

Feasibility Study of Developing Rumah Galuh village in Local Tourism Development

Solahuddin Nasution¹, Ronald Leonardo Siregar²

^{1,2}University of Sumatera, Indonesia

solahuddinnasution@gmail.com

Abstract

This study aims to describe a feasibility study for the development of the Rumah Galuh tourist village as a natural tourist destination in Langkat Regency, and a marketing solution for the Rumah Galuh village as a tourist destination. The method used in this research is descriptive qualitative method. Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Data collection techniques used in this study include: Field researchers. The theoretical framework used is a tourism feasibility study approach that includes several specific things that must be well understood if a tourism business is to maximize its potential for success. These include factors that affect the demand and supply of tourism. In fact, the potential demand for tourism products can be estimated, such as the number of residents around the area and the level of population density. Rumah Galuh Village is very suitable to be developed into a tourist village, where a village is said to be a tourism village is a form of integration between action, accommodation, and supporting facilities provided. In a structure of community life that blends with the prevailing procedures and traditions. Written in presentation materials at international conferences or proceedings, this also aims to improve research publications in the University of North Sumatra Environment regarding Environmental Management.

Keywords

tourism destinations; galuh house; tourism



I. Introduction

Tourism is one of the potentials that can support the progress of a city. The success of tourism is associated with the potential of tourism itself, where tourism is able to encourage people to be actively involved in achieving the desired goals, one of which is the main producer of regional foreign exchange. (Abdur Razak & Rima Dewi, 2013). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world. The tourism sector is believed to have the ability to increase economic growth (Maciej in Amin & Priansyah, 2019). Tourism activities also have a fairly large multiplier effect, meaning that the successful development of the tourism sector will spur and encourage other sectors to develop rapidly, such as the industrial, trade, and labor sectors. Therefore, the increasing development of tourism helps increase the development of the city. The definition of a tourism area is also expressed by an expert, namely Inskeep as an area that is developed by providing complete facilities and services (for recreation/relaxation, deepening an experience/health).

Langkat Regency, especially in Rumah Galuh Village, seen from its natural potential, the tourism sector is very productive to be developed, because it is supported by amazing natural conditions, landscapes that include forests, waterfalls, and rivers, coupled with the local community culture which is thick and friendly. In the development of

tourism so far, Rumah Galuh Desa can be said to be a pride tourism village from the government of Rumah Galuh Village, such as: Grand Canyon North Sumatra and Paradise Alam Binjai. For tourists who rarely see clear river water flowing in the middle of steep cliffs, this is a travel experience with different nuances and feelings. Rumah Galuh Village has 4 natural tourism posts (tourist services) namely Petang, Lingga Dusun Deleng Pucuk, Paradise Jungle and Pelaruga. The tourist themes at this location are Body Rafting and Jungle Tracking. However, this symbol of pride for the Regency government, in 2016 experienced a dramatic decline to 200 people per month and continues to show a decline. This is the lowest point of tourist visits to date. This phenomenon occurs because there are many stops and extortion by irresponsible elements to tourists who want to travel to Rumah Galuh Village, to several natural disasters (flash floods) and deaths (drowned) that occurred at the location.

To find out the feasibility of Rumah Galuh Village as a tourist village so that it attracts tourists to come to visit Rumah Galuh village, it is necessary to conduct research on whether or not this village is worthy of being developed as a tourist village, to assess it, assessment aspects are needed, including: market aspects based on the number of visitors visiting to Rumah Galuh Village, which acts as a demand, while the number of attractions offered at Rumah Galuh is a supply. This research was conducted to avoid the development of a stagnant tourist village, such as many tourist villages, which until now have not been seen at all. The commitment of policy holders is also questioned because tourist villages which are expected to be alternative tourism and are expected to be able to contribute to the community turn out to be many that are not yet worthy of sale, because they are not ready with supporting facilities including marketing activities.

Seeing the overall potential of the village, Rumah Galuh Village is very suitable to be developed into a tourist village, where a village is said to be a tourist village is a form of integration between action, accommodation, and supporting facilities that are presented in a structure of community life that blends with the procedures. and prevailing traditions. Based on the above background, the researcher feels it is necessary to conduct a Feasibility Study of Rumah Galuh Village as a Tourism Village.

II. Review of Literature

According to Pitana and Diarta, a tourism feasibility study includes several specific things that must be well understood if a tourism business is to maximize its potential for success. These include factors that affect tourism supply and demand a. Potential demand factors actually, the potential demand for tourism products can be estimated, such as the number of residents around the area and the level of population density. b. Tourist attractions factors likewise with supply, there are four aspects that must be considered. Considered in tourism offerings, namely attraction (attraction), acesable (transportation), amenities (facilities), ancillary (institutional).

According to Arafa and Alamsyah (2016), the ecotourism feasibility study is divided into seven aspects, namely:

a. Attraction

Attraction is a factor that makes people wants to visit and see directly an interesting place. The elements that become the main attraction include natural beauty, uniqueness of the area, many prominent resources, integrity of natural resources, sensitivity of natural resources, choice of recreational activities, scarcity of flora and fauna, and vulnerability of the area.

b. Accessibility

Accessibility is an indication that states whether or not an object is easy to reach. Accessibility is an inseparable factor in encouraging market potential. The elements assessed in accessibility are the distance from the area door to the airport, terminal and port, availability of public transportation, travel comfort and road conditions and distance.

c. Community Socio-Economic Environmental Conditions

Environmental conditions are the state of the natural environment and the community within a radius of 1 km from the outer boundary of the tourist attraction. The elements of environmental conditions that are assessed are land ownership status, unemployment rate, livelihood, education, incoming media, soil fertility level, natural mineral resources and community attitudes.

d. Accommodation

In tourism activities, the role of accommodation facilities is needed, in this case there is sufficient facilities for lodging/hotels, especially for visitors who come from faraway places. The elements used in assessing hospitality/lodging are based on the number of hotel rooms/inns within a 15 km radius of the tourist attraction.

e. Supporting Facilities and Infrastructure

Supporting facilities and infrastructure are facilities and infrastructure that can support tourism activities and are located within a radius of 20 km from the outer boundary of the object. The role of supporting facilities and infrastructure is to support the convenience and satisfaction of visitors. The elements included in the supporting infrastructure in this study include post offices, internet cafes, cellular telephone networks, health centers/clinics, and wartels. While the supporting facilities are restaurants/drinks, shopping centers/markets, banks, place of worship and public toilets.

f. Security

Security in tourist sites is one of the things that must be considered in traveling, because this concerns the issue of comfort and satisfaction in enjoying the natural atmosphere during the trip to the tourist area. The things that become elements of the security assessment include the comfort of the trip and the condition of the bridge to the tourist attraction.

g. Relationship with other Tourist Attractions

Relationships with other tourist objects must be considered in the development of a tourist attraction, in order to find out the threat or support caused by the existence of other tourism objects for the development of tourism in the future. The element included in the assessment of relations with other tourist objects is the distance between other tourism objects, both similar and dissimilar, in districts/cities adjacent to other objects.

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

III. Research Methods

This study aims to examine the feasibility study of developing Rumah Galuh tourist village as a natural tourist destination in Langkat Regency. Basically, the participatory concept implies that the implementation of activities is carried out with the concept of, by, and for the community without closing the possibility of fostering and cooperating with second or third parties. In principle, the participatory idea gives more roles and responsibilities to the community. More concretely, this concept shows that the management of tourist villages must pay attention to socio-cultural life, preserve the natural environment, and economic dynamics, because natural resources will be managed sustainably. This study uses a qualitative approach by adopting an interpretative paradigm. This paradigm requires researchers to understand the way of thinking of the actors under study.

The research conducted in Rumah Galuh village as a tourist destination is qualitative in nature with qualitative analytical descriptive methods. The qualitative analytical descriptive method was carried out to explore information about the management of tourist villages through community participation and their impact on the socio-cultural community, the environment, and the economy. a survey was conducted to the location to conduct an assessment, to find out and then monitor the development of the Rumah Galuh Wisata Village Destination, then in-depth interviews were conducted with informants in the Rimah Galuh tourist destination village. Four interviews in Rumah Galuh Village were conducted in a period of 2 months. After processing the data from in-depth interviews, the activity was resumed by preparing preparations for a Focus Group Discussion (FGD) at the research location. Based on the results of the FGDs of the two locations, the level of local community participation can be confirmed and re-verified its impact on the community.

IV. Results and Discussion

One of the most interesting natural tourism areas to visit in the Langkat area is Rumah Galuh Village. Rumah Galuh Village is located in Sei Bingai District, Langkat Regency, North Sumatra. Sei Bingai District has an area of 331.75 km² with a population of 44,508 with a density of 134 people/km² and has 15 villages and 1 kelurahan. Teroh-teroh waterfall tourism is located in a forest area which has a function as a water catchment area, a source of wood and is also a natural resource. which plays a role in maintaining, maintaining and increasing the availability of water and soil fertility, has considerable tourism potential and should be developed. Attractions in the village of Rumah Galuh include:

No	Nama Objek Wisata		Desa	Koordinat		Ketinggian (mdpl)	Keterangan
				Lintang Utara	Bujur Timur		
1	Pemandian Jaya	Alam	Durian Lingga	3°27'28",7	98°29'19",0	148,28	Lampiran 1(a)
2	Pemandian Tengah	Pante	Durian Lingga	3°27'05",0	98°29'12",2	150,12	Lampiran 1(b)
3	Pemandian Sira-sira	Namo	Belinteng	3°26'38",5	98°29'13",6	154,91	Lampiran 1(c)
4	Kolam Abadi		Rumah Galuh	3°23'24",2	98°24'57",5	372	Lampiran 1(d)
5	Air Terjun teroh	Teroh	Rumah Galuh	3°23'33",7	98°25'05",3	384	Lampiran 1(e)
6	Kolam Barbar Sari		Telagah	3°18'36",9	98°23'31",0	818,98	Lampiran 1(f)
7	View Valley Simelir		Telagah	3°17'13",3	98°22'50",2	1071	Lampiran 1(g)

There are 4 types of tourist objects in Sei Bingai District, namely rivers, waterfalls, springs, and natural scenery. The management of tourist attractions is managed by the surrounding community and groups of nature lovers. The infrastructure in the form of roads leading to tourist attractions is quite good because the roads are asphalt, but to reach tourist attractions, there are several tourist objects that cannot be passed by vehicles, such as the teroh-teroh waterfall and the eternal pond which you have to walk. The facilities provided in each tourist attraction are different. Of the 7 attractions in Sei Bingai District, the most popular and best known tourist objects are the eternal pond and the teroh-teroh waterfall, which can be seen in the picture below. To enter the eternal pool and teroh-teroh attraction, every tourist is required to use the services of a tour guide. To reach the location of the eternal pond and waterfall of Teroh-teroh, you can pass by the posts that have been provided. From the tourist guide post, to the tourist attraction it takes ± 30 minutes on foot.



Figure 1. *The eternal pond tourist attraction*



Figure 2. *Tero-tero waterfall attraction*

According to Panjaitan et al (2016), attraction is a factor that makes tourists want to visit and see directly a place that has that attraction. The study of the attractiveness component aims to describe the forms of recreational activities that are in accordance with the attractions and available resources. The Eternal Pond and Teroh Teroh Waterfall are unique so that they become an attraction for visitors. In addition to waterfalls and eternal ponds, there are other tourist attractions such as Namo Sira-sira baths, Pante Tengah and Alam Jaya from rivers, Babar Sari ponds from springs, and View Valley in the form of views found in the village of Telagah, in This Simelir View Valley tourist attraction, visitors can enjoy the natural scenery from a height of 1071 meters above sea level. The waterfall that is the best choice is Teroh-teroh Waterfall.

In Sei Bingai District, Teroh-teroh Waterfall is the most visited waterfall so that people who sell around tourist objects benefit from visitors. Waterfall attractions are very rarely found in Sei Bingai District, so the waterfall is an attraction for visitors. Tourist objects in the form of springs are managed by the community by damming the springs and turning them into a pond, but to enter this tourist attraction, infrastructure such as roads are still not good, so visitors choose tourist objects that are easy to pass, and the people around the attraction prefer to open a business. In the most visited places. The attraction possessed

by the natural attractions of this teroh-teroh waterfall is natural tourism, enjoying natural scenery, camping, bathing in waterfalls and others. Teroh-teroh waterfall is located in a mixed community forest area with an agroforestry system which is dominated by community forest consisting of various types of trees planted in a mixed manner whose land management status is managed by the community and cultivated to improve welfare. Various types of trees are also used as natural conservation areas for the purpose of collecting natural plants and or animals that are used for research, science, education, supporting cultivation, culture, tourism and recreation.

The tourism sector is a sector that has the potential to be developed as a source of community and regional income. The development and utilization of regional tourism resources and potential is expected to contribute to economic development. Tourism is seen as an activity that has multidimensionality from a series of development processes. The economic potential of Teroh-Teroh Waterfall tourism itself has a huge impact on the surrounding community. The positive impact felt by the people of the Rumah Galuh village is that the community becomes more productive to get additional results from opening guide posts, trading food, opening vehicle service services, opening shops, and so on. Teroh-teroh waterfall itself is enough to attract tourists to come to visit the place, and in the end it is the people who benefit from the natural tourism of this teroh-teroh waterfall. With more and more tourists visiting, the income of local people who open their businesses will also increase.

Feasibility study for the development of the Rumah Galuh village

A feasibility study for the development of the Rumah Galuh village in order to attract visitors to come to visit has several factors:

1) Attraction

Attraction is a factor that makes people wants to visit and see directly an interesting place. The elements that become the main attraction include natural beauty, uniqueness of the area, many prominent resources, integrity of natural resources, sensitivity of natural resources, choice of recreational activities, scarcity of flora and fauna, and vulnerability of the area. The attraction of Rumah Galuh Village is that there are natural attractions such as the Teroh-Teroh Waterfall, the eternal pond which is in great demand by visitors and also the tourist attraction.

2) Accessibility

Accessibility is an indication that states whether or not an object is easy to reach. Accessibility is an inseparable factor in encouraging market potential. The elements assessed in accessibility are the distance from the area door to the airport, terminal and port, availability of public transportation, travel comfort and road conditions and distance. Accessibility to Rumah Galuh can be reached by land transportation

3) Community Socio-Economic Environmental Conditions

Environmental conditions are the state of the natural environment and the community within a radius of 1 km from the outer boundary of the tourist attraction. The elements of environmental conditions that are assessed are land ownership status, unemployment rate, livelihood, education, incoming media, soil fertility level, natural mineral resources and community attitudes. Rumah Galuh Village has a very fertile area, as evidenced by the large number of vegetable fields, trees and other types of plants that grow in the residential area of Rumah Galuh Village.

4) Accommodation

In tourism activities, the role of accommodation facilities is needed, in this case there is sufficient facilities for lodging/hotels, especially for visitors who come from faraway

places. The elements used in assessing hospitality/lodging are based on the number of hotel rooms/inns within a 15 km radius of the tourist attraction. Lodging available at Rumah Galuh is a Home stay.

5) Supporting Facilities and Infrastructure

Supporting facilities and infrastructure are facilities and infrastructure that can support tourism activities and are located within a radius of 20 km from the outer boundary of the object. The role of supporting facilities and infrastructure is to support the convenience and satisfaction of visitors. The elements included in the supporting infrastructure in this study include post offices, internet cafes, cellular telephone networks, health centers/clinics, and wartels. While the supporting facilities are restaurants/drinks, shopping centers/markets, banks, place of worship and public toilets.

6) Security

Security in tourist sites is one of the things that must be considered in traveling, because this concerns the issue of comfort and satisfaction in enjoying the natural atmosphere during the trip to the tourist area. The things that become elements of the security assessment include the comfort of the trip and the condition of the bridge to the tourist attraction.

7) Relationships with Other Tourist Attractions

Relationships with other tourist objects must be considered in the development of a tourist attraction, in order to find out the threat or support caused by the existence of other tourism objects for the development of tourism in the future. The element included in the assessment of relations with other tourist objects is the distance between other tourism objects, both similar and dissimilar, in districts/cities adjacent to other objects.

Tourism Village Development Tourism Village Development must pay attention to the ability and level of acceptance of the local community which will be developed into a tourist village. This is intended to determine the character and abilities of the community that can be utilized in the development of tourist villages, determine the type and level of community empowerment appropriately. To find out community acceptance of tourism village development activities: 1) Does not conflict with the cultural customs of the local community; 2) Physical development proposed to improve the quality of the village environment; 3) pay attention to the elements of locality and authenticity; 4) Empowering village communities; 5) Pay attention to the carrying capacity and capacity of environmentally sound.

The results of this study are expected to be able to answer the solutions to the problems obtained in the community in terms of developing natural tourism.

V. Conclusion

Based on the description above, it can be concluded from the results of the research above, namely:

1. Rumah Galuh Village has several tourist attractions that need to be developed, namely the eternal pond and the teroh-teroh waterfall. The Abadi Pond and Teroh Teroh Waterfall are unique so that they become an attraction for visitors. In addition to waterfalls and eternal ponds, there are other tourist attractions such as Namo Sira-sira baths, Pante Tengah and Alam Jaya from rivers, Babar Sari ponds from springs, and View Valley in the form of views found in the village of Telagah. It is hoped that the development of this tourist attraction will provide benefits for increasing tourist visits to the village of Rumah Galuh.

2. Rumah Galuh village with its tourist attraction, the Teroh-Teroh Waterfall and the eternal pool, the positive impact felt by the people of the Rumah Galuh village is that the community becomes more productive to get additional results from opening guide posts, trading food, opening vehicle service services, opening shops, etc. Teroh-teroh waterfall itself is enough to attract tourists to come to visit the place, and in the end it is the people who benefit from the natural tourism of this teroh-teroh waterfall.
3. Rumah Galuh village has the feasibility of being a safe tourist attraction for visitors.

References

- Achmadi dan Narbuko. (2012). *Metodologi Penelitian*. Jakarta: Bumi Aksara.
- Amin, M. A. S., Priansah, P. (2019). Marketing Communication Strategy to Improve Tourism Potential. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 2, No 4, Page: 160-166
- Creswell, John W.(2014). *Research Design (Pendekatan Kualitatif, Kuantitatif, dan Mixed)*. Edisi Ketiga. Yogyakarta: Pustaka Pelajar.
- Douglass, R. W. (1978). *Forest Recreation*. Perganion Press Inc. New York.
- Douglass. (2010). *Forest Recreation (Fifth Edition)*. United States of America. Waveland Press, Inc.
- Fandeli Chafid dan Nurdin M. (2015). *Perkembangan Ekowisata Berbasis Konservasi di Taman Nasional*. Yogyakarta: Gadjah Mada University Press.
- Fandeli Chafid. (2012). *Perencanaan Kepariwisata Alam*. Yogyakarta: Fakultas Kehutanan Universitas Gadjah Mada.
- Fandeli, Chafid dan Muhammad. (2016). *Prinsip-prinsip Dasar Mengkonservasi Lanskap*. Yogyakarta: Gadjah Mada University Press.
- Hari Karyono. (2012). *Kepariwisata*. Jakarta: PT Grasindo.
- Hasbullah, Hatta, M., and Arifin, Z. (2018). Communication Pattern of Wilayatul Hisbah, Lhokseumawe City in Implementing Amar Makruf Nahi Mungkar. *Budapest International Research and Critics Institute Journal*, Vol. 1, No. 4, 194-205.
- Kolbaca, Katharine. (2013). *Comfort theory and practice: a vision for holistic health care and research*. New York: Springer Publishing Company.
- Notohadiprawiro, T. (2011). *Tanah dan lingkungan. Kursus AMDAL Pusat Penelitian Lingkungan Hidup Universitas Gadjah Mada Yogyakarta*. Yogyakarta
- Priasukmana, S, & Mulyadin, R. M. (2011). *Pembangunan Desa Wiasata: Pelaksanaan Undang-Undang Otonomi Daerah, Info Sosial Ekonomi*, vol 2, No. 1, 2011.
- Pitana, I Gde. dan Surya Diarta, I Ketut. (2012). *Pengantar Ilmu Pariwisata*. Yogyakarta: Penerbit Andi.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta, CV: Bandung.
- Wardiyanta. (2010). *Metode Penelitian Pariwisata* Yogyakarta: Penerbit Andi.
- Warpani, S P dan Indira. (2017). *Pariwisata Dalam Tata Ruang Wilayah*. Bandung: Institut Teknologi Bandung.