

Analysis Of The Effect Of Tourism Development On The Development Of The Karo Regency Area

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Abstract.

Regional development is an integral part of regional planning which not only concerns the spatial planning of an area but prioritizes planning how the potential of the area can be optimally utilized for the improvement of the economic and social development of the community. One of the factors that affect the development of the region is the development of tourism. This study uses smart pls to analyze the data measurably. 1274 households made up the study population, and 304 research samples were acquired using the sample determination procedure, which employed the solving formula. Smart PLS data analysis. The study's findings demonstrated that the growth of the tourism industry simultaneously has a substantial impact on the development of the area. Three of the six independent variables—X1 (attractions), X3 (amenities), and X6 (creative economy MSMEs)—do not significantly affect the moderating variable Z (creative economy MSMEs) (comfort). The values of T-count X1=0.819 1.96, T-count X3=0.3 79 1.96, and T-count X6=0.767 1.96 are indicative of this. Where all three variables have a T-count value smaller than the T-table (1.96). To the Karo Regency Tourism Office, it is recommended to further improve aspects related to regional development so that the development of the Karo Regency area can be maximized, especially through the tourism sector and the existence of MSMEs based on the creative economy.

Keywords: *Tourism development and regional development.*

I. INTRODUCTION

The planning of a territory is part of national planning. This concerns how a region is built and developed, whose ultimate goal is to improve Regional Development. Regional planning is anticipated to place a greater emphasis on economic and participatory development planning and to implement integrated government and private sector cooperation through a partnership model in support of development programs through community development and participatory planning with success indicators that can be assessed from economic, social, cultural, and political aspects that affect regional development and development activities. Regional development is an integral part of regional planning which not only concerns the spatial planning of an area but prioritizes planning how the potential of the area can be optimally utilized by stakeholders to improve the development of the economic and social area of the community. Regional development is an effort to harmoniously synergize natural, human, and technological resources by paying attention to the capacity of the environment for community empowerment. By utilizing opportunities and resources in the best, most effective, most synergistic, and most sustainable ways possible, regional development aims to bring about people's prosperity while promoting economic activity, preserving a hospitable climate, and supplying facilities and infrastructure. The main purpose of developing an area is to create a safe, comfortable, efficient, and sustainable life to realize the development of human territory (Rustiadi, 2008). If there are insufficient human resources and abilities to support it, it will be impossible to ensure the welfare of the population.

The main cause of a country not being developed or becoming underdeveloped is that it is managed improperly. The ability of a nation becomes the main thing for the progress of the nation itself, therefore, regional planning with good management is indispensable. Planning is needed so that the nation can lift itself from backwardness to the welfare of society. A particularly helpful instrument for comparing the degree of welfare between nations and areas is the Human Development Index (HDI), a community welfare measure created by UNDP. The idea of regional development refers to efforts to promote socioeconomic development,

close gaps between regions, and preserve an area's environmental sustainability. The financial, cultural, and geographic factors vary greatly from region to region, making regional development extremely important. The region's growth needs to be adapted to the circumstances, opportunities, and issues of the place in question. Sectoral and regional development differ in orientation but complement each other, where regional development is impossible to realize in the absence of sectoral development. On the contrary, sectoral development without regional development will lead to non-optimal development of the sector itself. The tourism industry in Indonesia can be used to carry out one of the regional development projects. One sector that can boost the economy and social welfare in a town is tourism. The development of tourist hotspots in each region is one of the government's main priorities. The aim is to improve the regional economy through the optimal utilization of all elements related to the tourism industry itself (Tarigan and Kumaat, 2020).

The current state of the tourist industry in terms of national economic development has strategic and prospective potential to be developed, boosting foreign exchange receipts, extending employment possibilities, and raising people's incomes. The development of national tourism is defined as including tourism destinations, tourism marketing, the tourism sector, and tourism institutions in Government Regulation No. 51 of 2011 about the master plan for the development of national tourism in 2010–2025. According to paragraph 6, the goals of national tourism development include: a) enhancing the variety and quality of tourist destinations; b) effectively, efficiently, and responsibly promoting Indonesian tourist destinations through marketing media; c) realizing a tourism industry that can drive the national and regional economies, and d) creating tourism institutions and tourism governance that can coordinate the development of tourist destinations. To influence regional development policies that are more concerned with preserving nature by reducing the negative impacts caused, including regional tourism activities, the most important tourism development is to create greater benefits while using fewer resources as well as reducing unwanted impacts. In essence, tourism is closely linked to the socio-economic structure of the community because it is intended to advance certain aspects of regional development. By creating Micro, Small, and Medium Enterprises (MSME), which are based on tourism opportunities, tourism development will give the community motivation. Suwena and Widyatama (2017) stated that tourism development planning is looking for a meeting point between the demand side and the supply side or in other words, the realization of compatibility between needs from the demand/market side and development support from the supply side/tourist products or tourist destinations.

Related to the principle of balance, the market aspect has a very strategic position which will be the basis for product development or tourist destination. Schubert, et al (2011) stated that the increase in tourism services makes an investment in tourism more attractive. This, of course, will have an impact on increasing income which will affect the increase in the growth rate. According to Incera and Fernandez (2015), tourism consumption directly affects the industrial sector and specifically the most common services provided by the tourism industry, such as lodging, dining, and transportation services as well as primary goods for food and drink. The same is true for Karo Regency, where the growth of tourism has the potential to become a stable economic activity that generates foreign exchange, broadens and equalizes employment opportunities, especially for local communities, fosters regional development, and showcases the country's values, nature, and culture. The growth of tourism in Karo Regency, North Sumatra Province, has the potential to contribute value that will benefit the local economy. The HDI in Karo Regency has also increased, going from 73.53 in 2017 to 74.25 in 2019.

II. LITERATURE REVIEW

1.1. Tourism Development

The concept of tourism might be seen as abstract (Wahab, 2016). Travelers can be seen as engaging in tourism whether they are doing it domestically (domestic travel) or internationally (international travel) (foreign tourism). According to Yoeti (2017), tourism is a short-term trip that is planned from one location to another with the sole purpose of taking excursions and finding recreation to satisfy a variety of needs rather than trying to establish a business or make a living there. The community can benefit from the expansion of the tourism sector by having its needs met while simultaneously trying to enhance welfare and quality of life.

The government administration is expected to gain from the expansion of the tourism sector, notably in terms of funding the performance of responsibilities and duties.

The process of integrating the use of various tourism resources as well as all non-tourism-related factors that are directly related to the continuation of tourism development constitutes tourism development. Pitana lists the following as the four (four) essential qualities that must be possessed:

1. Attraction is the main product of a destination.
2. Accessibility is the means and infrastructure to get to the destination.
3. Amenity or amenity is any supporting facility that can meet the needs and desires of tourists while at the destination.
4. Ancilliary, related to the availability of an organization or people who take care of the destination.

1.2. *Regional Development*

Regional development is any government action that will be carried out in cooperation with the players to reach a goal that is advantageous for both the area itself and the administrative unit of which the territory is a part, in this case, the Unitary State of the Republic of Indonesia. According to Sirojuzilam (2015), regional development entails raising the value of regional benefits for a community in a specific area that can accommodate more residents, with an average level of community welfare, many facilities/infrastructure, goods or services that are easily accessible, and community business activities that increase in terms of type, intensity, service, and quality.

The degree of life/well-being reflects the improvement in the quality of life, which includes the physical environment's quality, consumption patterns, a sense of security, and the accessibility of alternative forms of jobs that may be entered. Initiatives for community welfare will succeed as a result, and fresh opportunities for community growth will open up.

1.3. *Conceptual Framework*

The flow and frame of thought in the implementation of this research can be described as follows:

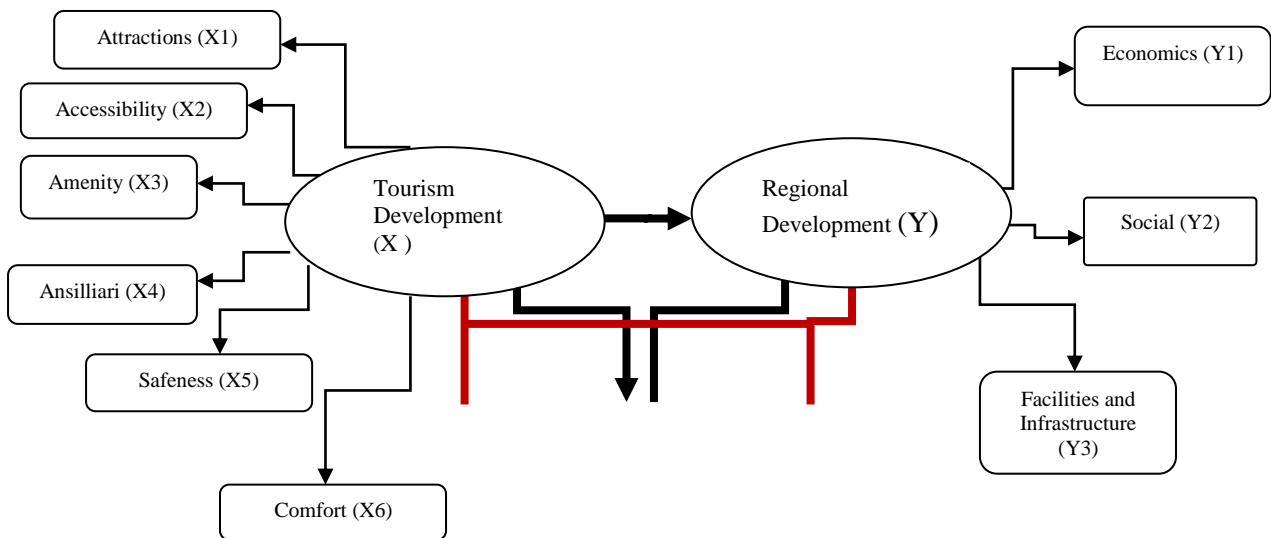


Fig 3. Conceptual Framework

1.4. *Research Hypothesis*

Tourism development has a positive effect on the development of the Karo Regency area.

III. **METHODS**

1.5. *Convergent Validity Test*

The indicator has an r-calculated validity value greater than the outer loading value (0.7), so it can be concluded that all constructs of the X and Y research variable indicators are valid.

1.6. *Discriminant Validity Test*

All the correlation values between latent variables have a value greater than the cross-loading value (0.7) so it can be concluded that the validity of the discriminants between variables is quite sufficient

1.7. *Validity Discriminant Based on AVE*

Variables (X1, X2, X3, X4, X5, X6, and Y) successively have a value of AVE-count = 0.972, 0.983, 0.974, 0.958, 0.946, and 0.984 is greater than the AVE-table value (0.5) so it can be concluded that all 7 latent variables have sufficient discriminant validity (AVE) values.

1.8. *Reliability Test*

With successive Cronbach's alpha values of 0.972, 0.983, 0.9574, 0.958, 0.946, 0.984, and the 7 latent variables having composite reliability values of 0.975, 0.984, 0.976, 0.964, 0.958, 0.955, and 0.985 all greater than 0.6, it can be said that all of the study's latent variables have high reliability.

1.9. *R-Square Test Results*

Ther-square value is consecutively 0.996 which means that the endogenous variable has a strong determination.

1.10. *Q Test Results2 (Stone-Geser Test)*

(Y1) = 0.841 and Q2(Y) = 0.841 is greater than 0.35, so it can be concluded that the endogenous variable Y has a relatively large Q2 value (>0.35).

1.11. *Goodness of Fit (GoF) –Total Value R2*

Based on the aforementioned total value of R-square of 0.996, it can be concluded that the value of Goodness of Fit (GoF) value used to validate the combined performance between the outer model and the inner model is relatively large.

1.12. *Hypothesis Testing Results Partial Influence of X1, X2, X3, X4, X5, and X6 on Y*

In the 6th independent variable, 2 variables do not have a significant effect on the bound variable Y (regional development), namely variable X3 (T=1.1 15) and variable X5 (T=1.3 34).

1.13. *Simultaneous Effect of Variable X On Y*

The independent variable X (tourist development) simultaneously has a large impact on the bound variable Y, as indicated by the T-statistic (1214.978) > T-table (1.96). (regional development).

IV. RESULTS OF THE STUDY AND DISCUSSION

1.14. *The Effect of Tourism Development on Regional Development*

Data analysis findings demonstrate that the region's development is significantly impacted by the concurrent growth of tourism. The T-statistical value (1246.161) > T-table indicates this (1.96). The amenity variable and the variable for safety are the only two of the six factors that affect tourism development that does not significantly affect regional growth. The values (T-count amenity=1,156 1.96) and (T-count safeness=1,308 1.96) demonstrate this. The findings of this study reflect Misra's (2011) Sirojuzilam theory, which holds that regional development is supported by four pillars: geographical aspects, economic aspects, location theory, and social aspects. A type of optimism for ambitions to support the Master Plan for the Acceleration and Expansion of Indonesian Economic Development (MP3EI) in achieving Indonesia's goal of becoming a developed country, according to Ahmad Kamil (2015, p. 166), is the economic development of the creative industry. It encompasses ideas, ideals, fantasies, and aspirations for a society that is prosperous, creative, and of a high quality of life. The development of the Lake Toba region would be focused on three primary aspects, namely attractions, accessibility, and amenity, according to the government through the Ministry of Tourism.

1.15. *Research Novelty*

The findings obtained that public tourism development to support regional development in Karo Regency consists of 6 indicators, namely attractions, accessibility, amenities, ancillary, safeness, and comfort. Thus, the novelty of this study is the influence of tourism development on tourism development.

4.3 *Scientific contribution*

1). In previous studies, some of the indicators used to explain the image of tourist attractions are attractions, accessibility, and facilities (Abdulhaji, 2018).

2). The use of indicators of attractions, amenities, accessibility, and ancillary in identifying tourism potential in the Gerokgak Bali Regency (Setiawan, 2015).

3). Use of Attractions, Amenities, and Accessibility indicators for the study of Umbul Pongok Tourism Development in Klaten Regency (Nabila, 2018)

4). The use of tourism development indicators such as economic, social, and infrastructure in research on Tourism Infrastructure Development on the Socio-Economic Impact of the Community Around West Sekotong Village Tourism Objects (Wijaya, 2020).

4.4. Policy Implications

The Karo Regency Government, especially the Karo Regency Tourism Office, must consistently implement indicators of tourism development indicators such as attractions, accessibility to tourist areas, amenities, ancillary and comfort and tranquility so that tourists enjoy the ease of service in making tourist visits, especially to the Karo Regency area.

V. CONCLUSIONS AND SUGGESTIONS

4.5. Conclusion

1. The development of the territory is significantly influenced by the concurrent growth of tourism. T-statistic value (429.984) > T-table is shown (1.96).

2. Of the 6 independent factors, 3 partially, namely the variables X1 (attractions), X3 (amenities), and X6, do not significantly affect the moderating variable Z (creative economy MSMEs) (comfortness). The values of T-count X1=0.819 1.96, T-count X3=0.379 1.96, and T-count X6=0.767 1.96 are indicative of this. where the T-count value for each of the three variables is lower than the T-table (1.96).

4.6. Suggestion

It is suggested to the Karo Regency Tourism Office to further improve aspects of aspects related to regional development so that the development of the Karo Regency area can be maximized, especially through the tourism sector and the existence of MSMEs based on the creative economy.

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