

The Community Economic Activity in the Use of Cultural Tourism as a Tourist Attraction in North Sumatra

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ABSTRACT

Indonesia as a country with a diversity of tribes that reach 300 ethnic groups, makes Indonesia rich in a variety of cultures derived from customs, ways of life, arts, and historical relics at a certain time. North Sumatra, which has 11 (eleven) ethnicities or tribes, is a cultural resource that has the potential to be developed into tourist attractions ranging from the uniqueness of traditional houses, traditional arts, cultural heritage sites, and traditional specialties. This study aims to analyze the economic activities of the community and analyze the needs of tourist services for tourism businesses in the use of cultural tourism as a tourist attraction in North Sumatra, in various fields of tourism business. The research location is in cultural attractions in 5 (five) regencies in North Sumatra, namely: Langkat, Batubara, Padang Lawas Utara, Karo, and Humbang Hasundutan, from August to November 2021. Data collection was carried out by conducting observations, document studies, interviews and dissemination of questionnaires. The data is analyzed using domain analysis and taxonomic analysis. This study concluded that the economic activities of the community with the use of cultural tourism as a tourist attraction in North Sumatra are very diverse even though they have not grown and developed in each cultural tourist attraction. Likewise, the needs of tourist services for tourism businesses in the location of cultural attractions are very diverse, both types and levels of needs, and can grow and develop people's economic activities.

Keywords: *Community, Cultural Tourism, Economic Activity, North Sumatra*

INTRODUCTION

The purpose of tourism as mandated by Law (UU) Number 10 of 2009 concerning Tourism is to increase economic growth and people's welfare, and the principle of organizing tourism is to provide benefits for people's welfare, justice, equality, and proportionality, as well as empowering local communities. Tourism as one of the sectors that contribute to increasing state income needs to be managed optimally so that it has an impact on the socio-economic of the community around the tourism area.

Based on data from the Tourism and Culture Office of North Sumatra Province, during the period 2015-2019 there was an increase in foreign tourist visits (Wisman) to North Sumatra, namely 229,288 visits in 2015, increasing to 258,822 visits in 2019 with an average increase of 0.8% annually, with tourist destinations to Medan, Lake Toba; Berastagi; Samosir Island; Lawang Hill; Tangkahan; and Nias Islands. The contribution of economic activity from the tourism sector to the Gross Regional Domestic Product (PBRD) of North Sumatra reached 20 billion Rupiah in 2016 or 4.77% of the National GRDP.

North Sumatra, which has 11 (eleven) ethnicities or tribes, is a cultural resource that has the potential to be developed into tourist attractions ranging from the uniqueness of traditional houses, traditional arts, cultural heritage sites, and traditional specialties. Based on Tarigan's

research (2016), Lingga Village in Simpang Empat district, Karo Regency has a cultural and architectural heritage of more than 200 years old, namely the Karo traditional traditional house. Humbang Hasundutan regency also has several cultural tourism potentials that can be developed so as to attract tourists and improve the people's economy, such as: Sulu-Sulu Spear, Sisingamangaraja Palace, Hariara Tungkot, Hundul Hundulan Stone, etc. The results of Sianturi's research (2020) that cultural tourism objects in Humbang Hasundutan Regency have not had an economic impact on the community because they do not have a development and marketing concept, as well as a lack of attention from the local government.

Another historical area in North Sumatra that has the attraction of cultural resources is the city of Tanjung Pura in Langkat Regency which was once known as the capital of the Langkat Malay Sultanate, so it has buildings left by the sultanate. According to Siregar (2019), many historical buildings left by the Langkat Sultanate have changed their functions, some have been damaged, and some have even been lost. Given the high historical value that exists in a civilization, the preservation of budata tourist attractions is a shared responsibility between the government and the community to maintain their sustainability. Tanjung Pura is also famous as an education city, where national figures such as Tengku Amir Hamzah and Adam Malik have studied in this city. The attraction of lost cultural resources, in addition to eliminating the identity of a region, also closes other activity opportunities that can develop from these resources.

Furthermore, the Hindu-Buddhist royal heritage site located in Bahal village, Portibi district, North Padang Lawas regency, which is one of the cultural

attractions, has not had an impact on improving the economy of the surrounding community. Siregar (2019) mentioned that the problems that cause the difficulty of developing cultural tourism objects in Bahal Village, namely: the low quality and quantity of Human Resources (HR), limited budget for managing tourist attractions; and, low community participation. The results of the study show that cultural tourism management will run if it is supported by budgets and collaboration between the government and the community.

The application of the principle of sustainable tourism applies 4 (four) principles, namely (Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency of the Republic of Indonesia, 2020):

1. Environmental conservation, i.e. optimal utilization of resources, reducing negative consequences for the environment in one destination.
2. Cultural preservation, aims to develop regional cultural wealth and uphold socio-cultural integrity and regional authenticity.
3. Community, ensuring the welfare of the community so that the community benefits from tourism. Local participation is a big point in sustainable tourism.
4. Tourists, providing tourists with a high-quality travel experience to maintain tourist satisfaction supported by sustainable management of tourism products.

The four points are related where environmental conservation including the preservation of tourist attractions, preservation as an effort to protect, develop and use a dynamic culture requires the contribution of the community to maintain its sustainability.

Table 1. Structure of Tourist Service Needs for Tourism Businesses in Tourist Attraction Locations

Number	Tourism Business	Value (billion Rupiah)		Distribution (%)	
		FT	NT	FT	NT
1.	Accommodation and the like	79,827.4	16,290.97	40.14	6.43
2.	Food and drink	36,085.0	76,545.38	18.14	30.20
3.	Train Transport	1,134.0	2,439.77	0.57	0.96
4.	Road transport	14,578.9	17,207.36	7.33	6.79
5.	Water transport	2,429.0	6,350.40	1.22	2.51
6.	Air freight	17,343.2	36,021.61	8.72	14.21
7.	Vehicle rental	324.0	11,177.55	0.16	4.41
8.	Travel agencies and reservation services	3,319.0	1,665.77	1.67	0.66
9.	Performing arts, cultural museums and historical relics	1,031.2	901.69	0.52	0.36
10.	Recreation/entertainment services	9,281.0	6,331.49	4.67	2.50
11.	Souvenirs	12,457.6	11,844.49	6.26	4.67
12.	Beauty and health	4,477.0	7,933.93	2.25	3.13
13.	Meetings, seminars, conferences	1,106.3	741.60	0.56	0.29
14.	Shop	13,798.0	42,274.73	6.94	16.68
15.	Fuels and lubricants	-	11,573.38	-	4.57
16.	Other	1,700.1	4,74.21	0.85	1.65
	Sum	198,891.6	253,474.34	100.00	100.00

Information: FT = Foreign Tourists; NT = Nusantara Tourists

Community economic activity in the use of cultural tourism is an effort to accommodate the needs of tourist services, both foreign and domestic (local) tourists to tourism businesses in tourist attraction locations. In Table 1. The need for tourists for tourism businesses contributes to growing / creating community economic activities in the use of tourism, including cultural tourism objects. The increase in the need for tourist services for tourism businesses is in line with the increase in community economy activities in the tourism sector. If the need for tourist services for tourism businesses is high, then people's economic activity is also high, and vice versa, if it decreases, then community activity in the tourism sector also decreases.

LITERATURE REVIEW

1. Economy

Economic is a human activity that deals with the production, distribution, exchange and consumption of goods and services. Economics in general or specifically is a household rule or household management. Economics is also a science that explains ways to produce, circulate, divide and use goods and services in society so that people's material needs can be met as well as possible. According to Samuelson in Nainggolan, et al (2021), economics is a study of individuals and societies making choices, with or without the use of money,

using limited resources, but can be used in various ways to produce various types of goods and services and distribute them for consumption needs, now and in the future, to various individuals and groups of people. Economic activity in society is to regulate the affairs of wealth both related to ownership, development and distribution (Sholahuddin, 2007). Furthermore, according to Solahuddin, the community economy as an economic system based on the economic strength of the community is part of the economic activities or businesses carried out by most people who independently manage what economic resources can be cultivated, for example: the agricultural sector, plantations, animal husbandry, handicrafts, food, tourism and so on. The economic goal of the community is to prosper and meet the needs of people's lives.

2. Theory of Consumption

Consumption theory or commonly known as consumer behavior theory (consumer theory) tries to explain consumer behavior in spending their income to obtain tools for meeting needs, which can be in the form of consumer goods or consumption services. The main function of consumer goods and services is to meet the direct needs of the wearer, in economics the purpose of consumption is indicated by how consumers behave (consumer behavior). Mowen

(1990) says that consumer behavior is the study of the units and decision-making processes involved in receiving, using and determining goods, services, and ideas. According to Arsyad (1995) consumer theory is used to explain and forecast the products that consumers (households) will choose, at a certain level of income and price.

3. Tourism

Tourism is a travel activity carried out to a tourist attraction carried out by a person or group that is only temporarily with the aim of satisfying their desires such as seeing nature, the culture of the surrounding community, and not to carry out trading activities (Yoeti, 1996). Tourism in the modern sense is a symptom of today which is based on the human need for health and the change of air, a conscious assessment of the beauty of nature, the pleasures and enjoyments of the universe, and in particular is caused by the increasing association of various nations and classes in human society as a result of the development of commerce, industry and trade as well as the improvement of transportation tools (Pendit, 2002).

4. Tourist attractions

A tourist product is a package that is not only about the beauty or exoticism of a tourist attraction, but in a broader sense. Tourism products include attractions, deep facilities when traveling, and also access to these tourist attractions (Ali, 2012). Product attractiveness (Tjiptono, 1997) is everything that a trader / seller can offer to be noticed, requested, sought, purchased, consumed by the market as a fulfillment of the needs or desires of the market in question.

According to the Directorate General of Government in Sunaryo (2013), tourist attractions or tourist attractions are divided into three types, namely:

- 1) Natural Tourism Attractions
- 2) Cultural Tourism Attractions
- 3) Man-Made Appeal Usaha Pariwisata

Effort is the activity of directing energy, mind, or body to achieve a work goal (deeds, initiatives, ikhtiar, effort power) to achieve something (Ministry of National Education, 2001). Business is any action, deed, or activity in the economic field carried out by any entrepreneur or individual for the purpose of obtaining profit or profit (Solihin, 2006). based on Law number 10 of 2009 concerning Tourism states that a tourism business is a business that provides goods and/or services to meet the needs of tourists and the implementation of tourism.

5. Cultural Tourism

Cultural tourism is one of the tourism sectors that has been widely developed by local governments recently. According to Nafila (2013), cultural tourism is one type of tourism that makes culture the main attraction. Goeldner in Nafila (2013), suggests that cultural tourism includes all aspects of travel to learn about each other's lifestyles and thoughts.

MATERIALS & METHODS

This research is a combination of qualitative and quantitative (mix research) which is complementary in nature. This research was conducted in 5 (five) districts, namely: Batubara, Humbang Hasundutan, Karo, Langkat, and, Padang Lawas Utara. The object under study is the economic activity of people who take advantage of cultural tourism. Research informants are: Kadis / Secretary / Kabid / Kasi Dinas Pariwisata or other designations; the society of cultural tourism objects and attractions, tourism associations, and tourists. Research data collection techniques use observation, document studies, questionnaires/questionnaires, and interviews.

The research data were analyzed by domain analysis techniques and taxonomic analysis. Domain analysis techniques provide extensive and general analysis results, but they are not yet detailed and are still comprehensive. If what is desired is a result of an analysis that focuses on a particular

domain or sub-sub-domain, the researcher must use taxonomic analysis techniques. Taxonomy is an attempt to classify, group, and/or detail an object. Taxonomic analysis is an analysis that is not only a general exploration, but rather an analysis that focuses attention on a specific domain that is very useful for describing the phenomenon or problem to which the study is subjected.

RESULT

Community Economic Activities in the Utilization of Historical/Cultural Tourism Objects

The results of research on community economic activity in the use of cultural attractions in the context of this study are viewed from 3 points of view, namely:

- 1) Presentation of tourism businesses that utilize cultural tourism objects and other supporting tourism businesses
- 2) Exposure to cultural attractions in the area
- 3) Exposure to the economic activities of the community that utilize cultural tourism objects and local government policies in an effort to grow and/or

develop community economic activities by utilizing the cultural tourism objects in question.

Economic activities of people who utilize cultural attractions in several cultural attractions in North Sumatra include:

1. Business selling snacks, indomi, coffee, tea, cigarettes, and others
2. Business selling souvenirs / souvenirs
3. Homestay and tent rental / lodging facilities
4. Performing arts facilities
5. Facilities for research, seminar and educational activities Jasa pramuwisata
6. Transportation facilities
7. Field trips, etc.

The Need for Tourist Services for Tourism Business in Tourist Attraction Locations

The number of local tourists as research respondents related to the need for tourist services for tourism businesses in cultural tourism object locations was 35 respondents for the five research locations. The need for services by tourists to tourism businesses in the location of cultural attractions is presented in Table 2.

Table 2. Percentage of Service Needs by Tourists towards Tourism Business

Number	Tourist Service Needs for Tourism Business	Tours in Need	
		Number (people)	%
1.	Accommodation	11	31.43
2.	Eat & Drink	35	100
3.	Rail Transport	3	8.57
4.	Road Transport	17	48.57
5.	Vehicle Rental	17	48.57
6.	Travel Agency	0	0
7.	Performing Arts & Culture	7	20
8.	Recreation & Entertainment	15	42.86
9.	Souvenirs	9	25.71
10.	Meetings & Seminars	3	8.57
11.	Shop	9	25.71
12.	Tour attendants	9	25.71
	Total	35	

From the table above, it can be explained that there are 12 (twelve) tourist service needs for tourism businesses in the location of cultural tourism objects, which in fact can grow and increase the economic activity of the community, especially the community around business actors.

1. The need of tourists for accommodation. The business of providing

accommodation is a business of providing lodging services for tourists that can be complemented by other tourism services. Of the 35 tourists as respondents who visited cultural attractions, 11 people (31.43%) needed accommodation to stay. Some tourists, especially tourists who come from the location of cultural attractions visited do

- not stay overnight or tourists whose nature of the visit is only half day. Tourists' needs for accommodation during their stay at cultural attractions can be accommodated by the local community.
2. Tourists' need for food and drink. From the data of Table 2. It can be seen that all tourists as respondents who visit the location of cultural attractions need food and drink. The need for tourist services for food and beverages while at the location of cultural attractions, which if can be accommodated by the local community, of course, can also grow and increase the economic activities of the community around the location of the cultural attraction.
 3. The need of tourists for rail transport. From the above can be seen only 3 people (8.57%) of tourists who use train services to the attractions visited. This depends on whether there is access to train services to cultural tourist destinations that are willing to be visited by the tourists in question. The need for services by tourists for train services can certainly increase state revenue because the management of train service management is certainly under the auspices of the Ministry of Transportation, but it can also have an impact on improving public services by the Ministry of Transportation, which can be felt by the general public of North Sumatra.
 4. Tourist needs for road transportation and vehicle rental. From Table 2. It can be seen by 17 people (48.57%) tourists who use road transport services to the attractions visited. This depends on whether there is direct transportation access to the location of cultural attractions. If the local government has not opened a public transportation route that can go directly to the location of cultural attractions, then this is an opportunity for the local community to open a motorbike/car rental business for tourists who want to visit the location of the cultural attraction, so that tourists can rent vehicles.
 5. The need for services by tourists towards art & cultural performances and recreational entertainment. Art & cultural performance business or entertainment recreation is an effort to provide places and facilities to carry out art / cultural activities or watch works of art / culture and / or art / cultural performances to meet the needs of tourists and the implementation of tourism. Based on Table 2. There are 7 people (20%) tourists who need art/cultural performances at cultural attraction locations, and 15 people (42.86%) tourists who need recreational entertainment.
 6. The need for services by tourists for souvenirs and shopping. Referring to Table 4.19, the need for tourist services for souvenirs and shopping is 9 people each (25.75%). This is an opportunity for the local community to open SMEs related to souvenirs or souvenirs or souvenirs for tourists visiting cultural attractions. Tourists can spend their money to buy something they need from the community, so there is something that tourists can leave for the local people that is economically valuable and can help to improve the economy of local families.
 7. Service needs by tourists in Table 2. that there are 3 people (8.57%) of travelers who need meetings and seminars. Some tourists make cultural attractions as places for meetings and seminars. This is certainly a little different when activities like this are carried out in enclosed spaces such as hotels. Tourists as participants in meetings and seminars can enjoy cultural / religious / historical nuances by not reducing the focus of the meeting and seminar material. The need for food and drink services or other needs for tourists as participants in meetings and seminars, which if can be accommodated by the local community, then this activity can certainly grow the

economic activity of the local community.

8. The need for services by tourists for the services of tour attendants. In Table 2. that there are 9 people (25.75%) tourists who need tour attendant services at cultural attraction locations. A tour attendant is a person who has knowledge of culture / history about a certain cultural tourist attraction. Tourists certainly need tour attendants as storytellers or cultural/historical storytellers. This is an opportunity for the local community as their economic activity to increase the family income of the tour attendants.

CONCLUSION

1. The economic activities of the community with the use of cultural tourism as a tourist attraction in North Sumatra are very diverse even though they have not grown and developed in every cultural tourist attraction, ranging from: eating and drinking businesses and the like; facilitation of religious activities and the like; local transportation service businesses; souvenir/souvenir business; facilitation of research and community service; lodging services business; facilitation of official visits; facilitating seminars, inaugurations, field trips, and the like; management of nursing homes; rental services business; arts and performing services businesses; involved as a maintainer; and facilitation of other activities.
2. The needs of tourist services for tourism businesses in the location of cultural tourism objects are very diverse, both types and levels of needs, and can grow and develop community economic activities, including: accommodation, eating and drinking, rail and road transportation, vehicle rentals, art and cultural performances, recreation and entertainment, souvenirs, meetings and seminars, shopping, and tour attendants.

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