



Economic Impacts of Development Tourism Activities in Pangururan District, Samosir Regency Indonesia

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Abstract. The tourism sector dramatically affects the economic growth of an area, where tourism activities are expected to minimize poverty levels and manage local communities. However, the economic impact on tourism development activities is essential to note, addition to having a positive impact on tourism development activities it also has a negative impact. This study aims to see the extent of the impact that occurs in the Pangururan Regency in activities. The method used in this research is a qualitative study method through descriptive journals and literature studies. Economy development from tourism has a significant impact on regional tourism revenues. The results of this study are expected to measure the extent of the impact of economic development on the tourism sector. And moreover results are expected to help the government in developing tourism programs in Pangururan Samosir District which can increase tourists visiting both the tourism season and the semi-quiet season.

Keyword: economy, impact, income, tourist, tourism

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1 Introduction

Tourism is considered very important in the development of a region/city. Indonesia, the coastal area, has a strategic meaning because it is an intermediate area between terrestrial and marine ecosystems, it has the potential for natural resources and wealthy environmental services. The wealth of these resources creates an attraction for various parties to utilize their resources and various agencies to regulate their utilization [10]. The natural beauty and historical traces/sites with cultural and artistic diversity make the tourism sector a top priority in developing an area. In this case, the estimated global tourist visits in the Asian region in 2014, according to the World Tourism Organization (WTO), will reach 263 million tourists with an average growth of 5 per cent each year, The most significant growth is in Southeast Asia region, including Indonesia at 7.6 per cent each The year [13].

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Based on the estimated number of tourists, it will also increase tourism foreign exchange earnings, and this foreign exchange income has an essential role in the structure of national foreign exchange earnings. Also, tourism contributes to creating jobs, production activities and national income (GDP), private sector growth, and infrastructure development [14].

Tourism is an activity that includes various forms of service provision (services supplying) [1]. Tourism will provide much income for regions aware of its potential for the tourism sector. The local government will receive revenues in the form of taxes from companies and foreign money spent by tourists [2]. Besides, the position of the tourism sector as one of the pillars of development is increasingly showing an essential role in line with the contribution made to foreign exchange earnings, regional income, employment, and various other potentials that support the improvement of the country's economy [3]. However, several studies have explained that tourism can also harm the economy, such as increasing the cost of living, seasonal tourism, and environmental destruction, and others [4].

Jiaying et al., [8] explained in the document (WCED, 1987) that there are four basic principles in the concept of sustainability in the tourism sector which have excluded; (1) holistic planning and strategic planning, (2) the importance of preserving critical ecological processes, (3) the need to protect human heritage and biodiversity, and (4) development based on the idea that maintenance can be sustained in the long term for future generations.

2 Methods

The method used in this study is a qualitative method to identify the economic impact on the development of tourism activities in Pangururan District, Samosir Regency. Data collection in this study was obtained from literature studies and documentation studies. In his research, Rahayu [7] explains the research method based on Arikunto (2006) that "Documentation is looking for and collecting data about things in the form of notes, transcripts, books, newspapers, magazines, minutes, report cards, agendas and so on [20]." The following data collection method, while Sutrisno Hadi (1986) in Sugiono (2014) argues that observation is a complex process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory [21]. In terms of the implementation process, it can be divided into participant observation and non-participant observation, and then in terms of the instrumentation used, observation can be divided into structured and unstructured observation. The instrumentation used by researchers is unstructured observation. This is because researchers can make independent observations, note what they are interested in, do analysis and then make conclusions.

3 Literatur Review

Introductory Law Number 10 of 2009 Article 1 define, "Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreation, personal development, or learning the uniqueness of tourist attractions visited temporarily". Meanwhile, "Tourism is a variety of tourist activities and is supported as facilities and services provided by the community, businessmen, government and local governments" [19].

A tourist attraction is everything in a tourist destination which is an attraction for people to visit the place [12]. Creative economy-based tourism combines beauty with cultural richness and local wisdom [7], while the creative economy is expected to provide increased community income and a source of regional income [11]. Sunarti et al., [5] explained that in the results of his research there were 5 (five) impacts that occurred as a result of tourism development on economic aspects including; (1) Opening up new jobs, (2) Reducing unemployment, (3) Increasing income and purchasing power community, (4) Helping to bear the burden of building local facilities and infrastructure, (5) increasing income which is very high but only seasonal. whereas in his research, Wawan (2015) explained the negative impact of tourism could also harm the surrounding community in terms of the increased selling price of household needs, the damage to the surrounding area due to tourism activities, and the diminishing of its cultural values [15].

Whereas in the results of his research, Portman [6] explained the impact of tourism activities on local communities based on the recapitulation of survey results that tourism still has a good impact on the three aspects of sustainable development (social, cultural, and environmental), it is known that tourism activities have: (1) creating jobs, (2) employing local youth, (3) helping communities to obtain social services, (4) helping stimulate the growth of local culture, and crafts, (5) using local resources, and (6) money spent by tourists to local communities.

However, in his research, Hanny [9] explained that besides tourism, it is instrumental in encouraging the local economy, some harmful impacts will be caused by the tourism sector in terms of economic aspects, namely; (1) the danger of dependence on the tourism industry, (2) increasing land value and inflation, (3) increasing the frequency of imports, (4) seasonal products, (5) slow return on capital, and (6) encouraging other external costs.

4 Results and Discussion

The research was conducted in Pangururan District, Samosir Regency. Pangururan District is the capital of the Samosir Regency. This sub-district is the promotion area activity centre in Samosir Regency which has a function as a centre for administrative/ government services, a centre for trade, education, health, agriculture, and transportation or transportation. [18] Pangururan sub-district consists of twenty-five villages and three sub-districts with a total area

of about 121.43 km², a population of 30,861 people, and a population density of 254.15 people/km [17] (Figure 1).

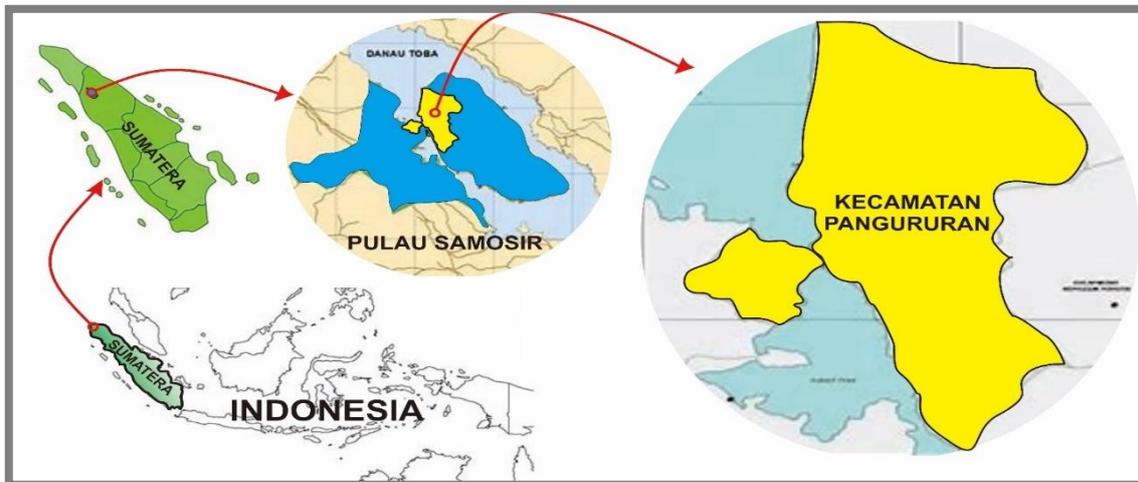


Figure 1. Regional Map of Pangururan District, Samosir Regency

There are tourist objects in Pangururan Subdistrict, Samosir Regency, including hot spring attractions in Aek Rangat, Huta Bolon Parbaba white sand beach, Situngkir white sand beach, Tano Ponggol Canal, Malau liberty struggle monument, Pangururan pasanggrahan, Uloas Batak Huta Raja Lumban weaving community. suhi-suhi and Boru Sinaetang tourist attraction. In terms of developing tourism destinations, it is very important to pay attention to the number of tourist visits. According to BPS data, the number of tourist visits, both domestic tourists and foreign tourists, is estimated to increase every year (Table 1) [16].

Table 1 Number of tourist visits in Samosir Regency

Year	Domestic Tourist	International Tourists	Total
2018	124.117	25.662	149.779
2019	140.637	30.450	171.087
2020	141.215	34.248	175.463

From the table 1 explains the number of tourist arrivals in 2018 to 2020 is estimated that the average expenditure issued by tourists reaches 60-70 percent. This shows that the increasing number of tourist visitors, both domestic tourists, and foreign tourists, can help the economy of the tourism area with the amount of tourist expenditure incurred during the tour. The total number of tourist arrivals in the Samosir Regency in 2017 is 278,069 people/person, with the number of domestic tourists as many as 222,288 people/person, and foreign tourists as many as 55,771 people/person. Based on these data, one of the strategies in tourism development is to increase the contribution of tourism in supporting community welfare. The contribution of the tourism sector to the economy can be identified through tourist activities [16].

4.1 Business Investment in Tourism

Diverse tourism activities have led to business movements in various fields, including investment. Investment activities are activities oriented to provide a fast and safe return on investment [1]. According to the data obtained, in terms of investment in the tourism business, there is an increase every year, the number of tourism businesses owned/ managed by local communities has also increased (Table 2).

Table 2 Business Investment in Tourism in Samosir Regency

No	Issue Components and Indicators	Unit	Year		
			2018	2019	2020
1	Spending				
	a. Tourism Services (Travel Agencies / Agencies)	Business	100	100	100
	b. Attraction (Nature, Culture, Special Interest)	Location	4	6	10
	c. Lodging (Hotel, Resort, Cottage, Guesthouse, Villa, Motel, Home Stay) (room)	Business	82	95	95
	d. Restaurant (Restaurant, Cafe)	Business	46	75	104
2	Number of businesses with business permits and licenses Number	%	115	120	128
3	Tourism businesses owned/managed by local communities	%	4	6	10
4	The value of tourism business assets	%	100	100	100
5	Value of locally-owned tourism business assets. Age of tourism	%	55	60	65
6	Business continuity (turnover rate)	Month	5.7	5.9	6.1

From the table above, it is explained that the increase in the number of businesses that have business licenses and are licensed has increased locally increased from 2019 by 60% to 2020, namely 65%. This shows that the tourism sector supports the value of the business investment in Samosir Regency, including Pangururan District, which is the centre of the CBD.

4.2 Income through the Tourism Sector

Per capita income shows the amount of average income of the population in an area. The PDRB per capita of the population of Samosir Regency has grown every year. The economic impact on tourism development activities in Pangururan District, Samosir Regency can be seen through local income. The expenditure per tourist in the 2020 performance target is Rp. 5,500,000,000 ,with the income generated by tourism, increasing by 4.7 percent. This shows that tourism supports the regional economy through the income incurred by tourists (Table 3).

Table 3 Income Through the Tourism Sector in Samosir Regency

No	Issue Components and Indicators	Unit	Year		
			2018	2019	2020
Income through the tourism sector					
1	Expenditures per tourist	Rp.	4.661.000.000	5.000.000.000	5.500.000.000
2	The income generated by tourism as (%) of the total income generated in the community	%	4.3	4.5	4.7
3	Gross Regional Domestic Product (GRDP) generated from tourism	%	5.58	6.89	6.2
4	Produk Domestik Regional Bruto (PDRB) yang dihasilkan dari pariwisata	%	8	10	12
5	The total fees collected by the community for access/use of community attractions	Rp.	538.534.500	600.000.000	800.000.000
6	Income from business permits, licenses or concessions, and taxation.	Rp.	14.479.803.625	14.944.803.625	15.519.803.625

When viewed from the above percentages, the income generated by tourism as a percentage of the total income generated in the community increased by 2 per cent from the previous year. The income generated by tourism in 2020 is around 4.7 per cent with an expenditure per tourist of Rp. 5,500,000,000, -. From this data, a sustainable tourism development program is needed to increase income through the tourism sector as well as having an impact on the income of the surrounding community.

4.3 Tourism Expenditure

In the aspect of the percentage of annual operational spending on tourism, there was no significant increase. The total budget issued by the government for the 2020 tourism plan is Rp. 229,318,172,766, -. This budget is also used for advertising and tourism promotion costs (Table 4).

Table 4 Tourism Expenditure

No	Components of Issues and Indicators	Unit	Year		
			2018	2019	2020
Community Expenditure					
1	Total tourism budget/plan	Rp	141,991,834,160	208,640,660,827	229,318,172,766
2	Annual spending on tourism (Percentage of total tourism revenue)	%	22	25	25
3	Amount and Percentage of infrastructure spending on tourism	%	70	74	77
4	Amount and Percentage of total annual operational expenditure on tourism	%	92	95	95

No	Components of Issues and Indicators	Unit	Year		
			2018	2019	2020
Community Expenditure					
5	Tourism advertising and promotion costs per number of tourists	Rp	50.000	60.000	60.000
6	Amount and Percentage of tourism revenue contribution to the cost of water, sewer systems, roads, food production, energy, waste management, air quality, human resource development, etc	%	0.55	0.57	0.59

4.4 Net Economic Benefits

The data shows that the net profit gained by the region on tourism development will increase in 2020 by Rp. 165,000,000. This has a positive impact on the development of tourism activities in terms of the economy (Table 5).

Table 5 Economic Net Benefits

No	Components of Issues and Indicators	Unit	Year		
			2018	2019	2020
Community Expenditure					
1	Tourism net income that accrues to the community	Rp	135.000.000	150.000.000	165.000.000
2	Economic Multiplier: Total additional revenue at other businesses for each dollar of tourism revenue (based on satellite accounts if available)	Rp	145.921.018.839	160.513.120.723	160.513.120.723

4.1 Changes in Community Cost of Living

The economic impact on tourism activities in terms of changes in the cost of living of the local community is still considered stable. The percentage increase/decrease in land and housing prices over time in 2020 percent is 77 percent from the previous year is 74 percent. Meanwhile, the percentage increase/decrease in the average weekly family income in 2020 has increased by 7 percent from 2019, namely 6%. This shows that there is no significant change in the community's economy on tourism activities (Table 6).

Table 6 Changes in Community Cost of Living

No	Components of Issues and Indicators	Unit	Year		
			2018	2019	2020
Community Expenditure					
1	Percentage of increase/decrease in land and housing prices over time.	%	70	74	77
2	Percentage of increase/decrease in average weekly family income	%	4,7	6	7

4.5 Labor in the Tourism Sector

Based on the problem components and indicators related to tourism sector employment to tourism activities in 2020, data on the number of male workers were 35,982 people. The number of female workers was 35,277 people with a total workforce of 72,182 people, from the total number of permanent workers (full year) which amounted to 71,259 people and the number of temporary workers (seasonal) as many as 923 people, where the analysis of income is about 4.7% of the workforce in the tourism sector. These data show that the workforce rate in Pangururan sub-district does not increase/decrease in 2019 and 2020 (Table 7).

Table 7 Labour in the Tourism Sector

No	Components of Issues and Indicators	Unit	Year		
			2018	2019	2020
The workforce in the tourism sector					
1	The number of male workers	People	33.259	35.982	35.982
2	The number of female workers	People	32.953	35.277	35.277
3	The number of workers	People	66.965	72.182	72.182
4	Number of permanent workers (full year)	People	66.212	71.259	71.259
5	Number of temporary workers (seasonal)	People	753	923	923
6	Income analysis	%	4,3	4,5	4,7

Meanwhile, data related to the professional development of tourism activities in 2020 obtained data on the number of certified workers as many as 30 people, with training funds per workforce of around Rp. 120,000,000, - and the frequency of workforce training is 25 training activities, where the participation rate in workforce training is 90.68% as one of the professional workforce development activities (Tabel 8).

Table 8 Workforce Satisfaction

No	Components of Issues and Indicators	Unit	Year		
			2018	2019	2020
Workforce Satisfaction					
1	The level of labor income in the tourism sector	%	8	10	12
2	The average level of labor income in other sectors	%	4,7	6	7
3	Number of accidents at work	%	0	0	0

5 Conclusion

Based on the results of research in analyzing the economic impact on tourism activities in Pangururan District, Samosir Regency, it is concluded that the economy in terms of the tourism sector is very profitable for underdeveloped areas. It's just that in Pangururan District, the development of tourist destinations is still not optimal, the increase in human resources for tourism businesses is still low, as well as the lack of cooperation in empowering tourism conscious groups. However, compared to the previous year, the absorption of labor has increased, the majority shows that the population of Samosir is still working in the agricultural sector, namely 59.70 percent, followed by the service sector with 31.41 percent and 8.89 percent in the manufacturing sector. It is hoped that in its future development, tourist objects in Pangururan District will be further improved in terms of facilities and infrastructure to create comfort for visiting tourists. The government's role is also very important in developing tourism destinations in Pangururan District, Samosir Regency.

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