

Components of Product Industry Tourism at North Sumatra

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Abstract: Attraction is one of the reasons tourists visit tourist attractions. The attractions offered by tourist objects must be sustainable with the facilities and accessibility of these attractions. The selection of attractions must be accompanied by adequate access and following what was previously offered by tourism managers for tourists. The selection of attractions, especially ecotourism attractions, must emphasize the culture of the local population which is the hallmark of the residents around the tourist attraction. Definition of ecotourism activities offered provides insight and experience following the true definition of ecotourism. The combination of culture and attractions makes tourist objects have different specifications from other tourist objects. Qualitative analysis in measuring the structure of tourism industry management in North Sumatra is expected to be a benchmark for the sustainability of ecotourism in 4 tourist attractions, namely Medan City: Urban ecotourism or Mangrove ecotourism, Sicanggang. Belawan Langkat Regency: Ecotourism, Bukit Lawang. Karo Regency: Ecotourism of Bukit Barisan Forest Park (Tahura) Tobasa Regency: The Caldera Toba Nomadic Escape Ecotourism, Sigapiton, Ajibata, Toba Samosir Regency.

1 INTRODUCTION


1.1 Background

Tourism is currently an interesting topic to be raised in various research topics because tourism is one of the largest industries that contribute to the country's foreign exchange earnings, namely each tourist or foreign tourist spends an average of 1,100 US dollars to 1,200 US dollars per visit. In addition, tourism is also the second-largest contributor to Gross Domestic Product (GDP) receipts. Even tourism according to the World Tourism Organization (WTO) is predicted to continue to develop, with an average growth in the number of international tourists of around four per cent per year (Pitana and Gayatri, 2005).

Along with the tourism developments predicted by the WTO above, the WTO also mentions that there is a new trend in tourism activities. This tendency is marked by the development of a new lifestyle and awareness of tourists towards a deeper appreciation of the values of the relationship between humans and their natural environment which is specifically shown through concern for ecological problems (this

ecological problem is related to environmental problems such as environmental pollution). and resource depletion), the advancement of science and education, as well as the emphasis and appreciation of community values (Ariyanto, 2003). This change in the tendency of national tourists and foreign tourists to visit tourist destinations that offer nature as their main attraction is in accordance with the prediction that was called by The International Ecotourism Society in 2000 that there were more than 633 million tourists in 1999 worldwide and will continue to do so. increasing for the next two decades, the growth in the number of tourists is an average of 4.1% per year.

The tourist trend in tourism is referred to and known as ecotourism, where ecotourism is the practice of traveling to relatively less exploited natural destinations to appreciate nature, gain knowledge about wildlife, enjoy local culture in authentic settings and preserve the environment of tourist destinations. or tourist destinations (Lee & Jan, 2019, Khanra, et al 2020). The main principles of ecotourism focus on active contributions in conserving natural resources, integrating local

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wisdom into ecotourism planning and improving community welfare, and organizing tourists in small groups (Zong, et al 2017).

Ecotourism in its tourism activities, namely by visiting unspoiled places for learning/research purposes, and also to fill leisure/recreational time (Wallace and Pierce, 1996) of course requires attractions, amenities (facilities) and accessibility. Where these three components are the most important attributes of tourism products in tourism development. This is where managers are required to be able to manage the three attributes of tourism products, so that they can attract, fulfill desires, and make it easier for visitors or tourists who will make tourist visits to a tourist destination. Attractions are the main attraction of a tourist destination, while amenities are supporting facilities for a tourist destination, while accessibility makes it easier for visitors or tourists to visit a tourist destination. These three attributes of tourism products make a tourism destination successfully developed (Yeoti, 2002).

1.2 Problem Formulation

Based on the research background that has been described previously, the problems raised in this study:

1. How the tourism attribute process plays a role in developing 4 tourist objects, namely Medan, Langkat, Karo and Toba Samosir.
2. What is the role of Attractions, amenities, Accessibility in attracting tourists to visit 4 tourist attractions in North Sumatra.

1.3 Specific Objectives

Based on the formulation of the problem described above, the objectives of this study are:

1. To determine the combination of product attributes in ecotourism destinations in North Sumatra that meet the wishes of tourists per segment.
2. To find out the preferences of tourists in each segment to the level of importance of the attributes in ecotourism destinations in North Sumatra.

1.4 The Urgency of The Research

Accordance with the USU Research Master Plan (RIP) regarding Social and Cultural Law and considering the importance of carrying out or the urgency of research in accordance with the USU RIP concept of thought, concerning the issue of

Community Social Life (Life, Social, Politics, Economy, Culture, and Religion) Community-Thought, Cultural Exploration, Preservation, Utilization, Prospects and Its Development), namely:

1. For academic purposes, this research will contribute to the emergence and development of studies on the development of ecotourism destinations in 4 (four) areas in North Sumatra Province.
2. For the benefit of ecotourism destination managers, this research will provide practical contributions related to policies and strategies for developing the tourism sector of ecotourism destinations to increase tourist visits to tourism destinations.

2 LITERATURE REVIEW

2.1 Tourism Component 3A

There are three main requirements that a tourist destination must meet to attract tourists, namely:

1. "something to see" means that the tourism object must have something that can be seen or made into a spectacle by tourist visitors. In other words, the object must have a special attraction that can attract the interest of tourists to visit a tourist destination.
2. "something to do" is so that tourists who do tourism there can do something useful to give a feeling of pleasure, happiness, relaxation in the form of recreational facilities, be it a playground or a place to eat, especially the typical food of the place so as to make tourists more comfortable.
3. "something to buy" the place must provide souvenirs such as local crafts that can be bought as mementoes or souvenirs to take back to the place of origin of tourists. These souvenirs are usually objects that characterize a particular area (Sunaryo, 2013).

In addition to the three main requirements according to Sunaryo (2013) mentioned above, Spillane (1997) and (Yoeti, 1997) state that the parameters of a good tourist destination to become a good tourist place to achieve the tourism industry depend on three A (3A), namely attractions, accessibility, and amenities.

a. Attractions

Tourist objects and attractions include the main attraction of natural, cultural and artificial wealth,

such as events that are often called special interest tours. Tourist destinations to attract tourists must have an attraction, both natural and community and cultural attractions. All creations of God Almighty, are in the form of natural conditions and flora and fauna, such as natural scenery, beautiful panoramas, jungles with tropical plants, and rare animals. In addition, human works in the form of museums, ancient relics, historical relics, cultural arts, agrotourism (agriculture), water tourism (air), adventure tourism, recreational parks, and entertainment venues are also tourist attractions.

Meanwhile, Yoeti (1996) explains that tourist attractions are everything in a tourist area which is an attraction so that people want to visit a tourist destination. The types of tourist attractions include: 1) objects that are available and contained in the universe which in terms of tourism Natural Facilities such as weather, land configuration and landscape, fauna and flora, health centre like mud baths and hot springs; 2) manmade supply which includes: historical, cultural, and religious objects; And 3) a way of life where the traditional way of life of a society is a very important resource to offer to tourists. How his life habits, customs, everything is powerful for tourists.

b. Amenities

Amenity includes supporting tourism facilities which are: accommodation, restaurants (food and beverage), retail, gift shops, money exchange facilities, travel agencies, tourist information centres, and other convenience facilities. Accommodations that tourists want include hotels and restaurants that are easily accessible and can fulfil the wishes of tourists during their visit. Furthermore, Pitana and Diarta (2009) explain that destination/amenity facilities are elements in a destination or related to destinations that allow tourists to stay at the destination to enjoy or participate in the attractions offered. Destination facilities can be in the form of accommodation, restaurants, cafes and bars, transportation including rental of transportation equipment and taxis, as well as other services including shops, salons, information services and so on.

c. Accessibility

One of the important infrastructure components in a destination is accessibility. According to Oka A. Yoeti (2008: 171) "accessibility is all the facilities provided not only to potential tourists who want to visit, but also the convenience as long as they travel in tourist destinations". Meanwhile, according to

Lutfi Muta'ali (2015: 180) "accessibility is a measure of the ease of a location to be reached from other locations through the transportation system. Measures of affordability or accessibility include the ease of time, cost, and effort in moving between places or regions. Accessibility includes transportation system support which includes: the availability of transportation routes such as roads or connecting bridges, terminal facilities, airports, ports and other modes of transportation. Accessibility is intended so that domestic and foreign tourists can easily reach their destination tourist attractions.

The accessibility of a destination is a function of various factors such as changes in aviation industry regulations; entry visas and permits; route connections, airport hubs and landing slots; airport capacity and curfews; competition between operators; and the character of other forms of accessibility of transportation modes. After arriving at a destination, tourists also need to be able to gain easy access to tourist sites and other resources. While in a destination, the accessibility of tourism resources is influenced by broad economic, social, political or physical factors. While the tourism industry may seek to improve internal accessibility, its influence occurs in the context of other, broader factors.

2.2 Product Industry Tourism

The first characteristic to consider in marketing tourism products is that services are more than tangible goods. Intangibility creates difficulties and markets and meets tourist expectations. Culture, regional heritage, photos, videos, geographical features, and landscapes are psychographics as well as physical experiences that are challenges for tourism managers in adjusting to existing expectations and realities. Table 1 summarizes several tourism studies with the elements or dimensions used for research.

Table 1: Tourism industry product research summary.

| Research | Year | Dimension/element |
|------------------------|--------|-------------------------------------------------------------------------------------------------------------------------|
| Parkerson and Saunders | 2004 | Tangible elements (culture, history, shopping infrastructure, housing and business) Intangible elements |
| Kerr and Johnson | (2005) | Positive and negative assets Festivals Tourist Accommodation Sport/lifestyle |
| Hankinson | (2005) | Economic Physical environment Activities and facilities Brand attitudes People |
| Laaksonen et al. | (2006) | Nature Industry Culture Built environment Atmosphere |
| Cheng and Taylor | (2007) | Greenness Architecture Historical places Cultural and Ethnic Diversity Leisure time activities |
| Herstein and Jaffe | (2008) | City's population aspect City's physical aspects |
| De Carlo et al. | (2009) | Brand Symbols Brand Personality Culture |
| Vaidya et al. | (2009) | Brand Personality People Employment and Business Culture and Lifestyle |
| Clark et al. | (2010) | 12 themes (Young/Energized/ Nostalgic/Alive/Liberated/ Creative/Cool/Savvy/Inspired/ Eclectic/Vibrant/Dynamic) |

The linkage of attractions, accessibility and amenities in marketing is expected to understand the wishes of tourists and develop tourism potential by integrating tourist objects in North Sumatra.

2.3 Ecotourism

According to Chiu, Chan, and Marafa (2016) ecotourism is defined as a new form of nature travel that places greater emphasis on natural experiences, learning and the emerging environment. According to Stamation, Liampas and Drosos (2020) Ecotourism is environmentally responsible travel and visiting pristine areas that are relatively undisturbed, to enjoy and appreciate nature (and all accompanying cultural features) that promote conservation, has negative impacts, low visitor numbers, and provide active social activities that benefit the local community's economy. In the development of ecotourism, community participation is needed to participate in the development and management of ecotourism destinations.

According to Wondirad, Tokach, and King, (2019) Community-based ecotourism is a type of

tourism that emphasizes community participation and control in promoting the development and management of ecotourism in the area. This ecotourism development not only generates financial benefits but also conserves local environmental resources by encouraging low-impact and non-consumptive use patterns (Choi et al, 2020).

3 RESEARCH METHODS

Subjects of this research are tourists who visit ecotourism destinations in Medan City, Langkat Regency, Karo Regency and Toba Samosir Regency. The selection of these four areas is based on the:

- 1) existence of ecotourism destinations in the areas
- 2) There a strong will from the local government to develop ecotourism destinations.

This research was conducted with a qualitative approach. Primary data was obtained by the FGD technique and then analyzed by data triangulation. Research informants were obtained by purposive sampling. The selected informants are increasing focused and in line with the direction of the research focus (Given, 2008).

Secondary data was obtained through relevant documents such as books, previous research journals, and information obtained from the research location. The research instruments used in this study were: (a) Interview Guidelines; (b) Field Notebook; and (c) Recorder (Recorder). The data collection technique used is a strategic step that researchers use to obtain data, namely: (a) literature study; (b) In-depth interviews; (c) Observation; and (d) Documentation.

4 FINDINGS AND DISCUSSION

Parameters of new tourism objects according to (Yoeti, 1994) to become a tourist destination that the achievement of the industry depends on three A, namely attractions, accessibility, and amenities.

4.1 Attractions

Based on the four research objects, it was found that the attractions in the four areas are as follows:

- In Medan City, the attractions or tourism objects based on ecotourism are Urban ecotourism or Mangrove ecotourism, which is located in the Sicanggang area, Belawan

- Furthermore, Langkat Regency found an attraction or ecotourism tourism object, namely Ecotourism, Bukit Lawang.
 - While in Karo district there is Ecotourism in the Bukit Barisan Forest Park (Tahura)
 - And the last one is in Tobasa Regency: The Caldera Toba Nomadic Escape Ecotourism, Sigapiton, Ajibata, Toba Samosir Regency.
- The attractions that tourists expect in the four attractions are in Table 2.

Table 2: Attractions on the object of research.

| Location | Attraction |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Medan City: Urban ecotourism Mangrove ecotourism, location in Sicanggang area, Belawan | Mangrove crab fishing. Educational tours for vanamai crabs, fresh flour rice seeds, tours for making batik mangroves, mangrove jam, clanceng honey (Trigona), mangrove syrup |
| Langkat Regency: Bukit Lawang | Jungle watching center, jungle trekking, tube rafting, bat cave |
| Regency Karo: Ecotourism of bukit barisan fores park (tahura) | Outbound, gathering, flora and fauna tourism |
| Tobasa Regency: The Caldera Toba Nomadic Escape Ecotourism, Sigapiton, Ajibata, Toba Samosir Regency | Art attractions, lodging and glamping, sunset hill, Toba Caldera geopark. |

Based on the findings of the four research objects, the attractions offered have similarities from one place to another. Other attractions such as natural conditions and weather are the reasons tourists visit these four attractions.

The natural attractions of North Sumatra, especially Lake Toba and the diversity of flora and fauna contained in it are the reasons for tourists to visit or conduct research on existing tourist objects, such as Bukit Lawang and Tahura which often used as research locations for foreign tourists. Like Bukit Lawang which is one of the centers for observing forest people in Indonesia

4.2 Accessibility

Access/facilities that can make it easier for tourists to go to tourist destination locations are transportation facilities, terminals, ports, airports, road directions and others.

Table 3: Accessibility to research objects.

| Lokasi penelitian | Aksesibilitas |
|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Medan city: urban ecotourism Mangrove ecotourism, location in Sicanggang area, Belawan | City public transportation. Adequate directions and lighting. Travel agent to ecotourism from downtown Medan. The pier in the sicanggang area. |
| Langkat Regency: Bukit Lawang | Good enough, adequate transportation facilities, roads are paved. Can be reached by private vehicle or public transportation, tourists can take a bus from the Medan line bus terminal. Road signs are still minimal and roads are slightly damaged |
| Regency Karo: Ecotourism of bukit barisan fores park (tahura) | Paved roads with beautiful views of the location, and road signs that do not exist because of the lack of tourist visits. |
| Tobasa Regency: The Caldera Toba Nomadic Escape Ecotourism, Sigapiton, Ajibata, Toba Samosir Regency | Public transportation is quite diverse. Bus terminals and various travel agents according to the wishes of tourists. |

The four research objects that offer ecotourism tourism in Sumatra have the same weakness, between access from and to locations that are not entirely paved roads. Like in Bukit Barisan ecotourism (tahura) the signposts for directions to the location are very minimal. This is different from the Toba ecotourism, where the construction of a toll road is currently being carried out to make it easier for tourists to come and return to the city of Medan.

The construction of this toll road will also shorten the travel time from the city centre to the Toba Caldera ecotourism. One of the reasons for the difficulty of developing access to and from tourist objects in this study is that the road to these attractions is a causeway which is the responsibility of the provincial government of North Sumatra, while according to informants in this study, the existing collaboration is only temporary and unsustainable. This makes many ecotourism locations that used to be excellent for foreign tourists to become neglected and no longer in demand.

4.3 Amenities

Amenities are tourism supporting facilities which include: accommodation, restaurants (food and beverages), retail, gift shops, money exchange facilities, travel agencies, tourist information centres, and other convenience facilities. Accommodations that tourists want include hotels and restaurants that are easily accessible and can fulfil the wishes of tourists during their visit. As for ecotourism, there are

tourist objects in the 4 research locations, the facilities listed in Table 4 are as follows:

Table 4: Facilities on the object of research.

| Lokasi penelitian | Amenities |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Medan city: Urban ecotourism Mangrove ecotourism, location in Sicanggang area, Belawan | Arrangement zoning: - Cultivation zone (settlement and ponds) - Residential Zone - Pond zone - Mangrove conservation zone - Song zone or buffer |
| Langkat Regency: Bukit Lawang | - Hotels (Hotel Rindu Alam, eco-lodge, eco-travel cottage) - Lodging (Wisma Lauser Sibayak, Pati's Inn, Jungle Inn and many others - Restaurants/food and beverages (Dala restaurant, rock inn bar, Inong restaurant, Bugis restaurant, brown bamboo restaurant and others - Public services (minimarkets, markets, terminals, health centres, and banks). |
| Regency Karo: Ecotourism of bukit barisan forest park (tahura) | - Canteen for tourists - Public bathroom - Stages and fields for tourist activities |
| Tobasa Regency: The Caldera Toba Nomadic Escape Ecotourism, Sigariton, Aibata, Toba Samosir Regency | 15 belt tents - 2 cabins - 2 bubble tents - 1 eco pod - parking area for camper van - Caldera Amphitheater, capacity of 250 people, Caldera Plaza, Caldera Stage, Caldera Hill - 2 public toilets |

Based on Table 4, the facilities in ecotourism in the four research objects are adequate. Meanwhile, according to some information other than attractions, facilities are the reason tourists make repeat visits to existing ecotourism.

4.4 Discussion

Based on the findings in this study, where this research was carried out on four ecotourism objects in North Sumatra using triangulation data, it was found that tourist expectations, and perceptions, were in accordance with the locations as shown in Table 5.

Table 5: Data Matrix Analysis.

| Objek wisata | Yang diharapkan | Dipersepsikan | Kesesuaian | Perkembangan |
|-----------------------------------------------------------------------------------------------------|-----------------|---------------|------------|--------------|
| 3A Medan city: urban ecotourism Mangrove ecotourism, location in Sicanggang area, Belawan | - | ✓ | ✓ | ✓ |
| Langkat Regency: Bukit Lawang | - | ✓ | ✓ | ✓ |
| Regency Karo: Ecotourism of bukit barisan forest park (tahura) | - | - | - | - |
| Tobasa Regency: The Caldera Toba Nomadic Escape Ecotourism, Sigariton, Aibata, Toba Samosir Regency | ✓ | ✓ | ✓ | ✓ |

Table 5 describes the data analysis on this ecotourism, only the Bukit Barisan Ecotourism (tahura) which is currently neglected and is no longer an object of interest for tourists. The reduced flora and fauna as well as supporting facilities such as children's playgrounds and unmaintained sanitation are the reasons tourists are reluctant to come to visit again. As for tourists visiting those who come in groups to do outbound.

Meanwhile, for the other three objects, such as the ecotourism of Sicanggang, Bukit Lawang and Toba Caldera, until now they are still the choice of tourists, both local and international. Ecotourism can still be developed and marketed even better with the cooperation between existing stakeholders. Attractions, amenities and facilities make ecotourism a tourist choice. Natural and cultural conditions are special characteristics for tourists who make an impression on their minds.

5 CONCLUSIONS

Tourism will form good economic growth in tourism objects and regions/cities towards tourism objects. Tourism products are not only the location of tourism activities, including lodging, buildings, festivals, shopping places, merchandise, culture, flora and fauna, geographical to historic locations. Tourism products are defined as tourism activities carried out based on stakeholder encouragement for both local and international tourists.

Ecotourism is a part of tourism that is very changing, influenced by the number of visits, and management, and still paying attention to natural conditions and natural changes. Land and building structures that affect the flora and fauna ecosystem in

ecotourism. Basically, apart from culture and other attractions, flora and fauna are a factor for tourists to come to visit. Tourists' expectations for promotions carried out and exploring nature into tourist objects must be in accordance with what the tourism object has to offer. One of them is North Sumatra which has many natural attractions.

North Sumatra is one of 10 provinces that are prioritized for ecotourism development through tourism in the Caldera Toba Nomadic Escape Ecotourism, Sigapiton, Ajibata, Toba Samosir Regency. If the stakeholders are able to collaborate well, it will create a tourism environment between tourist objects that run well with one another. Where the location of these four attractions is around the city of Medan which is the capital of the province of North Sumatra. Based on the findings, there are several strategies to create a sustainable tourism environment, namely: (1) adequate access to and from tourist attractions (2) support from all stakeholders both local governments, and travel agents, to tourism managers (3) forming a board of directors. tourism awareness groups (pokdarwis), (4) the formation of a positive image as a marketing method based on the views of tourists.

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