

Active Role of the Community in Increasing Sustainable Tourism in Sibolangit Village

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ABSTRACT

Sibolangit Village is known as a tourist village because it has a lot of natural potential that can be developed into a tourist destination in Deli Serdang Regency. Some of the tourism potential in Sibolangit Village includes the Taman Wisata Alam Sibolangit, Tangga Seribu, Uruk Sikuda-kuda, Taman Pekabar Injil Pertama GBKP, Goa Sejarah, Pemandian Alam Sibolangit. However, the management of tourist attractions in Sibolangit Village is not yet optimal because human resources in terms of expertise and skills in the field of tourism are still minimal, causing the tourist attraction to be unattractive and ultimately the number of visitors does not experience a significant increase. Carry out community service activities by holding training to improve skills in managing tourism businesses, marketing and customer service in Sibolangit Village. This training also covers aspects of sustainability, making the community the guardian and custodian of local heritage. Apart from that, a Tourism Awareness Group (Pokdarwis) will be formed as a representative of the Sibolangit Village community in developing tourism.

INTRODUCTION

Tourism has become a major sector of development in countries around the world, including Indonesia. Indonesia is one of the countries that is currently committed to developing tourism by encouraging destinations in Indonesia to manage and promote tourism potential. The existing potentials owned by each region, whether natural, cultural or artificial, are encouraged to provide benefits to the community.

Tourism according to Hadiwijoyo (2012), is tourism that can be seen as a settlement with environmental facilities that are in accordance with the demands of tourists in enjoying, getting to know, and experiencing the uniqueness of the village with all its attractions and the demands of community life activities. To manage and develop the potential of tourist villages, qualified human resources are needed, especially expertise and skills in the field of tourism. The development of tourist villages is closely related to the participation of the tourist village community. Active participation from the community is needed to minimize the negative impacts that occur on the environment and ecosystem in the village.

The low level of community participation in tourism seems to be one of the factors in the minimal economic benefits. This is the

main reason and problem in Sibolangit Village that there needs to be maximum effort to involve various elements of society in Sibolangit Village, Sibolangit District, Deli Serdang Regency, North Sumatra.

In this community service program, the implementing team chose Sibolangit Village because human resources in terms of expertise and skills in the field of tourism are still minimal, causing the tourist attraction to be unattractive and ultimately the number of visitors does not experience a significant increase. Therefore, in order to improve sustainable tourism villages, it is necessary to provide community-based tourism training (Community Based Tourism/CBT) so that the community can manage the potential of tourist attractions optimally and can be felt and utilized in the long term so as to provide welfare and maintain environmental quality. Thus, the concept of tourism management by prioritizing the active role of the community in maximizing existing potential is the right strategy in realizing sustainable tourism development in Sibolangit Village.

METHOD

The methods that will be used in implementing this community service are:

RESULTS AND DISCUSSION

1. The approach used in this study is qualitative research by utilizing primary and secondary data. In tourism research, qualitative research has become one of the methods widely used to understand socio-cultural phenomena, especially those related to tourism (Goodson and Phillimore, 2004)
2. Primary data in this study is information obtained from in-depth interviews with the local government, namely the Head of Sibolangit Village, informal interviews with local people in Sibolangit Village and notes during observations in Sibolangit Village. Furthermore, secondary data was obtained from the local government and information from publications related to tourism object management.
3. Then the qualitative data obtained is analyzed by applying the principles of qualitative data analysis, one of which is through the data reduction process in the form of data theme analysis.
4. Reviewing the formation of Tourism Awareness Groups with the Deli Serdang Regency Government, North Sumatra for the sustainability of tourist attractions in Sibolangit Village

Initial Stage This activity includes:

1. Conducting a visit to Sibolangit Village, Sibolangit District, Deli Serdang Regency, North Sumatra Province, and conducting an interview with the local government, namely the Head of Sibolangit Village, Mr. Samiranta Ketaren.
2. Conduct field reviews of tourist areas in Sibolangit Village and hold dialogues with local communities regarding the management mechanisms for these tourist attractions.
3. Conduct training activities for the community in Sibolangit Village, namely skills in managing tourism businesses, marketing and customer service
4. Form a Tourism Awareness Group and provide socialization of environmental impact analysis to support the sustainability of the tourism village.

After carrying out the initial stage, the next step is the core stage. The process of this community service activity is in the form of a workshop involving tourism teaching staff as resource persons and the community in Sibolangit Village as workshop participants. The workshop activities focus on training related to managing tourism businesses, marketing, and customer service. At this stage, the community is equipped with tourism knowledge by speakers who are experts in their fields to see and ensure that the community as a whole is aware of tourism.

Community service activities in the form of training for the Sibolangit Village community went well and in accordance with the previously set objectives. This activity began with a Focus Group Discussion on Wednesday, August 14, 2024 with the Village Head and his staff, and the Sibolangit Village community. This activity received a positive response from the community, so that the team was able to obtain information regarding the obstacles faced by the Sibolangit Village community.



Figure 1. Focus Group Discussion with the Sibolangit Village Community



Figure 2. Community Service Team Visits One of the Tourist Attractions in Sibolangit Village

The results of the Focus Group Discussion were then raised as a topic of discussion for the workshop the following week. By presenting an expert in the field, the team hopes that the community will be able to overcome existing obstacles with tourism knowledge from the expert. During the workshop, the resource person also provided an explanation regarding the basic attitude of tourism awareness. *Sapta Pesona* is the slogan of the Indonesian tourism industry and is the basis of tourism science. Tourism awareness is the beginning of the creation of the points of *Sapta Pesona*. Each point of *Sapta Pesona* brings a myriad of explanations as to why tourism needs a tourism-aware community. Not only focusing on tourist attractions, but also on community services in terms of transportation and access to tourist attractions, tourist environments and travel memories.

CONCLUSIONS

Community Service of the University of North Sumatra (USU) in Sibolangit Village related to the exploration and development of local tourism in training the active role of the community in improving sustainable tourism in Sibolangit Village went smoothly and achieved the previously set goals. This training activity has provided a new understanding of the world of tourism to the community with the aim of developing destinations in Sibolangit Village towards sustainable tourism development, namely development that is more centered on the sustainability of tourism destinations, community interests and environmental influences. In addition, the Community Service Implementer will provide training related to managing tourism businesses, marketing, and customer service

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Figure 3. Sibolangit Village Community Training Activities Through Seminars/Workshops

The workshop activities in Sibolangit Village went smoothly. The positive response and enthusiasm of the community towards this tourism material showed that the community was able to understand the material presented. Thus, the community will no longer have difficulty solving problems, overcoming existing obstacles, and creating new creativity. This is also in line with the community's enthusiasm that did not fade until the end of the event.



Figure 4. Group Photo of Resource Persons and Workshop Participants



Figure 5. Submission of Grants by LPPM USU to the Sibolangit Village Community

The handover of the grant by the PKM team is a symbol that is expected to be able to initiate the community to become more creative in promoting tourism in Sibolangit Village for the progress and sustainability of tourism in Sibolangit Village.