THE ROLE OF TOURISM BUSINESS PLAYERS IN SUPPORTING TOURISM DEVELOPMENT IN NORTH TAPANULI REGENCY

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ABSTRACT

This study aims to analyze the role of tourism business actors in supporting tourism development in North Tapanuli. The research was conducted in North Tapanuli Regency. The analysis method used in this research is multiple regression analysis and descriptive analysis. The results showed that the role of tourism business actors which includes the attractiveness of tourist attraction products (X_1), facilities and infrastructure (X_2), information and promotion (X_3), service and hospitality (X_4), and the level of visitor satisfaction (X_5) has a positive influence and significant towards the tourism development of North Tapanuli Regency. The efforts made by the government to increase the capacity of SME entrepreneurs in the North Tapanuli Regency which include institutional variables, guidance, capital, and capacity building for business actors are positive.

KEYWORDS: *tourism business actors, tourism development, government efforts*

1. INTRODUCTION

Tourism is a modern form of industry that can provide rapid economic development in terms of job opportunities, income, living standards, and the activation of other tourism-receiving development sectors, including art, souvenirs, hotels, transportation, and other industries (Wahab 2003).

Gunn (1994) notes that without knowing the mutual relationship between certain sections of the supply side, especially when it comes to market demand, tourism can not be expected. These two components form one unit, where the tourism supply includes things provided by the destination, which are very closely related.

Getz (2008) states that to achieve the success of the tourism targets of an area, efforts are needed to organize an adequate tourism system in the form of promotion and development of tourism potential supported by production designs and activities held by the local government.

The number of foreign tourists visiting North Sumatra through three entrances, namely: Kualanamu Airport (Airport), which was previously Polonia Airport, Belawan Port. and Teluk Nibung Port, as can be seen in Table 1.

Tabel 1
Development of the Number of International Tourists Coming to North Sumatra in 2005 - 2015

Year	Airport	Belawan Seaport	Tanjung Balai Asahan Seaport	Total
2005	106.083	9.181	5.788	121.052
2006	109.574	6.936	5.336	121.846
2007	116.614	7.312	10.204	134.130
2008	130.211	7.011	15.271	152.493
2009	148.193	5.075	9.981	163.249
2010	202.296	18.260	14.962	202.296
2011	192.650	18.975	11.501	223.126
2012	205.845	22.132	13.856	241.833
2013	225.550	22.631	11.118	259.299
2014	234.724	24.769	11.344	270.837
2015	197.818	20.916	10.554	229.288

Source: Central Statistics Agency of North Sumatra Province, 2016

Natural potential that can be developed as a tourist attraction in North Tapanuli Regency. For more details, see Table 2.

Table 2
Potential Tourism Objects in North Tapanuli Regency

No.	Tourism Object	Type of Tourism	Location
1	Panorama Alam Hutaginjang	Natural tourism	Muara
2	Pantai Muara	Natural tourism	Muara
3	Air Soda di Parbubu	Natural tourism	Tarutung
4	Hutabarat Hot spring	Natural tourism	Tarutung
5	Saitnihuta Hot spring	Natural tourism	Tarutung
6	Ugan Hot spring	Natural tourism	Tarutung
7	Sipoholon Hot spring	Natural tourism	Sipoholon
8	Siborongborong Horserace	Natural tourism	Siborongborong
9	Sopo Partungkoan	Natural tourism	Tarutung
10	Natumandi Cave	Cultural / Historical Tourism	Tarutung
11	Hindu Hopong site	Cultural / Historical Tourism	Simangumban
12	Cross of Love Siatas Barita	Spiritual Tourism	Siatas Barita
13	Munson and Leman Graveyard	Spiritual Tourism	Adiankoting
14	HKBP Main office	Spiritual Tourism	Pea Raja - Tarutung
15	Sipoholon Seminarium	Spiritual Tourism	Saitnihuta Tarutung
16	Nommensen Monument	Spiritual Tourism	Saitnihuta-Tarutung
17	Onan Sitahurung	Spiritual Tourism	Saitnihuta-Tarutung
18	Dame church	Spiritual Tourism	Saitnihuta-Tarutung
19	Johanes Pastor Graveyard	Spiritual Tourism	Pancur napitu - Tarutung
20	Johanes Siregar Pastor Graveyard	Spiritual Tourism	Muara

Sumber : Dinas North Tapanuli Regency Tourism

The large number of tourists visiting North Tapanuli Regency will open business opportunities for the community in providing various kinds of tourist needs while in the tourist attraction of North Tapanuli Regency. This opportunity is utilized by the community by offering various services or goods needed to attract visiting tourists. The increasing demand for services and goods needed by tourists has an impact on increasing people's income in the tourist area of North Tapanuli Regency.

Tourism activities in the North Tapanuli Regency tourism area should be accompanied by an increase in the welfare of the local community, such as income, and an increase in the level of welfare, which is the basis of this study.

2. RESEARCH METHODOLOGY

It is appropriate to group this study into two qualitative and quantitative data according to the form of data and analysis. Qualitative data is in the form of words, sentences, schemes, and images. Quantitative data is data that is measured (scoring) in the form of numbers or qualitative data. According to its degree of manipulation, the method of analysis is quantitative/associative/correlational and this study

aims to determine the relationship between two or more variables (Rusiadi, et al, 2014).

The research was conducted in North Tapanuli Regency with the object of research on the role of tourism business actors in supporting tourism development in North Tapanuli Regency. Tourism potential in regional development is carried out in 7 (seven) sub-districts, namely: Muara, Tarutung, Sipohon, Adiankoting, Siborongborong, Simangumban, Siatas Barita. The population in this study are all business actors associated with the development of the tourism object mentioned above. Based on data from the North Tapanuli Regency Tourism Office (2016), in 2016 there were 2,816 business actors associated with tourist objects (hotels, weaving, sihobok beans, and blacksmith).

Sampling was carried out using probability sampling, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as sample members (Sangadji and Sopiah, 2010). Furthermore, using the Slovin formula, the total sample size is 96.57 business actors and rounded up to 97 samples or respondents.

Tabel 2
Population and Sample per sub-district

No.	Sub-district	Number of Business Actors (People)	RT Sample (people)
1.	Adian Koting	421	421/2816 x 100 = 14
2.	Sipoholon	410	410/2816 x 100 = 14
3.	Tarutung	562	562/2816 x 100 = 19
4.	Siatas Barita	198	198/2816 x 100 = 7
5.	Simangumban	572	572/2816 x 100 = 20
6.	Siborong-borong	394	394/2816 x 100 = 14
7	Muara	259	259/2816 x 100 = 9
	Jumlah	2816	97

Source: Central Statistics Agency of North Tapanuli Regency (2016)

Data collection techniques used are literature study, observation, interviews. The data collection tools used in this research were interview guides and questionnaires. To analyze how the role of tourism business actors in tourism development in North Tapanuli Regency uses multiple regression linear analysis

3. LITERATURE REVIEW

Hiariey and Sahuslilawane (2013) conducted a study "The Impact of Tourism on Income and Welfare Levels of Business Actors in Natsepa Beach Tourism, Ambon Island". The results showed that the factors affecting household group income were the number of family members, the level of expenditure, and the amount of time spent working. Based on the level of welfare, most households who use the services of the Natsepa beach tourism object have a

moderate welfare level of 75%, then a high level of welfare is 22%, and the smallest is a low welfare level of 3%.

OK Henry (2008) conducted a study "The Impact of Theme Park Tourism Locations on Community Income and Regional Development of Pantai Cermin District", concluded that community income was still not significantly adequate with an indication that employment, entertainment, in carrying out their main work, the attention of local governments, knowledge, family education, community organization activities, meeting food needs, housing, saving have not increased.

Suharto (2007) states that the availability of hotels and the ease of accessing them will provide satisfaction for tourists in the Ubud area of Bali. Indrawati's (2006) research on the quality of services

provided by transportation officers has not affected entertainment tourism and tourist satisfaction in Bali. Sudiarta (2005) in Sarangan Village Bali states that transportation access can increase tourism development and increase the number of tourists because access to urban areas becomes smoother and the costs incurred are getting cheaper. This positive impact also affects the community's economy with the emergence of new tours in the form of cafes and turtle captivity and livestock.

It's easy to consider tourism as something intangible (Wahab, 2003). Tourism can be utilized as a symptom that defines people's travel to other countries foreign tourism) or within their own country (domestic tourism). Whereas Yoeti (1996) explains as follows: tourism is a trip that takes place for a while, arranged from one place to another in order not to do business or to make a living in the visited place, but rather to enjoy the trip. To satisfy different needs, it is for sightseeing and leisure.

According to the Law of the Republic of Indonesia Number 09 of 1990, a tourist area is a certain area that is built or provided to meet tourism needs and become tourism targets. A tourist area is a nature reserve or cultural heritage that is managed in such a way and becomes a tourist destination.

According to Mill and Morison (1985), there is no standard industrial classification figure for tourism because tourism is not an industry but an activity that takes place when people cross over the borders of a country (in an international sense) for pleasure or business and stay in that country at least two forty-four hours but not more than a year. Furthermore, Mill and Morrison stated that tourism is a system consisting of four parts, namely: market, travel, destination, and marketing.

According to Mill and Morrison (1980), several socio-economic variables affect tourism demand, namely age, income, gender, education. Products and services are the elements offered to tourists (Damanik and Weber, 2006). Tourism products are all products destined for or consumed by a tourist while carrying out tourism activities.
According to Kotler (1993), the main actors in the development of a tourist location are as shown in Table 3.

Tabel 3
Main Actor in the Development of Tourist Object Destination

No.	Main actor	Related Institutions
1.	Local Actors Public Sector Actors	Governor Urban Planning Department Business Development Department Government tourism office Department of Transportation Department of Information (Public Information) Infrastructure (Transportation, Education, Sanitation)
	Private Sector Actors	Real Estate Developers and related agencies Financial Institutions (Banking, pawnshop, other insurance) Electricity and Gas Infrastructure Trade Council and local business organizations Health and industrial facilities (hotels, restaurants, supermarkets and others) Tour packages and travel agents Labor union
	Regional Actors	Regional Economic Development Agency Regional Tourism Board Regent and other Regional Government Members
	National Actors	Chief of Government Police Ministers National Labor union
	International Actors	Ambassador and Consulate General International Trade Council

Source: Kotler, 1993

According to Nopirin and Nuryanti (1999) the development of tourism in Indonesia is influenced by the following factors: socio-political stability, security stability, and economic stability.

According to Ambardi, (2002), the discussion of regional economic problems contains four things that need to be considered, namely: resources, location, regional economy, institutions. Resource-based regional development (art, culture and natural beauty) is one of the conventional concepts of regional development (Mangiri, 2000). Regional development is a concept that develops its territory by encouraging the development of transportation, hotels, restaurants, souvenir crafts, travel and other businesses related to tourism. Regional development concepts contain two aspects of the discussion, namely sectoral and spatial material.

4. RESULT
Overview of South Nias Regency

North Tapanuli Regency is also one of the regencies in North Sumatra Province, located in the highlands of North Sumatra at an altitude between 150-1,700 meters above sea level. Geographically, the location of North Tapanuli Regency is directly adjacent to five districts, namely: Sebelah Utara berbatasan dengan Kabupaten Toba Samosir, Sebelah Timur berbatasan dengan Kabupaten Labuhan Batu Utara, Sebelah Selatan berbatasan dengan Kabupaten Tapanuli Selatan, Sebelah Barat berbatasan dengan Kabupaten Humbang Hasundutan dan Tapanuli Tengah.

The land area in North Tapanuli Regency is around 3,793.71 km2, and Lake Toba is 66.02 km2. Of the 15 sub-districts, the largest sub-district in North Tapanuli Regency is the Garoga sub-District, which is about 567.58 km2 or 14.96 percent of the total area of the Regency, and the smallest sub-district is Muara District, around 79.75 km2 or 2.10 percent.

Figure 1. Administrative Map of North Tapanuli Regency

Table 4
Respondent Characteristics

Variabel	Category	Frequency	Precentage
Age	30 – 40	24	24.74
	41 – 50	35	36.08
	> 50	38	39.18
Level of education	High school	12	12.37
	Diploma	27	27.83
	Undergraduate	39	40.21
	Postgraduate	19	19.59
Gender	Male	73	75,26
	Female	24	24,74

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Tabel 5
Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968a	.937	.934	.47329

a. Predictors: (Constant), visitor satisfaction, attraction, service and hospitality, information and promotions, facilities and infrastructure

b. Dependent Variable: tourism development

The result of the calculation of the value of Adjusted R Square is 0.937. It means that 93.7 percent of tourism development can be explained by the independent variable of the role of tourism business actors (visitor satisfaction, tourist attraction, service, and hospitality, information and promotions, facilities and infrastructure) above, while 6.3 percent is explained by other variables not examined in this study..

Table 6
Simultaneous Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	305.677	5	61.135	272.917	.000a
	Residual	20.385	91	.224		
	Total	326.062	96			

a. Predictors: (Constant), visitor satisfaction, attraction, service and hospitality, information and promotions, facilities and infrastructure

b. Dependent Variable: tourism development

From the probability level of 0.000, simultaneous statistical tests can be seen, which < alpha = 0.05, which suggests Ha is accepted. It means that in explaining tourism development, the independent variables of the role of business actors (visitor satisfaction, tourist attraction, service, and hospitality, information and promotions, facilities and infrastructure) are simultaneously significant in North Tapanuli Regency.

Table 7
Statistical test results-t

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.982	.489		2.011	.047
	tourist attraction	1.002	.101	.311	9.908	.000
	facilities and infrastructure	.203	.092	.091	2.212	.029
	information and promotions	.957	.106	.311	9.053	.000
	service and hospitality	.883	.096	.303	9.221	.000
	visitor satisfaction	.771	.101	.266	7.612	.000

a. Dependent Variable: pengembangan pariwisata

In Table 7 the results of the t statistical test are as follows:
1. The tourist attraction products have a positive and significant effect on tourism development in North Tapanuli Regency.
2. Facility and infrastructure variables have a positive and significant effect on tourism development in North Tapanuli Regency.
3. Information and promotion variables have a positive and significant effect on tourism development in North Tapanuli Regency.
4. Service variables and hospitality have a positive and significant effect on tourism development in North Tapanuli Regency.
5. The variable level of visitor satisfaction has a positive and significant effect on tourism development in North Tapanuli Regency.

Based on Table 7, the multiple regression equation can be arranged as follows:

$$Y = 0,982 + 1,002\ X1 + 0,203\ X2 + 0,957\ X3 + 0,883\ X4 + 0,771\ X5$$

The multiple regression equation model means:
1. The constant value is 0.982, which means that if there is no independent variable value, in this case, visitor satisfaction, tourist attraction, service, and hospitality, information and promotions, facilities, and infrastructure are the same with 0 (zero), the tourism development value of North Tapanuli Regency will be 0.982.
2. The variable of tourist attractions (X1) has a beta coefficient value of 1.002 and is positive. It means that each addition or increase of one unit score for the variable of tourist attractions will add to the value of tourism development in North Tapanuli Regency by 1.002 units of the score.
3. The variable of facilities and infrastructure (X2) has a beta coefficient value of 0.203 and is positive. It means that each addition or increase of one unit score for the facility and infrastructure variable will add to the value of tourism development in North Tapanuli Regency by 0.203 unit score.
4. The information and promotion variable (X3) has a beta coefficient value of 0.957 and is positive. It means that each addition or increase of one unit score for the information and promotion variables will add to the value of tourism development in North Tapanuli Regency by 0.957 score units.
5. The variable service and hospitality (X4) has a beta coefficient value of 0.883 and is positive. It means that every addition or increase of one unit score of the service and hospitality will add to the value of tourism development in North Tapanuli Regency by 0.883 units of the score.

6. The variable of visitor satisfaction level (X5) has a beta coefficient value of 0.771 and is positive. This means that each addition or increase of one unit score of the visitor satisfaction level variable will add to the value of tourism development in North Tapanuli Regency by 0.771 unit score.

5. DISCUSSION

The role of tourism business actors which includes the visitor satisfaction, tourist attraction, service, and hospitality, information and promotions, facilities and infrastructure levels have a positive and significant effect on tourism development in North Tapanuli Regency. The results of this study are in line with the research of Hiariey and Sahuslilawane (2013) which states that the development of the Natsepa Beach tourist area has the potential to be supported by coastal resources. The Natsepa Beach tourist attraction is located in Suli Village, Ambon Island. The success of a tourist attraction depends on the important role of the community in the surrounding area.

Resnawaty (2014) indicates that one of the strategies for community welfare that aims to promote national economic development is the development of small enterprises in society related to the tourism industry. In society or community, economic activity is an opportunity. Specific interventions that are carried out together by both the government and the community to achieve the goal of increasing community welfare are required in the development of the tourism sector.

Glen (1993) argues that the pursuit of shared aims, which is called community practice, must be carried out in an integrated way including all components of society, including the government and associated organizations. Community development is one type of community practice. Community development can be defined as a planned attempt to generate assets that enhance residents' capacity to improve their quality of life (Green and Haines, Resnawaty, 2002, 2014). Kretzmann and McKnight (1993 in Resnawaty, 2014) propose that the skills, abilities and capabilities of persons, groups and organisations in a society are assets. The five asset categories are physical, human, social, financial, and environmental. Nevertheless in addition to economic business development, community development also explores how society develops into a society with the capacity to cope with diverse developments in the development of the tourism industry in the region.

Community development can be divided into two categories, namely development of place and development of people. Community development that focuses on people will seek to increase the capacity of every individual in poor areas. However, after increasing individual capacity, is there any

guarantee of employment in these poor areas. As a result, successful individuals (with increased abilities) will have the potential to leave these poor areas in search of more promising employment opportunities in new areas. Meanwhile, community development that focuses on place allows communities to be able to offer new investments in their area.

6. CONCLUSION

The role of tourism business actors which includes tourist attraction (X_1), facilities and infrastructure (X_2), information and promotions (X_3), service and hospitality (X_4) and the level of visitor satisfaction (X_5) has a positive and significant influence on tourism development in North Tapanuli Regency.

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