Tourism Destination Development Strategy Central Aceh

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Abstract.

This paper discusses the Tourism Destination Development Strategy. In improving the tourism sector in an area, at least one has to develop the 3A concept (Attractions, Accessibility, and Amenities). The tourism sector is a mainstay for Central Aceh to be developed as a tourism destination because Central Aceh has attractions that can be developed into tourist attractions. The method used in this study using the Analytic Network Process (ANP) approach with the help of Super Decision software, by performing a synthesis analysis of problems, solutions, and strategies. The results of the respondents' answers indicated that the priority problems were infrastructure, attractiveness, and promotion problems. Meanwhile, the most priority solutions are solutions to improve infrastructure, namely transportation and travel, attraction, and promotion. And the most prioritized strategy is the improvement of infrastructure facilities and synergy.

Keywords: *Destinasions, Tourism, ANP*

1. INTRODUCTION

The tourism sector has an important meaning for the regional economy and the economic empowerment of local communities, in the Central Aceh region, for example, the tourism sector has no impact on the regional economy when compared to other sectors. In this area there are many beautiful tourist objects such as nature tourism, including (1) Pantan Terong which is located in the Bahgie Village area, Bebesen District, (2) Bur Telege which is located in Bale village, (3) Loyang Koro Cave is located in Toweren village, Lut Tawar District, (4) Mengaya Waterfall, Mengaya Village, Bintang District, (5) Menye Bintang Beach, Genuren Village, Bintang District (6) Ujung Paking Bintang District, (7) Putri Pukes Cave, Mendale Village, Kebaya District, (8)) Wih Pesam, Silih Nara District, (9) Indonesian Coffee Gallery, Kayu Kul Village, Pegasing District, (10) Kayukul Village Pineapple Agrotourism, Pegasing District, (11) Danau Laut Tawar Takengon; Potential Attraction of Historical and Cultural Tourism, including (1) Loyang Mendale, Mendale Village, Kebayaan District, (2) Legacy of Safruddin Prawiranegara House, Silih Nara District, (3) Blang Babangka Kuda Race Arena, Pegasing District, (4) Loyang Ujung Karang Cave District Lut Tawar, (5) Umah Pitu Room Linge, Kampung Buntul, Linge District, (6) King Linge Grave, Linge District, (7) King Baluntara House, Toweren Village, (8) Reje Uyem Reje Bukit Palace; potential artificial tourist attractions include (1) Mimi Nawa Water Park, Pademun, (2) Lukup Penalan Tourism Pier, (3) Atu Tamon Resort Mendale, Kebayaan District, (4) Pegasing Pegasing Water Park, Pegasing District, (5) The tourism pier of the pante menye Bintang District (6) the tourist pier of the

Kebayaan District (7) the Dedalu pier in the Lut Lut district and the potential for culinary tourism attractions, including (1) One-one Bay Culinary Area, One-one Village, Lut Tawar District, (2) Gayo Coffee Gallery Indonesia (3) Gayo Kerawang Crafts Bebesen District. (Government 2017)

This large tourism potential, however, has not been followed by the number of tourists who visit. This is due to the lack of promotion carried out by both the local government and the community, however good and beautiful a tourism destination is if it is not supported by the infrastructure and facilities needed by tourists, such as the availability of transportation to tourist areas, this is the most problematic problem. The priority that exists in Central Aceh is because Central Aceh is in a high area and is flanked by mountains, therefore transportation is very important in the development of tourism destinations. In addition to transportation problems, there is still no travel that can pick up and take tourists visiting tourist attractions in Central Aceh. (Government 2017). In addition to the problem of infrastructure, the most important problem is that at the level of cleanliness there are many tourist objects still found stacked rubbish and there is a lack of awareness of the visiting community about cleanliness, for tourism managers to provide trash bins needed by visitors to maintain cleanliness in the tourism destination area. In developing tourism destinations, human resources (HR) are also important in realizing tourism. Training and technical guidance are needed by related agencies related to tourism for tour guides and managers of tourism destinations in Central Aceh. To facilitate tourism to visit.

II. METHODS

The research method used in this research is Analytic Network Process (ANP). ANP is a qualitative method for a decision-making process with a general framework without making assumptions about the independence of elements at a higher level from those at lower levels and about the independence of elements at a level (Ascarya 2005). By using ANP we know in detail which other things are priority or important from the problem, strategy and solution, because sometimes there are so many policies, there are more resource limitations so we need to know and understand which one is the key / main problem first. or the main strategy.

1.1. Place and time of research

This research was conducted in the Aceh Tengah district because Aceh Tengah has very potential in tourism development. This research was conducted on May 5, 2020

1.2. Respondents in Research

This research requires respondents to answer all questions related to this research. Respondents are people who are the subject of research, where without the respondent there will be no results from the research. Respondents were drawn based on research needs. Respondents consisted of 5 experts. 1 expert, 2 practitioners, 3 business actors. Because in ANP, the requirements for respondents to be odd in

decision-making need to be odd, considering that they are considered competent in their field in the problem that is the focus of the research.

1.3. Data collection technique

In this study the data collection techniques used were:

a. Interview (Interview)

The interview is a data collection technique by asking the interviewer direct questions to the respondent, and the answers are recorded or recorded. Used to explore information related to tourism destination development strategies.

b. Questionnaires

The questionnaire is used in two stages, namely the open questionnaire used to compile the ANP framework and the closed questionnaire which is arranged in the form of a pairwise comparison to determine priority values in problems, solutions, and strategies in the tourism destination development strategy. The questionnaire was distributed to 1 expert, 2 practitioners, 3 business actors.

1.4. Data analysis technique

This research is qualitative analysis research that aims to understand a value or view represented by experts and practitioners and business actors. The analysis used is the ANP method network model approach and it is processed using the "Super Decision" software and MS Excel.

III. RESULT AND DISCUSSION

In determining strategic priorities using the Analytical Network Process (ANP) approach, modeling is first carried out using Super Decisions software. From the ANP modeling, a pairwise comparison matrix was carried out. In the pairwise comparison matrix, there is an interrelated relationship between elements in one cluster (inner dependence) as well as the relationship between elements between different clusters (outer dependence). Respondents who fill out the pairwise comparison questionnaire are people who are experts and know the development of tourism destinations, namely the Head of the Tourism Destination Development Division and the tour manager. For more details, it can be shown in the ANP model using the following Super Decisions:
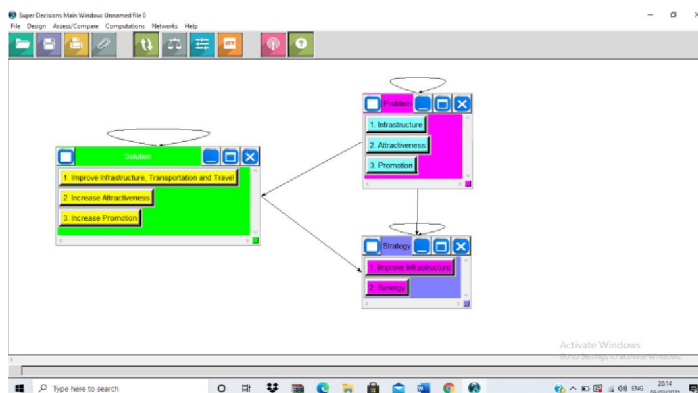
In the Aspect cluster, the main priority is "Tourism Objects and Attractions", because the Normalized by Cluster value is 0.196 (Table 1).

Table 1. Priority Cluster Aspects of the Problem

No	Problem	Geometric Mean	Rater Agreement	Priority
1.	Infrastructure	0,53008	0,60494	1
2.	Tourist attraction	0,35954	0,38272	2
3.	Promotion	0,33333	0,30864	3

Based on the Problem Cluster, table 1 above shows that the most priority problem in determining a tourism destination development strategy is infrastructure of 0.53008 followed by a tourist attraction problem of 0.35954, and in the last place is a promotion problem of 0.33333 . With the result of the acquisition of a Rater Agreement value of 0.60494, this indicates that the level of agreement of the respondents is high. This is in line with research conducted by the tourism and sports office of Central Aceh (2017) which concludes that Central Aceh District as a mainland district still finds several obstacles in terms of accessibility (availability of land and air transportation modes) as well as connectivity between sub-districts and villages. limited. The development of road and bridge infrastructure is intended to improve transportation accessibility and reduce levels of isolation and disparities between regions. The development of adequate regional infrastructure will in turn accelerate the economic growth of a region. Outside Takengon City, the availability of infrastructure facilities is not sufficient, such as electricity, clean water (PDAM), telecommunications, public roads, radio and television public information networks (Anon n.d.)

Table 2. Priority Cluster Aspects of Solutions

No	Solutions	Geometric Mean	Rater Agreement	Priority
1.	Improve infrastructure, transportation and travel	0,62886	0,60494	1
2.	Increase tourist attraction	0,35524	0,38272	2
3.	Increase Promotion	0,35523	0,30864	3

Based on the Solution Cluster in table 2 above shows that the most priority solution in determining the most priority tourism destination development strategy is increasing infrastructure, transportation and travel by 0.62886 followed by increasing tourist attraction by 0.35524, and followed by increasing promotion of 0.35523. With the result of the acquisition of a Rater Agreement value of 0.1111. This shows that the level of agreement of the respondents is very high.

These findings reinforce the findings of research conducted by Herry Akbar, et.al concerning Priority Infrastructure in the Tourism Zone in Sabang City Using the Location Quotient (LQ) and Analytic Network Process (ANP) method which found the

importance of infrastructure development for Teupin Layeu and Gapang and Rebiah Island. highest priority for the development of accommodation / accommodation infrastructure. Then followed by parking infrastructure at Teupin Layeu and road access to km 0 (Herry Akbar 2017).

Table 3. Cluster Priorities for Strategic Aspects

No	Strategi	Geometric Mean	Rater Agreement	Prioritas
1.	Improve infrastructure	0,31850	0,38710	1
2.	Sinergy	0,12814	0,21235	2

Based on the Solution Cluster in table 3 above, it shows that the most priority strategy in determining the most priority tourism destination development strategy is to improve infrastructure, a synergy of 0.31850 followed by increasing tourism product development by 0.12814. With the result of the acquisition of a Rater Agreement value of 0.38710. This shows that the level of agreement of the respondents is high.

This is reinforced by research. This is also found by Nurul Huda, et al that infrastructure is very important to develop halal tourism, that the most priority in developing halal tourism is improving infrastructure, synergy from the aspect of governance, increasing information about the location and online media from the community, as well as increasing the promotion of halal food from the aspects of hotels, travel and halal food (Nurul Huda 2019).

IV. CONCLUSION

1. Problems faced in the tourism destination development strategy. Based on the results of the study, it shows that the most priority problems are infrastructure problems, tourist attraction problems, and promotion problems.
2. Solutions in developing tourism destinations show that the most priority is to improve infrastructure, transportation, and travel, increase tourist attractiveness, and increase promotion.
3. The most priority strategy in developing tourism destinations is the improvement of facilities, infrastructure, and synergy, as well as the development of tourism products.

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