

The Influence of Cultural Heritage Tourism Development in the Regional Development of Serdang Bedagai Regency

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Abstract

The objectives of this study are (1) to analyze the tourism potential of cultural heritage buildings in Serdang Bedagai Regency, (2) to analyze the factors that influence the development of cultural heritage building tourism in Serdang Bedagai Regency, (3) to analyze the tourism development strategy of cultural heritage buildings in Serdang Bedagai Regency. Serdang Bedagai Regency. The research method used is descriptive quantitative through literature study, observation, and questionnaires. The research data analysis technique used multiple regression analysis. The results of the study show (1) Serdang Bedagai Regency has the tourism potential of cultural heritage buildings, (2) Educational factors, information, management services, physical buildings, access to locations have a positive impact on tourism development of cultural heritage buildings in Serdang Bedagai Regency, (3) Serdang Bedagai Regency has a tourism development strategy for cultural heritage buildings.

Keywords

tourism development; cultural conservation; regional development



I. Introduction

One of the potential for cultural heritage tourism in Indonesia is in Serdang Bedagai Regency. Based on Regional Regulation No. 12 of 2013 concerning the 2013-2033 Serdang Bedagai Regional Spatial Plan in Article 53 point 3 it is explained that cultural tourism as one of the tourist attractions to be developed in Serdang Bedagai Regency is planned for 9 areas, namely: 1) Galuh City Palace Site, 2) Ancient Mosque and Sultan's Tomb in Tanjung Beringin District, 3) Ancient Mosque and Sultan's Tomb in Perbaungan District, 4) Ancient Mosque in Pantai Cermin District, 5) Malay Traditional House Building in Tanjung Beringin District, 6) Ancient Building on plantation land in sub-districts in Serdang Bedagai Regency, 7) Balinese Temple in Pegajahan District, 8) Replica of the Sultan's Palace in Pegajahan District, and 9) Serdang Bedagai Regent's Office Building/Ex Sei Rampah Sub-District Office.

Various efforts have been made by the government of Serdang Bedagai Regency in the development of Cultural Conservation including by conducting outreach to the community in maintaining and maintaining Cultural Conservation as cultural heritage, tourism promotion carried out by the government to increase tourist visits and development and improvement of tourism supporting facilities and infrastructure. Based on current conditions, tourism development in Serdang Bedagai Regency has not been carried out optimally, especially in developing the tourist attraction of Cultural Heritage Buildings as cultural tourism destinations, this is due to the existence of the facilities built by the government that have been damaged. Based on the description above, the researcher is interested in conducting a research entitled "The Effect of the Development of Cultural Conservation Areas in the Regional Development of Serdang Bedagai Regency".

II. Review of Literature

2.1 Regional Planning Theory

Planning is essentially a conscious, organized and continuous effort to choose the best alternatives from a number of alternatives to achieve certain goals (Conyers in Safi'i, 2007). Safi'i (2007) defines planning as a process to systematically prepare with an awareness of the use of limited resources but is oriented towards achieving goals effectively and efficiently, where to achieve goals requires accurate policy formulation. Riyadi and Bratakusumah (2003) define regional planning as a development planning process that is intended to make changes towards a better development direction for a community, government, and environment in a certain area, by utilizing or utilizing various existing resources, and must having a comprehensive, complete orientation, adhering to the principle of priority.

2.2. Regional Planning Process

The planning process is an iterative model of decision-making which can then be pushed to a review of the previous level (evaluation) or a rehash of the entire process. The process here is the monitoring and evaluation of the impact of a plan or program that can cause new problems that become a stimulus (feedback) for a new planning process so that it is continuous. The main components in a comprehensive planning process are as follows:

- 1) Problem diagnosis (data collection-problem identification)
- 2) Articulation of goals (setting goals - goals)
- 3) Prediction and Projection
- 4) Alternative "design" (alternative development)
- 5) Planning Test (alternative selection)
- 6) Evaluation (monitoring-controlling)
- 7) Implementation

2.3. Tourism Development

Tourism can be seen as something abstract (Wahab, 2003). Tourism can be seen as a phenomenon that describes people traveling within their own country (domestic tourism) or to other countries (foreign tourism). Yoeti (1996) defines tourism as a trip that is carried out for a while, which is carried out from one place to another with the intention not of doing business or earning a living in the place visited, but solely to enjoy the trip. recreational and recreational use to meet diverse needs.

According to Wahab (2003) tourism in relation to economic growth is one of the new-style industries that is able to provide rapid economic growth in terms of employment opportunities, income, standard of living and in activating other production sectors in tourist receiving countries. Meanwhile, Damanik and Weber (2006) stated that from an economic perspective, tourism emerges from four main elements that are closely interrelated or have a relationship in a system, namely:

- 1) Request or need
- 2) The offer or fulfillment of the travel needs itself
- 3) Markets and institutions that play a role in facilitating both
- 4) Actors or actors who move the three elements.

According to Pitana and Gayatri, 4 (four) main aspects that must be possessed are:

- 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 are all supporting facilities that can meet the needs and desires of tourists while in the destination.
- 4) Ancillary, related to the availability of an organization or people who take care of the destination.

2.4. Cultural Tourism and Conservation of Cultural Heritage Buildings

a. Cultural Tourism

Tourism is a travel activity carried out by some or a group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period. While religion is defined as a system consisting of concepts that are believed and become absolute beliefs of a people and the leaders who carry it out (Sucipto and Limbeng, 2017). According to Shihab (2007) tourism is a trip or visit that is carried out by both individuals and groups to places and institutions that are important in the spread of da'wah and Islamic education.

b. Cultural Heritage Building Conservation

Conservation is a process of managing a place or space or object so that the cultural meaning contained therein is well preserved. Which includes how to maintain and if possible according to the circumstances of the preservation, restoration, reconstruction, and adaptation processes, as well as a combination thereof, including the conservation process. (Charter: 1999).

Conservation is also one of the management of cultural resources. Conservation is a process of understanding, preserving, which is also concerned with maintaining, repairing, restoring, and adapting to historical assets to maintain cultural interests. Conservation is one of the sustainable management processes for change, which in the process pays attention to several value approaches, namely age and rarity values, architectural values, artistic values, cultural values, associative values, economic values, educational values, emotional values, historical values, landscape values. , regional peculiarities, political values, community values, religious values, social values, symbolic values, technical values, scientific values, research and knowledge, and the appearance of a city (Architectural Conservation: Aylin Orbasli).

2.5 Area Development

Regional development basically has the meaning of increasing the value of the benefits of the area for the community, a certain area is able to accommodate more residents, with the level of community welfare that on average there are many facilities/infrastructure, goods or services available and increasing community business activities, both in terms of the meaning of type, intensity, service and quality (Sirojuzilam, 2005). Mulyanto (2008) regional development is every government action that will be carried out together with the actors with the aim of achieving a goal that is beneficial for the region itself and for the administrative unit in which the region is a part, in this case the Unitary State of the Republic of Indonesia.

II. Research Methods

This type of research according to the level of explanation is quantitative descriptive. The research was conducted in Serdang Bedagai Regency. The population in this study were all heads of families or households (RT) in Tanjung Beringin District, Perbaungan District, Pantai Cermin District, Pegajahan District, Sei Rampah District in Serdang Bedagai District. Based on BPS data in 2021, the number of households in the five sub-districts is 60,780 RT. The sample of community respondents was determined using the Slovin formula, so the number of samples obtained was 99.84 people and rounded up to 100 respondents. The data collection technique used is Literature Study, Observation, and Questionnaire. Analysis of research data using multiple regression analysis.

III. Discussion

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 Debski in Nasution 2021). Moreover, the tourism sector is positively encouraged to be able to replace the oil and gas sector which has been the main capital in the country's foreign exchange earnings (Siswanto in Sinulingga, 2021). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry. Thus, developed countries and developing countries continue to develop and improve the quality of their country's tourism. (Amin et al, in Sinulingga, 2021). Tourism is able to increase economic growth, especially economic growth in tourist areas. So it can be predicted that the tourism sector will function as a catalyst for development (agent of development) as well as accelerate the development process itself. Besides that, tourism is also able to improve the welfare of people in tourist areas. Community welfare can be seen from the increase in the Human Development Index (HDI) of an area from year to year. Tourism is all activities or tourist activities. The development of tourism has an impact on social and economic conditions for local communities through tourism activities, such as the activity of selling goods and services through hotels, restaurants, transportation services, selling handicrafts, selling tickets for tourist attractions, and so on (Hakim, 2021). Tourism development in Serdang Bedagai Regency is not only carried out by the government, but also involves the community fully in the process. The community is seen as the main actor in tourism development, the government supports this with various regulations that regulate and protect the interests of the community. The focus on the community shows that tourism development can be carried out by implementing community practice strategies. The development of cultural tourism certainly requires increasing the utilization of youth potential optimally. In order to realize an order for implementing village development that is in accordance with current aspirations and demands, it requires local government policies and management that are effective, efficient and able to move all the resources owned by the village towards being sustainable for the welfare of its citizens, including one of them by mobilizing village youth resources (Tambunan, 2021). Therefore, the tourism sector is a very potential sector for the economic empowerment of the people and has a significant multiplier effect. The development of national tourism is directed to a leading industry of excellence and superiority that translates into the most critical tourism receipts that will boost economic growth, increase local revenues, empower the economy of the community, and expand employment and business opportunities (Nurlina, 2020). Tourism was developed by empowering the community around attractions including forming Tourism Activists Group. Forming Tourism Activist Group made the citizens became more responsive to the development of tourism. Tourism Activists

Group in the Palutungan region played a role in the development of tourism, especially in tourism awareness. The results of this study indicate that public relations were very important in the promotion activities carried out (Amin, 2019).

Glen (1993) states that the achievement of common goals must be carried out in an integrated manner involving all components in the community including the government and related institutions, which is referred to as community practice. One form of community practice is community development. Community development can be viewed as a planned effort to build assets that increase the capacity of residents to improve their quality of life (Green and Haines, 2002 in Resnawaty, 2014). Kretzmann and McKnight (1993 in Resnawaty, 2014) suggest that assets are talents, skills, and capacities of individuals, associations, and institutions in a community. The five types of assets are physical, human, social, financial, and environmental. However, further than the development of economic enterprises, community development also talks about how the community changes to become a society that has the capacity to deal with various changes in the development of the tourism industry in their area.

Community development can basically be divided into two categories, namely place development and people development. Community development that focuses on people will seek to increase the capacity of every individual in poor areas. However, after individual capacity increases, is there any guarantee of job opportunities in these poor areas. As a result, successful individuals (with increased abilities) will have the potential to leave the poor areas to look for more promising jobs in new areas. Meanwhile, community development that focuses on place, allows communities to be able to offer new investments in their area.

The efforts made in tourism development are laying a solid foundation for the tourism development of Serdang Bedagai Regency so as to support the image of North Sumatra Province as a tourist destination with high culture in the world tourism map through the development of tourism products and the development of domestic and foreign tourism marketing. The purpose of this program is to increase the number of local and foreign tourists visiting Serdang Bedagai Regency and increase investor interest in building tourist objects in Serdang Bedagai Regency.

Activities that have been developed for the purpose of tourism development in Serdang Bedagai Regency are to take the following steps:

- 1) Conduct a tourism market analysis study
- 2) Formulating a tourism marketing strategy with an emphasis on integration between tourism products and marketing, including the development of an inter-regional tourism network information system in order to support the strengthening and development of integrated tourism promotion to the global market.
- 3) Carry out events and entertainment at potential tourist locations on a scheduled basis as stated in the tourism activity calendar with increasing quality
- 4) Marketing of tourism packages through travel bureaus
- 5) Provide guidance for journalists to write tourism reports and articles in the mass media
- 6) Improving the distribution of information services, among others, by publishing and distributing brochures and leaflets about tourism in Serdang Bedagai Regency
- 7) Developing foreign cooperation, including inviting foreign tour operators to visit Serdang Bedagai Regency.

In addition, it is also necessary to improve the development and expansion program of product diversification and quality of tourism based on community empowerment, local arts and culture and natural resources (panoramic) while still paying attention to the preservation of traditional arts and culture as well as the preservation of the local environment. To achieve this goal, the government has made several improvements as follows:

- 1) Rehabilitation of shelters, houses of worship and telecommunication facilities in tourist areas.
- 2) Labeling of halal restaurant/restaurant products for tourist consumption.
- 3) Structuring the environment and tourist attraction facilities.
- 4) Increasing the capacity of public service institutions through improving the quality of tourism human resources and providing relevant regulations that are conducive to the development of the tourism industry and providing inter-provincial and inter-district/municipal cooperation in tourism development.
- 5) Improvement of transportation facilities and infrastructure that facilitates the accessibility of tourists to tourist attraction locations.
- 6) Increasing tourism awareness through behavior and culture, especially at tourist attraction locations.
- 7) Increase awareness of the duties and responsibilities of all stake holders through cross-tourism actors forum initiatives.
- 8) Increase the synergy of cross-city/regency tourism product development.

IV. Conclusion

The strategy for developing cultural heritage buildings in Serdang Bedagai Regency is 1) Maintaining environmental cleanliness and natural beauty, 2) Developing tourist objects and attractions (which include art and cultural tourism) by increasing information facilities and tourist attractions, 3) Adding tourist attractions, 4) Increase promotion using technology, 5) Improve infrastructure and facilities for tourism objects, 6) Improve the quality of human resources by conducting training, 7) Develop partnerships between local communities, government, and the private sector in terms of developing tourism facilities and businesses in locations tourism objects of cultural heritage buildings, 8) Maintaining the good name of positive tourist opinions, 9) Improving the quality of the advantages of tourist objects to overcome tourism competition, 10) Offering public transportation that goes directly to tourist attractions, 11) Expanding promotion and marketing of heritage building tourism objects culture from various segments of the local market, regional, national and international, and 12) Develop the arts and culture of the area as a form of preserving tourism charm and the richness of local traditional and cultural values.

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