

# Healing : Jurnal Pariwisata

Volume 03 No. 01 | 2024

E-ISSN : 2964-8378

Homepage : <https://journal.cdfpublisher.org/index.php/Pariwisata/index>

## Program for Improving Facilities and Tourist Attractions at the Culture and Tourism Office of North Sumatra Province

**Indah Swanti Hutaurok**

Akademi Pariwisata Dan Perhotelan Darma Agung

Article Info	ABSTRACT
<b>Keywords:</b> Program Means Tourist Objects and Attractions	<p>Tourist attractions are locations specifically visited by travelers seeking leisure, entertainment, or cultural experiences. In this research, the availability of facilities and the attractiveness of tourist objects are identified as critical factors in increasing tourist visits to North Sumatra. Currently, tourism development in the region is managed under the authority of the Department of Culture and Tourism of North Sumatra, which is responsible for planning, regulating, and guiding tourism development comprehensively.</p> <p>This study aims to address the following research questions: (1) What are the development programs for tourist facilities and attractions in North Sumatra? (2) What initiatives have been undertaken in terms of object development and tourism businesses? (3) What efforts have been made to improve tourism facilities and attractions in North Sumatra?</p> <p>The research adopts a descriptive qualitative method, and data were collected through field research at the North Sumatra Provincial Department of Culture and Tourism.</p> <p>The findings of this research indicate that: (1) The current state of facilities at tourist sites in North Sumatra is generally good, and existing development programs have been implemented effectively. Facilities are sufficiently comfortable and contribute positively to tourist experiences. (2) The 2020 tourism facility development programs have been fully completed, particularly in terms of object development and business support. (3) Continuous improvements in facilities and attractions have significantly influenced tourist interest and satisfaction. Cleanliness, comfort, and completeness of infrastructure remain top priorities for enhancing tourist appeal. The collaboration between the tourism management and the North Sumatra regional government continues to support efforts in providing high-quality facilities across tourism destinations.</p> <p>The study suggests that the development of tourism destinations is highly dependent on the quality and availability of supporting infrastructure. Therefore, it is recommended that both local government and tourism stakeholders continuously upgrade and maintain the quality of these facilities to attract more visitors and boost regional economic growth.</p>

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**Corresponding Author:**

Indah Swanti Hutaurok

Akademi Pariwisata Dan Perhotelan Darma Agung  
Medan

## INTRODUCTION

Tourism is a journey undertaken by a person temporarily from one place to another by leaving the original place and with a plan or not with the intention of making a living in the place he visits, but simply to enjoy leisure or recreational activities to fulfill his needs. diverse desires.

Tourism development has a strategic role in economic development, especially in increasing the country's foreign exchange, local revenue (PAD) and the community, providing employment opportunities and ultimately improving community welfare. It can be concluded that the tourism sector is able to boost the rate of economic development of a region through businesses included in the tourism industry.

The tourist industry development program has a strong influence on regional development in areas around tourist attractions. Because it can become a main industrial sector, namely a leading sector in improving the regional economy. With this tourism industry, the surrounding area will not become an underdeveloped area, with its tourism potential, it must be used as motivation to develop the area and can increase the community's original income from the tourism sector.

North Sumatra has a lot of potential in the tourism sector. In fact, each tribe or sub-tribe has its own characteristics, including culture, customs and language, including tourist attractions in each area. In order to advance tourism, it is necessary to increase steps in developing tourist objects with the aim of influencing minds and interests to come to tourist attraction areas. Tourist objects and attractions are a collection of related activities and facilities that can attract tourists or visitors to come to a particular area or place. Tourist objects and attractions are the basis for tourism. Without an attraction in an area, tourism is very difficult to develop. Tourism will usually develop more if an area has more than one tourist object and attraction.

There are many tourist attractions that can be used as holiday destinations for foreign tourists and local tourists, both old tourist attractions that are increasingly being improved and new tourist attractions. Apart from hunting for tourist attractions, in North Sumatra you can also learn about its abundant culture.

Apart from the potential of the tourist object and attraction itself, the role of supporting facilities really supports the attractiveness of a tourist attraction. Because complete and well-maintained facilities around tourist attractions can make tourists more comfortable and at home to linger at a tourist attraction. Facilities make an important contribution in attracting tourist interest, because facilities can provide added value to a tourist attraction. The more complete and well-maintained a tourist attraction area, including the supporting facilities, can make a tourist attraction a destination worth visiting.

So far, tourism management by the North Sumatra regional government has been under the authority of the Culture and Tourism Department. This department is the party responsible for planning, development and regulations and providing guidance to the tourism industry in the region as a whole.

## **METHODS**

This final assignment research is based on theoretical studies and a framework of thinking which is the basis for thinking. Next, a qualitative approach descriptive research method was formulated by determining the following steps, namely: place and time of research, research subject, approach and type of research as well as data collection techniques.

### **Place and time of research**

This research took place (locus) at the Culture and Tourism Office of North Sumatra Province from 1 September 2020 to 1 March 2021.

### **Research subject**

The research subject is the target to obtain certain goals regarding something that will be proven objectively. The definition of a research subject according to Sugiyono (2013:32) is as follows: "a research subject is an attribute or characteristic or value of a person, object or activity that has certain variables that are determined to be studied and conclusions drawn."

Research subjects provide information about the problems posed by researchers. In this research, there were 3 (three) people who had been designated as research subjects/informants, consisting of:

1. The head of the tourism object and business development sector is 1 (one) person;
2. The head of the tourist attraction development section is 1 (one) person
3. Staff/employees in the field of object development and tourism businesses total 1 (one) person

### **Research Approaches and Types**

In this research, researchers used a qualitative approach. Qualitative research is descriptive research using analysis. Prioritizes the process and perspective of the subject. The theoretical basis is used as a guide so that the research focus is in line with the facts in the field (Cresswell, 2016: 4). Informants are determined using the Snowball technique.

### **Data collection technique**

Data collection techniques used in conducting research use several methods, namely:

1. Observation

Observation is a data collection method that uses direct or indirect observation. Riyanto (2010:96). In this research, researchers made direct observations of the objects studied in the field of object development and tourism businesses to obtain data.

2. Interview

Interviews are a method of collecting data by asking something to someone who is an informant or respondent. Afifuddin (2009:131). In this research, researchers conducted direct interviews with employees to discuss existing problems.

3. Literature Study

Researchers conduct data by reading reference books related to the problem under study as a comparison between reality and theory.

### **Data analysis technique**

In conducting this research, researchers used methods in analyzing data, namely a way of knowing something that has systematic steps. Research can be carried out using methods, namely quantitative and qualitative methods. The method chosen by the researcher is a qualitative method, namely in the form of a direct field survey, carrying out various analyses, and comparisons with the reality that occurs in the field.

## **RESULTS AND DISCUSSION**

### **Program for Development of Facilities and Tourist Attractions in North Sumatra**

North Sumatra is a province that has a number of unique tourist attractions, both natural and cultural. Some of these tourist attractions are widely known abroad, such as Lake Toba with its beautiful natural panorama and Bukit Lawang with its unique Sumatran orangutans, which are different from the Kalimantan orangutans. The city of Medan itself, as a gateway to various tourist destinations in Sumatra, has a number of city tourist attractions such as the Maimun Palace with the Great Mosque and King's Pool, the Tjong A Fie House with the Kesawan area, and old buildings from the colonial period. Since ancient times, Medan has been known as a trading city where a number of plantation company head offices such as Deli Tobacco are located, which are famous internationally.

Based on the observations of researchers at the North Sumatra Province Culture and Tourism Office, the development of tourist facilities and attractions in North Sumatra is focused on improving the facilities at these tourist attractions. In the future, this will improve the economy of the community, business actors and contribute to North Sumatra's Original Regional Income (PAD) from the tourism sector.

Of course, the development of the North Sumatra tourism sector will not stop if the construction of this tourist attraction is completed. Because, this is actually a pilot project for later moving to other areas.

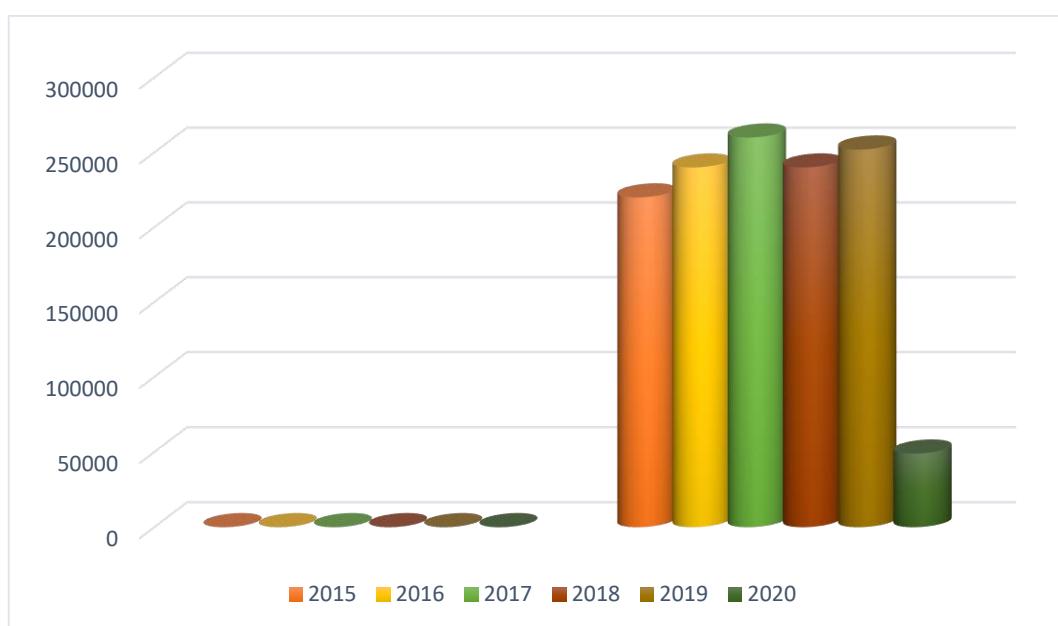
Based on interviews conducted by researchers with Mrs. Maike Mongganai Ritonga (head of the development of tourism objects and businesses), the policies and activities that have been determined are the program for developing tourist facilities and tourist attractions in North Sumatra which will be implemented by the North Sumatra Province Culture and Tourism Office within the next period. 2020 according to established policies includes:

1. Tourist destination management activities;
2. Activities to develop the arrangement of tourist attraction areas in North Sumatra
3. Activities to map tourist areas in North Sumatra;
4. Activities for arranging the Green Princess Fort site;
5. Development activities, socialization and supervision of tourism standardization;

6. Tour guide training activities;
7. Activities to develop superior tourist attractions;
8. Activities to increase the development of tourism facilities and infrastructure;
9. Activities: Development of superior types and tourism packages;
10. Development and development activities for new tourism destinations in North Sumatra;
11. Implementation of coordination of tourism object development with institutions/business world;
12. Making Toba Caldera Geopark panels;
13. Construction of TIC in tourist attraction areas;

The development of tourist facilities and attractions in North Sumatra includes tourist visits to North Sumatra. In 2020 the number of tourist visits to North Sumatra will be 90,000 people. Based on data from BPS North Sumatra Province of 45,905 people, this shows that the number of tourists in 2020 was realized at 51.01%, compared to 2019, the number of tourist visits was 258,822 people, resulting in a decrease of -82.28% from last year. The factor causing the decline in the number of tourist visits to North Sumatra is the Covid-19 pandemic, where there are national policies and several countries' policies in the form of limiting tourist visits in order to reduce the spread/transmission of Covid-19.

**Figure 1.**Data on tourists coming to North Sumatra



Source: 2020 Researcher Process

#### **Facilities development program in the field of tourist attraction development and tourism business**

From the observations of researchers at the Culture and Tourism Office of North Sumatra Province, especially in the field of object development and tourism businesses, the achievements of facility activities at tourist attractions in North Sumatra have been implemented, as in the following program table.

**Table 1.**Program in the Development of Tourist Attractions and Tourism Businesses

No	Name of activity	Activity Location	Activity time	Achievement of Success
1	Arrangement of Tourist Attraction Areas in North Sumatra			

	Parking Construction	Lot	Nenas Onan Sipahutar Tapanuli	Village, Runggu, North	17 July – 14 September 2020	Implemented and Completed 100%
	Culinary Construction	Kiosk	Barangbang Beach, Sosorgadong District, Central Tapanuli	Beach, Subdistrict, Sosorgadong Central Tapanuli	4 September - 2 November 2020	Implemented and Completed 100%
	Construction of Places of Worship		Sistar Beach, Subdistrict, Sosorgadong Central Tapanuli	17 July – 14 September 2020	Implemented and Completed 100%	
	Toilet Construction		Paloh Naga Agrotourism, Denai Lama Village, District. Labu Beach, Kab. Deli Serdang	17 July – 14 September 2020	Implemented and Completed 100%	
	Directional Signpost			30 September – 28 November 2020	Implemented and Completed 100%	
	Parking Construction	Lot	Buluh Awar Village, District. Sibolangit District. Deli Serdang	October 16 - December 14, 2020	Implemented and Completed 100%	
	Culinary Construction	Kiosk	Step up	30 September – 28 November 2020	Implemented and Completed 100%	
	Fence Making		Silima Waterfall Tourist Attraction - Lima Simaninggir Village, Kec. Marancar District. South Tapanuli	24 August - 22 October 2020	Implemented and Completed 100%	
	Parking Construction	Lot	Muara Indah Gunung Sitoli Tourism Area	17 July – 14 September 2020	Implemented and Completed 100%	
	Toilet Construction		Lolomoyo Tuhemberua Village Natural Tourism Area, Kec. Mount Sitoli West	August 21 - October 19, 2020	Implemented and Completed 100%	

	Fence Making	Somi Beach, Somi Village, District. Gido District. Nias	17 July – 14 September 2020	Implemented and Completed 100%
	Footpath Construction	Tureloto Beautiful Beach, Balefadorotuh Village, District. Lanewa District. North Nias	17 July – 14 September 2020	Implemented and Completed 100%
	Toilet Construction	Tribune Complex, Kab. North Nias Hilidundra Village District. Lotu	17 July – 14 September 2020	Implemented and Completed 100%
	Construction of Souvenir Kiosk	Puncak Gomo, District. Gomo, South Nias Regency	17 July – 14 September 2020	Implemented and Completed 100%
	Culinary Kiosk Construction	Sunset Beach Lumban Gaol, Tambunan Village Luban Gaol, District. Balige District. Toba	17 July – 14 September 2020	Implemented and Completed 100%
	Construction of Souvenir Kiosk	District Baktiraja, Humbang Hasundutan Regency	13 August - 12 October 2020	Implemented and Completed 100%
	Construction of places of worship/mushola	Raya Village District. Brastagi	17 July – 14 September 2020	Implemented and Completed 100%
	Toilet Construction	Sampuraga Legend Tourist Attraction, Sirambas Village, Madina West Connection	July 22 - September 19, 2020	Implemented and Completed 100%
	Construction of places of worship/mushola	Purba Julu Village Hot Springs, Kec. Puncak Sorik Marapi, Kab. Madina	July 22 - September 19, 2020	Implemented and Completed 100%

2	Mapping Tourist Areas in North Sumatra	Lubuk Kertang Village, District. West Brandan, Langkat Regency	01 October - 29 November 2020	Implemented and Completed 100%
3	TIE Development in Tourist Attraction Areas	Batu Hobon District. Samosir	October 27 - December 10, 2020	Implemented and Completed 100%
4	Construction and Development of New Tourism Destinations in North Sumatra			
	Preparation of Design and DED for Marine Tourism Destinations	Tanjung Balai Beswesen City	05 October - 03 December 2020	Implemented and Completed 100%
	Preparation of Design and DED for Flower and Fruit Tourism Destinations	Gundaling, Karo Regency	08 July - 05 October 2020	Implemented and Completed 100%
	Preparation of Design and DED for Agro Tourism Destinations	Siosar, Tiga Panah District, Karo Regency	08 July - 05 October 2020	Implemented and Completed 100%
	Preparation of Design and DED for Weaving/Batik Tourist Destinations	Talawi, Batubara Regency	08 July - 05 October 2020	Implemented and Completed 100%
	Preparation of Design and DED for Religious Tourism Destinations	Besilam, Langkat Regency	08 July - 05 October 2020	Implemented and Completed 100%
	Preparation of Design and DED for Ecotourism Destinations	Tangkahan, Langkat Regency	30 September - 28 November 2020	Implemented and Completed 100%

Source: 2020 Government Agency Performance Report (LKIP).

#### **Efforts made to improve tourist facilities and attractions in North Sumatra**

Facilities are an obstacle to tourism progress, as is the case with North Sumatra Province. Inadequate accessibility to tourist attractions causes tourists to tend to think twice about visiting an area. So there needs to be special attention from both the government and the community to make North Sumatra Tourism equal to other provinces.

Based on the researcher's interview with Mrs. Maulida Tyas Safitri (staff/employee) in the field of object development and tourism businesses at the North Sumatra Province Culture and Tourism Office, the program to improve object facilities and tourist attractions in North Sumatra can currently be said

to be quite good and supports development tourism sector. It can be seen that the facility improvement program is implemented through several main activities, namely:

1. Maintain order and cleanliness in the tourist environment;
2. Potential in the form of restaurant facilities, public bathrooms/WCs, parking locations and trash cans, places to shop for souvenirs, entertainment venues, and so on.

Apart from that, based on data from the performance report of the North Sumatra Province Culture and Tourism Service, the program to improve facilities and tourist attractions in North Sumatra in 2020 has been implemented and has been completed.

## CONCLUSION

Based on the results of the research and discussions carried out, researchers can draw several conclusions as follows. The condition of existing facilities at tourist attractions in North Sumatra is quite good and the work program has been completed and implemented. The facilities are comfortable if tourists visit these tourist attractions. The management and the North Sumatra Culture and Tourism Service which handles tourist attractions in North Sumatra continue to try to improve and complement existing facilities. In order to increase visitor interest at tourist attractions in North Sumatra which is expected to increase regional income. The facility development program in the field of object development and tourism business in 2020 has been implemented and is 100% complete. The efforts made to improve tourist facilities and tourist attractions in North Sumatra in 2020 will have a big impact on visitors to tourist attractions in North Sumatra. The facilities available are in good condition and complete, apart from that the cleanliness of a tourism object must also be considered in order to provide a sense of comfort for visiting tourists. Improvements continue to be made by both the tourism management and the North Sumatra city government to provide good facilities for visitors at North Sumatra tourist attractions.

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