

# TOURISM DEVELOPMENT MODEL AND COMMUNITY-BASED ECOTOURISM (LOOK FOR TOURISM DEVELOPMENT MODEL DERIVED BOLON WATERFALL AND COMMUNITY-BASED ECOTOURISM IN THE VILLAGE TOMUAN HOLBUNG DISTRICT BANDAR SAND MANDOGÉ ASAHAN)

<sup>1</sup> Dian Septiana Sari, <sup>2</sup> Megasari Gusandra Saragih

<sup>1</sup> Management Study Program, <sup>2</sup> Management Study Program,

Universitas Pembangunan Panca Budi, Medan, Indonesia

<sup>1</sup> bunga8979@gmail.com, <sup>2</sup> megasari.saragih@gmail.com

**Abstract:** This study aimed to describe the model of tourism development Waterfalls derivatives Bolon based ecotourism and community in the village of Tomuan Holbung, District Bandar Pasir Mandogé Asahan and map and analyze the obstacles encountered in the development model of tourism Niagara derivatives Bolon based ecotourism and community Tomuan Holbung Village, Bandar Pasir Mandogé District, Asahan Regency. This study used a qualitative descriptive study with primary data sources and secondary data that by conducting in-depth interviews to all informants, both sub-district government officials Bandar Pasir Mandogé, community leaders, the tourism industry and tourism experts. Other informants are people outside of the above categories who have knowledge about the problem under study.

The results of the study show that Tomuan Holbung Village has good and beautiful natural tourism potential but has not been explored maximally and professionally so that the abundant natural tourism potential does not develop optimally. The potential for Recreational Tourism, Pleasure Tourism, Cultural Tourism and Sport Tourism still has to be improved. Amenities tourism facilities and supporting infrastructure still needs to be a concern for the Government of Asahan regency especially the Village Tomuan Holbung and other stakeholders involved, especially to meet the road and transport facilities that allow access to the attractions Niagara derivatives Bolon. The quality of human resources as the main actors of tourism development is also one of the important aspects that must be considered in which the three main components in the management of tourism management, namely the government, the private and the public have not been coordinated perfectly. It is expected that the Tomuan Holbung Village community, Bandar Pasir Mandogé Subdistrict can understand how ecotourism-based tourism development and community so as not to damage nature and increase direct community participation.

**Key Words:** Development Model, Ecotourism, Community.

## 1. INTRODUCTION:

Tourism development in Indonesia is inseparable from the influence of the development of world tourism which has continued to develop in recent years. The development of tourism flows is one of the main parts of tourism growth, so tourism development needs to take into account the future tourism flows by utilizing infrastructure, tourism facilities, and the tourism industry that is already available. Ecotourism and community-based tourism development carried out in various regions is increasingly important, not only in order to increase foreign exchange earnings, but also to expand business opportunities, in addition to providing new jobs for the community and to reduce unemployment. Various issues related to the emergence of the latest concept of ecotourism include increased awareness of the environment in the community, an increasingly intelligent public, in terms of their tastes and desires for outdoor tourism experiences, which are nature-based. This increasingly intelligent society also shows appreciation for the increased sensitivity to biophysical and cultural landscapes.

Often found, the tourist attractions that are presented are very unattractive, because the value of authenticity, origin, and uniqueness is not so prominent. Each region offers relatively similar tourism products, and the artificial attractions presented are relatively uniquely. Therefore, this tourism performance is very reasonable to improve, because uncomfortable experiences will leave a bad impression on tourism products (Weiler, 1992).

A community-based ecotourism-based tourism development model can be developed to answer tourism demands that follow global changes and the development of the tourism world. The development of this ecotourism model can be supported by advances in communication technology and increasingly transportation facilities, as well as

better socio-economic conditions, thus allowing more vacation time. This condition is a supporting element of tourism, so that the progress of tourism is supported by the community by directly involving the people around the tourist area. This community involvement also reaches information services, telecommunications services, transportation services, as well as administrative services for business, hotel and restaurant, tour & travel, transportation, souvenirs and tourism education.

Ecotourism is an alternative form of tourism, which includes trips to natural areas that are still uncontaminated, maintained its beauty, so that tourists who come have a special purpose to learn, admire, and enjoy the natural scenery and flora, fauna and wild life. Ecotourism is developed based on the principle of wanting to preserve the natural and cultural environment and improve the welfare of the people who host it. Alternative tourism development is carried out with an approach that takes into account changes in perceptions about tourism, criteria for tourism development, environmental preservation, and sustainable development. The development of tourism models like this has certain links with various other aspects of life, both in terms of economic, social, and cultural. From an economic standpoint, tourism is one of the sources of increasing regional income, including taxes, retributions and foreign exchange. In terms of socio-culture, tourists are introduced to culture, customs, arts and natural beauty and personality of the nation.

North Sumatra in particular the Bandar Pasir Mandoge District, Asahan Regency as one of the regions that has great potential in tourism development. In this area there is a waterfall that is very beautiful and has a swift current because this waterfall comes out of a rock cliff that has a very heavy discharge. But in general, tourism conditions in this area are still quite alarming. Therefore the development of a community-based ecotourism model needs to be considered as an alternative to developing tourism potential.

In the development of Asahan Regency Tourism, especially in Tomuan Holbung Village, Bandar Pasir Mandoge Subdistrict, it is necessary to have a correct understanding so that tourism development models are found that are suitable with the local content potential. The waterfall located in Tomuan Holbung Village is called the Bolon Derivative Waterfall. Turon Bolon Waterfall has a very amazing view where the waterfall comes out of the narrow crevices of the cliff with very heavy water discharge that seems to fall with a slow motion from a height of about 30 meters. To go to this waterfall takes 8 hours from Medan City, and 3 hours from Pematang Siantar through Tanah Jawa Simalungun. After arriving at the parking lot, tourists have to walk again for 40 minutes to 1 hour to get to the location of the waterfall. To reach the waterfall, you have to pass through a narrow community of oil palm and rubber plantations, with rocky terrain and terrain that is quite heavy, not said to be as good as 17 km into the main road of Bandar Pasir Mandoge, especially in the rainy season. Not all vehicles can enter the Tomuan Holbung Village, only special vehicles such as trail motorcycles, or vehicles that have 4-wheel drive (4wd) can enter Tomuan Holbung Village. Linkages and multi-disciplinary approaches are needed so that comprehensive tourism development planning in the tourism sector of Asahan Regency can be achieved.

## 2. THEORETICAL BASIS:

### Alternative Tourism and Ecotourism

In essence, what is meant by sustainable tourism development is related to efforts to ensure that the natural, social and cultural resources that we use for tourism development in this generation can be used for the next generation. In the development of alternative tourism, the concept of sustainable development is an alternative concept that includes efforts to maintain ecological integrity and diversification, fulfill basic human needs, open choices for future generations, reduce inequality and increase self-determination for people living in the local area.

Ecotourism development that makes the community prosperous which puts the community as the subject of development is a relevant tourism development prioritized at this time, so that the community not only learns skills for managing various tourism businesses, but also better understands the environment. Thus tourism development carried out not only provides benefits and progress for tourism, but furthermore the community will also better understand and be aware of the environment and diverse human cultures which is different from one another. Thus tourism development that is carried out will not only provide benefits and progress for tourism, but also to achieve various other goals (Ardika, 2001)

In connection with that in 1993, The Ecotourism Society formulated a pro-active definition of the meaning of ecotourism, namely ecotourism is responsible travel to natural areas which conserves the environment and improves the welfare of local people. Furthermore, The Ecotourism Society establishes eight principles of ecotourism development, namely:

1. Preventing and overcoming the impact of tourist activities on nature and culture, prevention and mitigation are adjusted to the nature of the nature and local culture.
2. Education on environmental conservation. What is meant by environmental conservation education is to educate tourists both domestic and foreign as well as local communities about the importance of conservation. This educational process can be done directly in nature.
3. Direct income for the region, which regulates that the area used for ecotourism and management of conservation areas can feel the benefits directly from income or income derived from the area managed. The benefits of

retribution and conservation tax can be used directly to foster, preserve and improve the quality of the area or environment that is used as nature conservation.

4. Community participation in planning. The community is invited to plan ecotourism development. Likewise in supervision, the role of the community is expected to participate actively.
5. Community income. Profits obtained significantly from the economy of the community originating from ecotourism activities to encourage the community to preserve the natural area.
6. Maintain harmony with nature. All development efforts, including the development of facilities and their utilization must continue to maintain harmony with nature, conserve plants and animals and maintain the authenticity of local culture.
7. Environmental carrying capacity. Usually the natural environment has a lower carrying capacity compared to the carrying capacity of the artificial area. Although there may be very many requests, but the support is limiting.
8. Opportunities for income in a large portion of the country. If a conservation area is developed for ecotourism, and so that the results can be enjoyed by the State or State or local government, foreign exchange and tourist expenditure must be encouraged as much as possible.

Ecotourism is currently growing rapidly because ecotourism is much loved by tourists. Tourists want to visit natural areas, which can create business activities. Ecotourism is then defined as a new form of responsible travel and adventure into natural areas, which can create a tourism industry (Eplerwood, 1999).

### **Management of Community Based Tourism**

The community as one of the stakeholders must be involved in managing various resources in their area or region. Local people choose human rights to interpret, maintain and manage the resources they have. According to Moeljarto (1993), the management of resources that rests on the community is the approach proposed by David Korten.

The characteristics of this approach are as follows:

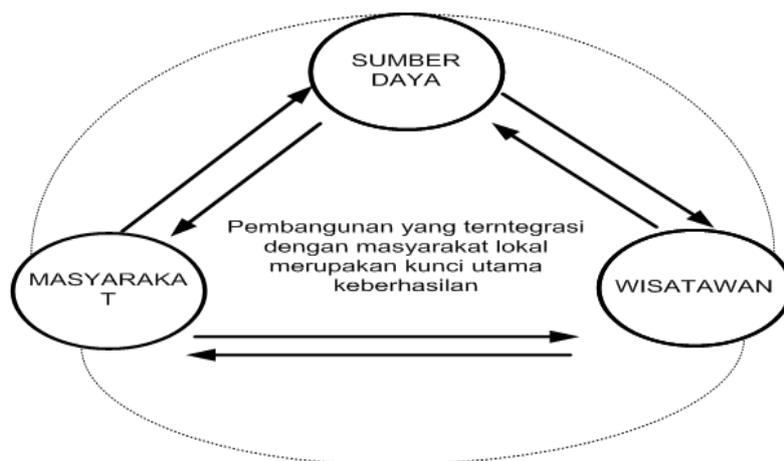
1. The initiative of the decision-making process must be focused on the community itself to meet the needs of the community step by step.
2. The main focus is to improve the ability of communities to meet their needs by managing and mobilizing resources in the community.
3. Tolerate local variations that are very flexible by adjusting local conditions.
4. In carrying out development, emphasizing social learning in which there are interactions and communities ranging from the planning process to project evaluation by basing themselves on mutual learning.
5. The Net Working process between bureaucrats and non-governmental organizations, independent traditional organizational units, is an integral part of this approach, both to improve their ability to identify and manage various sources and to maintain a balance between vertical and horizontal structures. Through the net working process, it is expected that there will be a symbiosis between development structures at the local level.

David Korten (Pitana, 1992) also gave three reasons for the importance of community-based resources management implemented as a basic approach to development.

These three approaches are:

1. Variations in local life, meaning different lives according to different management systems and local communities who are most familiar with the local situation.
2. Local resources (local resources), meaning that local resources are traditionally controlled and managed by local communities.
3. Local accountability, which is the management carried out by local people who must be more responsible because the activities carried out will affect the lives of the people in the area.

The view expressed by Natori (2001) about community-based tourism development which states that harmonious relationships between local communities, resources, and tourists are the main keys to development success, as can be seen in the following scheme:



**Figure 1. Community-Based Tourism Development**  
 Source: Natori (2001)

Based on these descriptions, it is possible that the theory of Community-Based Resources Management can be used to analyze the role of local communities, especially communities in the Tomuan Holbung village which has tourism potential to be developed.

**3. RESEARCH METHODS:**

This study uses a qualitative descriptive research type with primary data sources and secondary data by conducting in-depth interviews with 75 informants, both government officials in Bandar Pasir Mandoge sub-district, community leaders, tourism industry players and tourism experts. Other informants are people outside of the above categories who have knowledge about the problem under study.

To analyze the data obtained from the research results in the field, the researcher will use qualitative methods by revealing the data that has been obtained in the field. Another technique used in data analysis used is document analysis.

**4. ANALYSIS:**

Tomuan Holbung Village is one of the villages in the Bandar Pasir Mandoge District which originated from the expansion of Padang Huta with the basis of the Asahan District Peraturan Law No.10 of 2008 concerning the formation of Villages in the Asahan Regency so that the Tomuan Holbung Village currently consists of X Hamlet. The population of Tomuan Holbung Village, totaling 2673 people from 1244 men and 1429 women, had different religious beliefs, consisting of 1762 Islam, and 911 Christians. The majority of the population is ethnic Javanese with an elementary school education level.

The Tomuan Holbung villagers still uphold the nature of mutual cooperation and kinship in their social life. This can be seen by the active organization of the STM (help helping unions) whose activities visit sick people or misfortune regardless of their religious beliefs. In general most of the villagers in Tomuan Holbung village, Bandar Pasir Mandoge sub-district have a livelihood as farmers, private employees, others work as construction workers, traders and only a small number work as civil servants. The most widely used means of transportation for the people of Tomuan Holbung village are motorbikes. In this village transportation facilities such as buses or public transportation are not yet available, because the entrance to Tomuan Holbung Village is still a concrete paved road by the local government.

Tomuan Holbung Village has a very virgin nature. Virgin here in the sense that it has not been touched by the government to be developed as a tourist attraction. The beautiful landscape is in the form of Bolon Derivative Waterfall or often called the community around "Turbo". This waterfall comes out of a rock cliff that has a very heavy discharge. With a height of 30 meters and a large water discharge, this waterfall is one of dozens of beautiful waterfalls in North Sumatra.

Turunan Bolon Waterfall (Turbo) is located in X Village, Tomuan Holbung Village. To reach this waterfall is not easy as other attractions. Due to the road that is being passed, it is an oil palm plantation and community rubber plantation that is not asphalt but only a stone road and some of the land is quite steep. Therefore, a vehicle with good conditions is needed that can pass the road of the plantation of Tomuan Holbung Village. Suggested are 4-wheel drive vehicles or motorcycles that are in good condition. Besides that, from the Bandar Pasir Mandoge highway to X Village, Tomuan Holbung Village reaches a distance of 17 km. The road to the waterfall is not recommended if the rainy season, because of the dirt road, if the rain will cause very thick mud. Not only is the distance of 17 km traveled by tourists, but tourists have to go down again on foot to reach the tejun water around 15-20 minutes with the steep structure of the dirt road.

The potential of the Bolon Derivative Waterfall to become a water tourism in Tomuan Holbung Village is very possible if it is supported by facilities and infrastructure to the location of the Turunan Bolon waterfall. The pristine beauty of nature is highly sought after by foreign and local tourists. The fall of the very high Turbo Falls raises the butira of steam which adds to the exotic beauty of this nature. Coupled with rocks that stretch wide under this Bolon Derivative Waterfall. There is a strong correlation between tourists and attractions. Where tourists will like tourist objects that are well organized and have complete facilities. Besides that foreign tourists will look for unique attractions that are not in their country and local tourists will look for attractions that are easily accessible from their homes. The type of tourists who come to Turunan Bolon Waterfall are still local tourists. This is due to the lack of selling power of these waterfall attractions. The selling power of tourist objects can be in the form of facilities and a level of promotion that is lacking to people outside the region or abroad.

The government is trying to activate the tourism sector in Indonesia to attract foreign tourists and local tourists. As is known the tourism sector can improve the economic sector for people who live in areas that have tourism objects. With its contribution, the economic sector is expected to increase regional economic income and increase community income as well as a means of promoting the region in the national and even international tourism arena.

## 5. RESEARCH RESULT:

From the results of field observations, it was found that tourism infrastructure plays a very important role in tourism development. In this case, Ashan District, especially Tomuan Holbung Village, Bandar Pasir Mandoge Subdistrict, had to build the infrastructure. It is very important to build facilities and infrastructure to reach the Bolon Derivative Waterfall. With complete facilities and infrastructure such as smooth roads, transportation, decent resting places, clear route information, the development of the Bolon Derivative Waterfall can be quickly carried out.

From the results of field observations conducted by the research team, they saw that there were many young people of Tomuan Holbung Village who did not care about the natural resources they had. They prefer to work in private oil companies as laborers or move to cities. They do this with the reason to add more income. Even if they jointly plan the development of the waterfall tourism object, their income is much greater.

The concept of ecotourism is considered suitable to be developed in the Tomuan Holbung Village, with several underlying reasons, first; Tomuan Holbung Village is rich in biodiversity and ecotourism relies on natural and cultural resources as attractions. Second; Tourism development focuses on community involvement, because it is in accordance with Indonesia's character which has a large population that upholds the value of family.

Planning for ecotourism development in Tomuan Holbung Village must be able to provide enlightenment for the lives of local people in the future. Therefore the development of the tourism sector must be able to create jobs and be able to equalize the people's income structurally. This discourse gives an understanding that the Tomuan Holbung village community gets new jobs through the development of tourism infrastructure, especially if the development is based on the pattern of community economic development.

The involvement of the community around the area of tourism will also provide enlightenment for each production activity carried out by the community, so that it can increase the economy directly which can be felt and the momentum can empower the community in real terms. The involvement and participation of all communities in the development of tourism infrastructure is an effort to make people aware of the need for tourism areas for the development of their businesses and activities, which in turn will create income equity which will impact the growing sense of belonging towards the region and tourism objects. in his territory.

Infrastructure development in the tourism sector on the one hand must be able to give priority to the use of local resources, especially those owned by the community, even though the tourism sector infrastructure development carried out jointly with the community will result in more expensive production costs.

## 6. CONCLUSION:

The results of the study show that Tomuan Holbung Village has good and beautiful natural tourism potential but has not been explored maximally and professionally so that the abundant natural tourism potential does not develop optimally. The potential for Recreational Tourism, Pleasure Tourism, Cultural Tourism and Sport Tourism still has to be improved. Amenities tourism facilities and supporting infrastructure still needs to be a concern for the Government of Asahan regency especially the Village Tomuan Holbung and other stakeholders involved, especially to meet the road and transport facilities that allow access to the attractions Niagara derivatives Bolon. The quality of human resources as the main actors of tourism development is also one of the important aspects that must be considered in which the three main components in the management of tourism management, namely the government, the private and the public have not been coordinated perfectly.

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