration between the Tourism Office, the Community and Tourism Awareness Groups is one of the efforts to develop tourism based on community empowerment. This collaboration is expected to increase community participation in tourism development, so that tourism can provide greater benefits to the community. Here are some examples of collaborations between the Tourism Office, the Community and Tourism Awareness Groups:

1. **Establishment of Tourism Awareness Groups (Pokdarwis).** Pokdarwis is a forum for the community to play an active role in the development of tourism in their villages. The Tourism Office can provide support in the formation of Pokdarwis, such as providing training and assistance for the community.
2. **Development of tourism potential.** The Tourism Office can provide support in the development of tourism potential in the village, such as providing financial assistance, training and mentoring for the community.
3. **Management of tourist attractions.** Pokdarwis can manage tourist attractions in their villages by involving the community. The Tourism Office can provide support in the management of tourist attractions, such as providing training and assistance for Pokdarwis.

According to Fu'ani Diah Qurota Swing and Abdul Malik, the community participates in the implementation of the development of tourism village potential in the form of energy and mind in decision-making, implementation, utilization of results, and evaluation, in which there is the role of Pokdarwis as a motivator, communicator, and facilitator which is shown by direct mentoring and forming a discussion forum with community members. The implementation of potential development is carried out by holding regular meetings every three months in decision-making and evaluation to advance the program. The distribution of budget funds for the tourism village potential development program is carried out with the Residual Business Results (SHU) system.

Low human resources in the tourism industry are a crucial point in tourism development in Langkat Regency. In addition to having implications for development in the aspect of budget, land ownership but also on the existence of MSMEs. Simply put, tourism human resources at the lower level are closely related to tourism MSMEs. In addition to relying on the subsistence of life on the tourism sector, low human resources also have a significant impact on the growth of MSMEs in general, as well as those that focus on tourism support (amenities). In addition to the low human resource factor, the lack of budget also has far-reaching implications for an important aspect of tourism support, namely the existence of accessibility. This is important because the problem of poor accessibility has an impact on investor reluctance and tourism branding or promotion is hampered. In fact, on the other hand, investors are an important aspect collaboratively in tourism development. Furthermore, this also has an impact on the quality and lack of branding of tourist areas in Langkat Regency. This problem of branding and few investors has an impact on the lack of visits to Langkat tourist destinations.

This division of roles reflects cross-sector collaboration, where each stakeholder has a key role in realizing the development of Langkat Regency tourism into an advanced and sustainable tourist destination. In general, to visualize the roadmap for this tourist village, the following images are displayed:



Figure 3. Visualization of the Tourism Development Roadmap

From the picture, it can be seen that the tourism development that is the focus of this study consists of 4 stages which then the goal is to become advanced tourism then independent. The purpose of the formulation of this roadmap itself is to direct the utilization of the tourism

potential of Langkat Regency to support the welfare of the local community and encourage sustainable tourism management. This is done by considering sustainability aspects, namely preserving the environment, culture, and natural resources. Some considerations that need to be considered are the existence of continuous activities such as research and maintenance of environmental cleanliness and visitor comfort.

Conclusion

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

In the aspect of Environmental Factors, there is still a lack of environmental planning, especially in the tourist area of Lalat Regency. In the aspect of Human Resources Planning, in this case there are still parties from the government and even from the community who need cooperation in planning future development for existing tourist attractions. From the aspect of the System Used, in this case from the relevant parties, namely from the government, it is already in the planning stage using the medium term to achieve a good tourism development, so that it can be in demand by many tourists. From the aspect of the Development of Science and Technology, information is very useful and of course useful for visitors in seeing the existing development planning, in this case many visitors are fascinated to see the beauty of nature. From the aspect of the Funding factor, about how the budgeting or funds carried out in tourism development are included in the APBD, and this is also included in the regional budget to add to better development planning in the future.

The Langkat district government has tried its best in carrying out its obligations in the authorized agencies in the development of local tourism. The tourism office also collaborates with the community and academics in tourism development aimed at empowering the local community. A form of cooperation built by the Langkat Regency Tourism and Culture Office with the community by forming a Tourism Awareness Group where this group is an extension of the Langkat Regency Tourism and Culture Office in distributing the knowledge that has been provided by the Government through training and socialization that has been given to the Tourism Awareness Group. However, in addition, the collaboration between the tourism office and the community in the development of tourism based on community empowerment has not been effective in terms of community participation.

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