

Community-Based Tourism Model Development in Increasing Community Involvement and Welfare: A Case Study of Huta Tinggi Village and Huta Bolon Samosir Village

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| Novida Yenny¹ | Elfayetti² | Fitra Delita³ | Debyana⁴ |

^{1,2,3} Universitas Negeri Medan,
North Sumatra, Medan,
Indonesia

⁴ Editor of Randwick
International Research and
Analysis Institute (RIRAI)

*novidatenny.geo@gmail.com



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ABSTRACT

North Sumatra has tourism potential that is well known to foreign countries, one of the tourist objects is Lake Toba in the Samosir district. Lake Toba was formed from volcanic and tectonic processes and has carved extraordinary natural beauty so that it has become an attractive and well-known tourist destination not only by local tourists but also known by foreign tourists. Its natural beauty in the form of a lake surrounded by hills presents a view that is no less beautiful than Lake Toba itself and is an inseparable unit from the life of its people (known as the Toba Samosir people). This natural tourism potential can certainly be developed by utilizing local wisdom in the form of local customs and culture by involving the community to participate in developing tourism potential. The purpose of this study was to analyze the tourism potential in Huta Bolon and Huta Tinggi Village, Samosir Regency, evaluate community readiness for the development of community-based tourism and local government efforts to develop tourism in Huta Bolon and Huta Tinggi Village, Samosir Regency. community-based tourism development policies in Huta Bolon and Huta Tinggi Village, Samosir Regency. Outcomes to be achieved in this study. With this model, the problem of action and poverty in society can be resolved. This study used a survey method with locations in Huta Bolon and Huta Tinggi Village, Samosir Regency. Sources of data in this study are the village community, community leaders and village officials. Data collection was carried out using observation techniques, questionnaires, interviews and documentary studies. Data analysis was carried out with the stages of reduction, data presentation, and data verification. The results showed that the physical and social potential in Huta Bolon and Huta Tinggi Village could be developed for tourism. Moreover, the level of readiness of the community is relatively high. The formulation of the CBT model is called the CBT model RP3I (Community Based Tourism: Relationship, Planning, Producing, Promoting and Involvement).

KEYWORDS

community-based tourism; local communities; North Sumatra

INTRODUCTION

Tourism is an industrial sector with great potential and a contributor to the country's foreign exchange. According to the World Tourism Organization (WTO), tourism has been able to contribute revenues of more than US\$ 3.5 trillion or 6% of the world's gross income (Kementrian Pariwisata, 2015). The Indonesian tourism sector has continued to record significant positive developments since 2010 (Pakpahan, 2018; Dewi et al., 2022). The role

of tourism is very important to be realized by the government and also tourism business actors. Tourism has an important role in terms of input exchange, increasing employment opportunities and also reducing the level of a country's debt because it provides income/foreign exchange for the country, that is why tourism is seen as the key to economic development and balancing between each region in each developing country (Sari, 2018). Through the development of the tourism sector, it can also make a superior program for developing infrastructure and the economy in the region (Rusyidi & Fedryansah, 2019).

The potential for tourism in Indonesia is very large and spread in various regions. There are more tourism potentials in the regions compared to metropolitan urban areas, if the regional government and community are able to take advantage of the existing potential. Local governments and communities can work together to develop the area so that it will elevate the economic, cultural and educational sectors of the area. Because through tourism welfare problems can be overcome if they are developed professionally (Prasetya, 2014).

North Sumatra Province is one of the 10 main tourist destinations in Indonesia. There are 339 tourist objects spread across all regions in 33 regencies/cities in North Sumatra Province (Ministry of Tourism, 2015). Lake Toba is a mainstay tourism area in this province. Lake Toba tourism objects are spread over 8 regencies which are included in the Lake Toba Region and each district has different characteristics. The tourism sector in Lake Toba is a large tourism area in the province of North Sumatra and is one of the economic growth sectors which is the basis for economic growth (Maulidiya & Hayati, 2020).

The Lake Toba area includes Samosir Regency, Toba Samosir Regency, Dairi Regency, Karo Regency, Humbang Hasundutan Regency, North Tapanuli Regency, West Pakpak Regency and Simalungun Regency. By making Lake Toba as a tourism icon for North Sumatra, it should have a positive impact on improving the economy of the surrounding area, especially in creating jobs. But in reality this has not happened significantly. This is inversely proportional to the condition should be. Moreover, not only Lake Toba which is the only tourist attraction in Samosir Regency. The existence of these tourism objects should be an added value as a driver of regional economic growth and local communities in particular. But in reality, open unemployment, the number of poor people and the poverty line continues to increase. Based on data from the Central Statistics Agency (BPS), the number of poor people in Indonesia in March 2022 is 26.16 million people. The poverty rate for Toba district is 8.99 percent of the total population of 102,850 people.

Appropriate policies are needed by involving every component, both government, private sector and local communities to overcome this problem. In line with the concept of regional autonomy, Samosir Regency government also has the authority to manage all of its regional potential, including the tourism sector. The formulated tourism development policy should be able to improve the welfare of the community around tourist destinations so that this simultaneously reduces poverty and unemployment. For this reason, in an effort to advance the tourism sector, the community must be directly involved. The development of community-based tourism is one of the strategies that can be pursued.

Community-based tourism allows the full involvement of the local community in planning, implementing and managing tourism businesses and all the benefits obtained (Pearce & Moscardo, 2019). In this development there must be synergy between the government and the community where the tourism object is located. Communities can be involved in managing, providing services, developing tourism products, marketing and even promoting existing tourist attractions. In this research, case studies were conducted in two villages that have tourism potential, namely Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency.

Even Huta Tinggi Village as a tourist village has been awarded the 50 best tourist villages in Indonesia. However, community involvement needs to be prioritized because this will greatly affect the welfare of local communities. Given the urgency of this problem, it is necessary to study tourism potential in depth, community readiness, tourism management and the development of a community-based tourism model in Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency, North Sumatra Province.

LITERATURE REVIEW

Tourism Potential

Tourism potential is the ability, ability, strength and power to develop everything related to travel, tourism or other tourism activities, in this case product development of tourist objects and attractions. Tourism potential is something that has its own strengths and added value to be developed into a tourist attraction (Yoeti, 2015). The potential is like; Natural potential, cultural and historical potential, and human potential.

Attraction or tourist attraction according to Yoeti is anything that can attract tourists to visit a tourist destination, such as:

1. Nature, namely everything that comes from nature that is utilized and cultivated in tourist attractions that can be enjoyed and provide satisfaction to tourists. For example, natural landscapes, mountains, flora and fauna.
2. Culture (Culture), namely everything in the form of attraction that comes from art and human creations. For example, religious ceremonies, traditional ceremonies and traditional dances.
3. Man-made, namely everything that comes from human work, and can be used as a tourist object such as historical, cultural, religious objects and human procedures.
4. Humans (Human being), namely everything from human activity that is unique and has its own charm that can be used as a tourist attraction. For example, the Asmat tribe in Irian Jaya with their way of life which is still primitive and has its own uniqueness (Yoeti, 2015).

A tourist attraction is something that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made assets that are the target or destination of tourist visits (UU No. 10 of 2009). The elements contained in the meaning above can be concluded, namely: (1) every tourist attraction has uniqueness, beauty; (2) attractions can be in the form of nature, culture, or the work of humans who are highly artistic and fit to be made into a product; (3) the main target is tourists. She put forward three criteria that determine a tourist attraction can attract tourists, namely:

1. Something To See is that the tourist object must have something that is usually seen or used as a spectacle by tourist visitors. In other words, the object must have a special appeal that can attract the interest of tourists visiting the area.
2. Something To Do is for tourists to be able to do something useful to give them a feeling of joy, happiness, relaxation, in the form of recreational facilities, both play areas and places to eat, especially special food from those places so that they can make tourists feel more comfortable living there (Yoeti, 2015).
3. Something To Buy is a facility for shopping tourists which is generally a hallmark or icon of the area, so it can be used as souvenirs

In order for tourism potential to be able to develop into a tourist attraction and tourist destination, the existence of tourism facilities and infrastructure is very important. Tourist attractions and attractions must be designed based on certain criteria. Generally the attractiveness of a tourist attraction is based on:

1. There are resources that can create a feeling of pleasure, beauty, comfort and cleanliness.
2. There is high accessibility to be able to visit it.
3. There are special features/specifications that are rare.
4. There are supporting facilities/infrastructure to serve the tourists who are present.
5. Natural tourist objects have an attraction because of the natural beauty of mountains, rivers, beaches, sand, forests, and so on.
6. Cultural tourism objects have high appeal because they have special value in the form of artistic attractions, traditional ceremonies, noble values contained in an object created by humans in the past.

Community Empowerment in Tourism

Empowerment means making people/objects have the ability or power to do something. Community empowerment is very important especially for weak groups so that they are able to reach productive sources that enable them to increase their income. As well as having the ability to participate in the development process and make decisions in overcoming the various problems it faces (Mudana, 2016).

Community empowerment is a concept of economic development that encapsulates social values. This concept reflects a new paradigm of development, namely one that is "people centered, participatory, empowering, and sustainable". This concept is broader than merely meeting basic needs or providing a mechanism to prevent further impoverishment (safety net), who thinking has recently been developed as an effort to find alternatives to growth concepts in the past. This concept by Blackstoke (2005) is referred to as alternative development, which requires 'inclusive democracy, appropriate economic growth, gender equality and intergenerational equity'.

Community empowerment is to create an atmosphere, condition or climate that allows the potential of the community to develop and can play an active role in developing empowerment and tourism in a sustainable manner (Sastrayudha, 2010). According to Sumodiningrat (2002) efforts to empower the community can be seen from three sides, namely first, creating an atmosphere or climate that allows the community's potential to develop (enabling). Second, strengthening the potential or power possessed by the community (empowering). Third, empowering also means protecting. Community empowerment does not make people more dependent on various charity programs. Thus the ultimate goal is to make the community self-sufficient, enable, and build the ability to advance towards a better life on an ongoing basis.

The pattern of fostering community empowerment focuses on community participation, so that the community can be invited to be involved in order to direct activities that are directly related to those related to (Sastrayudha, 2010):

1. The formulation of the problem is more effective
2. Obtaining information and understanding of the reality of original sources.
3. Formulate socially acceptable problem solving alternatives
4. Fostering a sense of ownership of the plan so as to expedite the plan so as to expedite implementation
5. Avoid sharp opposition
6. Raising self-help will be easier
7. Strengthen the position of community empowerment so that it is equal to strong stakeholders.

Andriyani, et al stated that the process of community empowerment through tourism development goes through three stages, including the awareness stage, the capacity building

stage and finally the empowerment stage (Andayani et al., 2017). The first stage is the awareness stage where at this stage socialization of the formation of a tourist village is carried out to the community. The socialization process was carried out by community leaders through village meetings by providing an understanding to the community about the establishment of a tourist village in their neighborhood. It is hoped that the application of a tourism awareness attitude will develop proportional understanding and understanding among various parties, so that in turn it will encourage the community to participate in tourism (Nursaid & Armawi 2016).

The second stage is the capacity building stage. Government participation as one of the tourism stakeholders is needed at this stage. The government and society actually have the same responsibility in tourism development. However, the government should play a more active role in inviting, arousing and stimulating the public. The third stage is the stage of giving power. Community empowerment through the government's role in providing assistance in the form of loan funds to community groups that have businesses or physical assistance to improve tourism facilities and infrastructure.

Forms of community empowerment through direct or indirect community involvement in tourism village development programs ranging from planning, implementation and evaluation. At the planning stage, the local community is always involved in discussions regarding the tourism development program through village meetings by deliberation for consensus. The form of community empowerment at the implementation stage is realized in the form of community involvement in providing various supporting facilities that can meet the needs of tourists while in tourist destinations in the form of tourist attractions, stalls providing food, drinks and souvenirs, homestays and the use of labor from the local community.

The stages of community empowerment that must be passed (Sulistiyani, 2004), include:

1. The stage of awareness and formation of behavior leads to conscious behavior and requires an increase in self-capacity. The first stage or the stage of awareness and behavior formation is the preparatory stage in community empowerment. At this stage community empowerment actors try to create preconditions so that at this stage they can achieve awareness about the need to improve conditions to create a better future. This stage also stimulates awareness and willingness to learn so that people are more open and feel the need for knowledge and skills to improve conditions.
2. The stage of transformation of capabilities in the form of knowledge insight, skills, basic skills so that they can take a role in development. The second stage is the first continuation stage, if the first stage has been conditioned, then the second stage is the stage where the community will undergo a learning process regarding knowledge, skills, skills related to what is needed. Thus mastering skills, at this stage the community is only a follower, that is, it is merely an object of development, not yet a subject of development.
3. The stage of increasing intellectual abilities, skills, skills so that innovative initiatives and abilities are formed to lead to independence. The third stage is the stage of enrichment or increasing the intellect, skills and skills needed so that they can form the ability to be independent. This independence will be manifested in the form of innovation, creativity, initiatives and creations in the environment. If the community has reached this stage, the community will become the main actor in various contexts of cultural and tourism development. However, in the context of sustainable community empowerment, the stages of empowerment related to the maturity of community attitudes are stages that need to be examined carefully, bearing in mind that in community empowerment, the community will proceed in stages, in a not short

time. The process stages will provide an overview of the relationship between knowledge (knowledge), attitude (attitude) and skills (practice) with the stages of the process of understanding the community towards the stages of learning at each stage regarding the attitude of community maturity, at each stage it can be observed in the treatment model to improve affective, cognitive, psychomotor and conative aspects.

Regarding the stages that lead to changes, such as at the affective stage, very low effort is needed for counseling to raise awareness, at the very low affective stage, the cognitive stage has no effect, the treatment is learning to broaden horizons when affective and cognitive are in an unskilled state, it will affect conative. In the first stage, when affection is very low, it linearly affects cognitive, psychomotor, and conative treatment, as well as in the next stage, each stage will always experience changes, very much depending on the level of awareness. The cognition component is related to reasoning/thoughts, ideas/ideas and beliefs. While the affective component relates to feelings, the conation component concerns the attitude of a person who behaves according to his attitude. If these attitudes have been formed and instilled in the community, then there is no need to be forced or encouraged to do something. The awareness of the importance of changing self-reliance will grow by itself, in line with that in fostering tourism community empowerment, of course, step by step it takes time to achieve changes.

Development of Community-Based Tourism (Community Based Tourism)

Tourism destinations are locations for production, consumption and patterns of tourist movements (Van Hoof, 1998). In addition, tourism destinations are also places where people live to work and carry out social and cultural activities. This is also expressly regulated in Law no. 10 of 2009 concerning Tourism, which states that tourism destinations are geographical areas within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. Dogra state that the community has a strategic position in a tourism destination (Dogra & Gupta, 2012). Therefore, the sustainability of tourism destinations is highly dependent on the level of community involvement in the development of tourism destinations. (Tosun, Cevat & Timothy, 2003) They emphasized that an important aspect of sustainable tourism is the emphasis on community-based tourism. This approach focuses more on the participation of local communities in the planning and development of tourism destinations. Through community participation, tourism can directly benefit local communities.

Community-based tourism is a type of tourism that includes community participation as the main element in tourism in order to achieve sustainable tourism development goals (Telfer, Richard dan Sharpley, 2008). Community-based tourism development is a development tool in society to increase the role of the community so that it participates actively in managing tourism and is fully involved in managing it (Rahayu et al., 2015)

Delita stated that the role of the community in tourism development is very important. By involving the community, a program does not only address one problem related to the tourism sector but is a solution for other problems, namely poverty and unemployment (Delita et al., 2017). So far, tourism development has only enriched certain groups, such as capital owners. According to Sunaryo that community-based tourism or community-based tourism is an understanding related to the certainty of benefits obtained by the community and the existence of assistance planning efforts that defend local communities and other groups that have an interest or interest in local tourism, and tourism governance that provides greater control room to realize the welfare of the local community (Sunaryo, 2013). Community-based tourism or community-based tourism is closely related to the certainty of

the active participation of the local community in existing tourism development. Therefore, basically there are three main principles in a community-based tourism development planning strategy, namely:

- a. Involve community members in decision making.
- b. There is certainty that local communities receive benefits from tourism activities.
- c. Tourism education for local communities (Sunaryo, 2013).

Other research suggested developing CBT as a community economic empowerment strategy is through: (a) a tourist destination development program, (b) a tourism marketing development program, and (c) a partnership development program. Types of tourism that have the potential to be developed into community-based tourism in Kulon Progo include nature tourism, agro-tourism, religious tourism, educational tourism, culture, crafts and culinary tourism (Rahayu et al., 2015).

The development of community-based tourism conceptually has unique characteristics and a number of characters which are stated by Nasikun (2000) as follows:

- a. Community-based tourism finds its rationality in properties and unique characteristics and more unique characters are organized on a small scale, this type of tourism is basically, ecologically safe, and does not have as many negative impacts as those produced by conventional types of tourism.
- b. Community-based tourism has the opportunity to be more capable of developing small-scale tourist objects and attractions and therefore can be managed by local communities and entrepreneurs.
- c. Closely related and as a consequence of both more than conventional tourism, whereby local communities are involved in enjoying the benefits of tourism development, and therefore empowering communities more

The challenge of realizing community-based sustainable tourism is that it requires community empowerment that is truly carried out by, from, and for the community in a participatory manner, which appears as an alternative to an all-centralized and top-down development approach. First; involvement of the local community in the selection, design, planning and implementation of programs that will color people's lives. Second; transformational participation as a goal to change weak and marginal conditions to be empowered and independent.

Research Road Map

Sustainable tourism development (sustainable tourism) is a concept that puts forward a balance of ecological, economic and social aspects by involving the government, private sector and residents (local communities). Community Based Tourism (CBT) is a tourism development model which is part of the concept of sustainable tourism. CBT is the right solution for overcoming poverty and unemployment in areas that have tourism potential, such as Huta Bolon Village and Huta Tinggi Village, Samosir Regency. Preliminary studies conducted in Samosir Regency show that the development of tourism objects is still partial and has not involved the community as the main subject in tourism development. For this reason, it is necessary to conduct more in-depth research on community empowerment strategies through CBT in Samosir Regency. The road map for this research as a whole is shown in Figure 1.

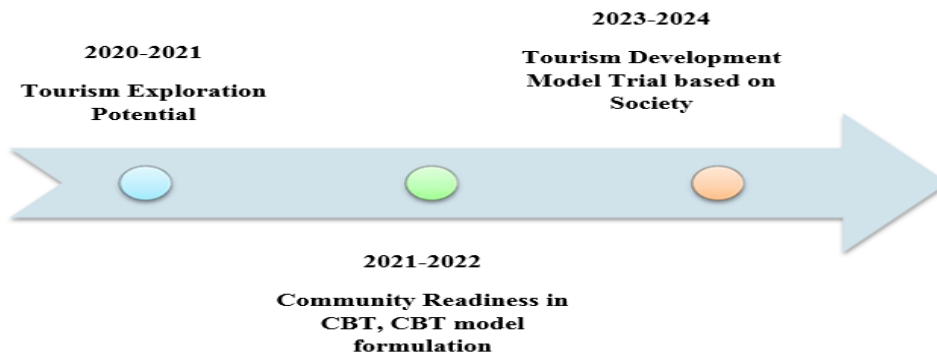


Figure 1. Road Map

RESEARCH METHODS

Types of research

This research was conducted in Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency, which is a qualitative descriptive study using a survey method. This study will describe and analyze tourism potential, community readiness, government efforts in formulating appropriate community-based tourism development models as a strategy to increase community involvement and welfare in Huta Bolon Village and Huta Tinggi Village. The subjects of this study were the local people of Huta Bolon Village and Huta Tinggi Village as key informants who could provide information about the actual situation of the research object. Additional informants are village officials, community leaders and other stakeholders.

The data used in this study are primary data and secondary data. The primary data needed is the potential of tourism objects, community readiness in CBT and local government efforts in developing tourism objects in Huta Bolon Village and Huta Tinggi Village, Samosir Regency. While the secondary data needed is archival data from the Village Office and the Samosir Regency Tourism Office which were obtained through a study of literature and related documents.

Research Stages

The stages of the research are shown in the following flowchart:

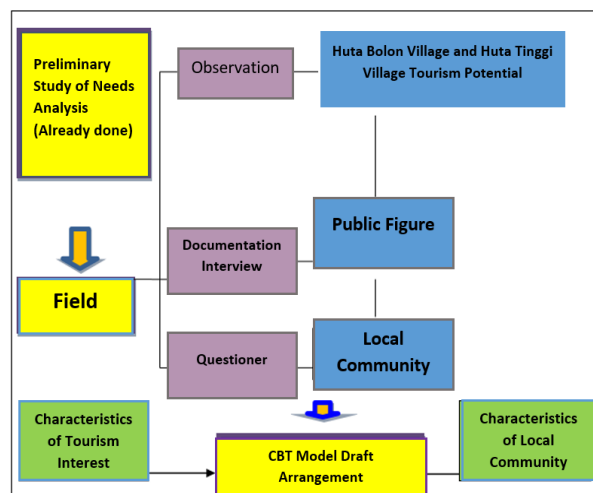


Figure 2. Research Flow Chart

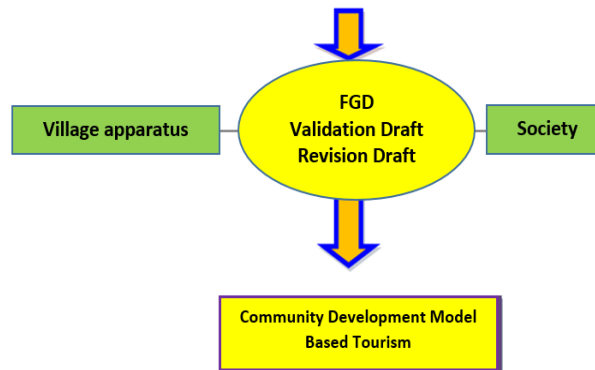


Figure 3. Data collection technique

Data collection technique

1. Observations are used to see directly the tourism potential in Huta Bolon Village and Huta Tinggi Village, Samosir Regency.
2. The questionnaire is used to obtain data on community readiness for the development of CBT in their area.
3. Interviews were used to obtain information on tourism development efforts by regional apparatus and community readiness for CBT development.
4. Documentation techniques by tracing documents belonging to the Samosir Regency Tourism Office, BPS, BAPPEDA and other literature studies.

Data analysis technique

The steps in analyzing qualitative data include:

- a. Data reduction by sorting and summarizing field notes.
- b. Categorization by labeling/categorizing data.
- c. Synthesize by looking for links between one category and another
- d. Draw conclusions based on the results of the analysis

Community readiness data through a Likert scale is analyzed by the following formula:

n = empirical score (score obtained)

N = maximum score

Classification of community readiness levels in CBT is shown in the following table:

Table 1. Classification of Levels of Community Preparedness in CBT

No	Interval	Description
1	81% - 100%	Very High
2	61% - 80%	High
3	41 % - 60 %	Middle
4	≤ 40%	Low

Focus Group Discussion (FGD) involving village officials, community leaders, academics and the people of Huta Bolon Village and Huta Tinggi Village of Samosir Regency, to formulate a community-based tourism model / CBT model.

RESULTS AND DISCUSSION

The results of the research are described according to the formulation of the problem that has been determined. The following are the findings and discussion of the research:

Regional Potential in Huta Bolon Village and Huta Tinggi Village

The potential of the village can be seen from the elements of the village which include the area, community and way of life.

Huta Bolon Village

Huta Bolon Village is included in the administrative area of Pangururan District, Samosir Regency. This village has been established since 1953. However, since 1908 this village has been recognized by the Dutch as a traditional Batak government area known as Bius Siopat Hae Horbo led by Maruga Sihaloho. From its inception until now the head of Huta Bolon Village still has the surname Sihaloho. Mr. Belly Boyking Sihaloho is the village head for the 2014-2020 period. So, the family element is still maintained in Hutabolon Village. Based on the Huta Bolon Village Regulation No. 4 of 2014 the vision of this village is the Realization of Huta Bolon Village as a tourism destination center in Samosir Regency. With missions including expanding and building infrastructure facilities at the Parbaba White Sand Beach Tourism Object, socializing tourism awareness for the community and promoting tourist destinations through various media.

The area of this village is around 1.75 square kilometers with a hilly and sloping topography around the outskirts of Lake Toba. This village is divided into two hamlets. These village boundaries include:

To the north it is bordered by Situngkir Village To the east it is bordered by Parbaba Dolok Village To the south it is bordered by Siopat Sosor Village To the west it is bordered by Lake Toba

But this landscape with hilly topography gives its own beauty. This stretch of land in Huta Bolon Village can be an attraction for tourists.



Figure 4. Views in Huta Bolon Village

The scenery on the village road is very interesting with the left and right sides of the community's agricultural land. Then the view of Lake Toba which is visible from a height is also interesting to be used as a photo spot for visitors. Besides that, on the side of the road, you can also find large trees that are old and with a unique shape, starting from their roots, stems and leaves.



Figure 5. Side of the Road Overgrown with Large Old Aged Trees

Then the dirt road with the left and right sides showing layers of soil with a unique pattern can also be used as a photo spot or media for learning on field trips or MPAs.



Figure 6. Layers of Soil on the Side of a Unique Village Road

Parbaba White Sand is one of the mainstay and oldest tourist attractions in Samosir Regency. This tourist attraction located in Dusun II was inaugurated on May 18, 2006. The community involved in managing this tourist attraction is responsible for maintaining the cleanliness and security of their respective areas. This system is called the sign system. This tourist object is well known and tourist attractions are often held including the Parbaba White Sand Festival which is filled with various activities such as Tor tor, other traditional competitions. The event was also attended by President Jokowi. Here are some of the natural beauty at Parbaba White Sand:



Figure 7. The Beauty of Parbaba White Sand Beach



Figure 8. Homestay in Huta Bolon Village

The population of Huta Bolon Village is around 154 families with 85% being farmers. Agricultural commodities include corn, candlenut, coffee, peanuts, cassava and onions. Livestock commodities include goats, pigs, buffalo, chickens and ducks. The agriculture and animal husbandry cultivated by the community are still traditional and depend on nature. According to the Village Head, Mr. Belly Boyking Sihaloho, there are not many agricultural crops that can be cultivated due to the fertility factor of the land. Only the most productive corn crops in the village. There are also people in this village who work on Ulos Karo type Ulos weaving, this Ulos is indeed an order from Karo area. However, this Ulos weaving has not yet reached a wide market because its motifs show the characteristics of the Karo people. Based on interviews with weavers, Ulos work still uses a traditional tool called a *Kasusak*.

Huta Tinggi Village

Huta Tinggi Village is located in Pangururan District, Samosir Regency, North Sumatra. The area of this village is 7.5 km² or 641 Ha which is divided into 3 hamlets. The topography of this village is hilly and located at an altitude above 500 meters above sea level and is classified as a plateau. With this topography and the absence of other water sources, this region is experiencing water shortages and is dependent on rainwater for both agriculture and household needs. If it's not the rainy season, people usually buy water from sellers who come. Most areas with rainfed agricultural land use, plantations and fields. In addition, the community also cultivates livestock such as cows, buffaloes and goats. Geographically, the boundaries of this village are;

To the north it is bordered by Lumban Pinggol Village to the south it is bordered by Soapgannahuta Village to the west it is bordered by Pardomuan I Village To the east it is bordered by Sijambur Village

The government structure of Huta Tinggi Village is held by various clans including Silalahi, Naibaho, Simarmata and Sitanggang. Period 2019- until now the head of the village is Pargaulan Silalahi. The total population is around 1106 people or 251 families. Huta Tinggi Village has a heterogeneous community with the majority being Batak Toba. The most religions are Protestant Christianity and Catholicism. In addition, those who are Muslim are generally immigrants. Most of the residents work as farmers. Agricultural commodities include rice, coffee, corn, cassava, cocoa and others. Toba Batak customs and traditions are very strong in this village so that it becomes a special attraction, especially in tourism.

Huta Tinggi Village, which is also part of the UNESCO Geosite, was designated as a tourist village through the Decree of the Samosir Regent Number 372 of 2019 concerning

Designation of Tourism Villages in Samosir Regency. In fact, Huta Tinggi Village is one of the 50 best tourist villages in Indonesia at the 2021 Indonesian Tourism Village Award (ADWI). This village offers various tourist attractions including natural tourism, cultural tourism and educational tourism. The natural beauty of the village, which is located at this altitude and directly opposite Pusuk Buhit, which is considered sacred by the Batak people, is an attraction. The tourism mascot of this village is a buffalo. Visitors can learn to milk buffalo directly. There is a special processed food made from buffalo milk called *dali ni horbo* or typical Batak Toba cheese. Visitors can also see a traditional Batak house called Rumah Bolon. There are traditional Batak houses or traditional houses that are also rented out as homestays. Besides that, there are also tor tor dance attractions and gondang performances.



Figure 9. Buffalo Milking Attraction



Figure 10. Homestay in Huta Tinggi Village

In this community-managed homestay, visitors can learn about Toba Batak culture such as traditional dishes, traditional ceremonies, musical instruments and regional songs and various ornaments. The tourism promotion that has been carried out has utilized digital technology in the form of a web under the auspices of the Ministry of Tourism and Creative Economy. The web address related to tourism in Huta Tinggi Village is <https://jadesta.kemendparekraf.go.id>. On this website, all complete information regarding Huta Tinggi Village can be obtained, and can also provide online services related to lodging reservations and tour packages. The appearance of the website is also attractive and interactive, WhatsApp chat is available. The management contact person is on behalf of Stella Angelica Lumban Gaol who is a tourism ambassador. Apart from the web, other promotions are in the form of YouTube channels and Instagram.



Figure 11. Home Page of the Huta Tinggi Village Website

Desa Wisata Hutatinggi
Hutatinggi, Pangururan, Kabupaten Samosir, Sumatera Utara



Figure 12. Huta Tinggi Village Website Menu

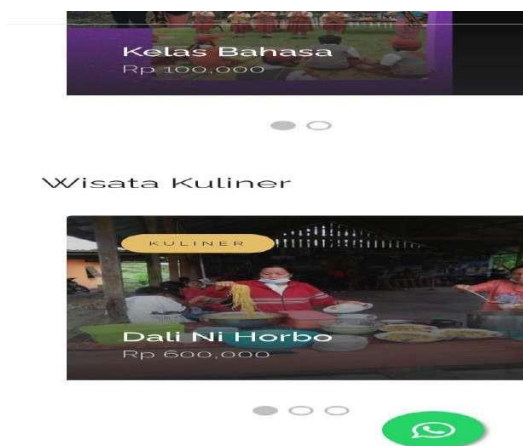


Figure 13. Tour Packages Offered on the Website

Community Readiness for Community Based Tourism

The readiness of the people of Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency in the development of community-based tourism (CBT) is divided into 3 aspects, namely planning, management and evaluation of tourism development. In the planning aspect, the criteria for preparing a budget (2.15) and preparing a master plan (2.38) are still low, while the criteria for planning tourist attractions (4.12) and planning for natural

resources (4.00) are relatively high. In the management aspect, the average criterion is already high. In the evaluation aspect, the budget and HR evaluation criteria are included in the low category. Look at table 2 below:

Table 2. The budget and HR evaluation criteria

Variable	Criteria	Mean	SD
Planning	Preparation of a tourism master plan	2,38	1,31
	Budget preparation	2,15	0,36
	Preparation of HR planning	3,63	1,24
	Preparation of natural resources planning	4,00	1,13
	Preparation of accessibility planning	2,88	0,50
	Preparation of tourist attraction planning	4,12	0,69
	Preparation of tourist amenities planning	3,40	0,55
Management	Budget management	3,83	0,50
	HR Management	3,11	1,19
	Natural Resources Management	3,98	0,66
	Accessibility management	2,82	1,18
	Management of tourist attractions	3,48	1,34
	Management of tourist amenities	3,09	1,20
Evaluation	Budget evaluation	2,13	0,94
	HR Evaluation	2,35	1,34
	Natural Resources Evaluation	3,40	0,55
	Accessibility evaluation	3,41	1,61
	Evaluation of tourist attractions	2,52	1,34
	Evaluation of tourist amenities	2,99	1,12

Based on the results of this analysis, it turns out that the readiness of the people of Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency is still low in the planning and evaluation aspects of tourism development. This is because tourism development that has been going on so far is still partial, controlled by certain parties such as the private sector and lack of community involvement, so that people's knowledge on these aspects is still limited. Thus the need for tourism education for the community. This is because the development of the tourism industry will affect the lives of local communities, both changes in the economy, culture, social life and environmental changes. This is in line with the theory put forward by Murphy that community-based tourism (CBT) is closely related to the impact of tourism on local communities and environmental resources (environmental resources) (Peter E & Ann E, 2004).

Community Readiness for CBT Based on Age

The results of statistical analysis using the one-way ANOVA test tool show that with variations in age, the calculated dF value (3.196) > F table (2.60 , $\alpha = 0.05$) ; sig (0.000 and 0.008) < 0.05 from the planning and management aspect. Thus, based on age, there are significant differences in readiness in the planning and management aspects of community-based tourism. In the evaluation aspect of tourism development there is no significant difference from the age group because the sig value is 0.697 > $\alpha = 0.05$. The highest mean (mean) is found at the ages of 18-35 and >35-50 which indicates that at this age the community's readiness to engage in (CBT) is high. This can be seen in table 3 below:

Table 3. Community Readiness for CBT by Age

Aspect	MEAN				ANOVA	
	< 18	18-35	35-50	> 50	F Value	p Value
Planning	2,87	2,97	3,11	2,47	6,746	.000
Management	3,28	3,64	3,56	3,51	4,014	.008
Evaluation	2,44	2,56	2,63	2,21	0,481	.697

Community Readiness for CBT Based on Gender

Based on the results of statistical analysis using one-way ANOVA, in the gender category, the calculated dF value ($1.198 < F \text{ table } (3.84, \alpha = 0.05)$) for planning and management aspects with sig (0.088 and 0.093) > 0.05 . In the evaluation aspect, the p-value (Sig. = 0.003) $< \alpha = 0.05$. Thus from the gender category there is no significant difference in readiness in the planning and management aspects but in the evaluation aspect there is a significant difference in readiness. evaluation, the mean value of men is higher than that of women, meaning that in the aspect of evaluation, men's readiness is higher, as shown in table 4 below:

Tabel 4 Community Readiness for CBT Based on Gender

Aspect	MEAN		ANOVA	
	< 18	18-35	F Value	p Value
Planning	2,92	2,98	2,945	.088
Management	3,49	3,42	2,847	.093
Evaluation	2,48	2,37	8,843	.003

Df = 1, 198; F Value = 3.84 and p Value = 0.05

Community Readiness for CBT Based on Education

The results of statistical analysis using one-way ANOVA showed the education category, calculated dF value ($4.195 > F \text{ table } (2.37, \alpha = 0.05)$); sig 0.427 > 0.05 from the planning aspect then sig 0.022 and 0.000 < 0.05 on the management and evaluation aspects of tourism development. Thus in the education category there are significant differences in readiness in the management and evaluation aspects of community-based tourism. In the planning aspect there is no significant difference because the sig value is $0.427 > \alpha = 0.05$. The highest average (mean) is in people who are pursuing higher education (Diploma, S1 and S2). This means that community groups who take higher education also have high readiness in the development of CBT. Look at table 5 below:

Tabel 5. Community Readiness for CBT Based on Education Level

Aspect	MEAN				ANOVA	
	Ungraduate	Elementary/ Junior High School	Senior High School	College	F Value	P Value
Planning	1.90	2,96	2,98	3,87	6,746	.427
Management	1,83	3,45	3,51	3,96	4,014	.022
Evaluation	1,78	2,44	2,43	2,84	0,481	.000

Df = 4, 195; F Value = 2.37 and p Value = 0.05

Based on the categories of age, gender and education, it can be seen that there are differences in the level of readiness of the local community in Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency for CBT development. The level of

education and age are the main factors influencing the community's readiness in developing CBT in Samosir Regency. Meanwhile, in terms of gender, it does not significantly affect community readiness. The success of community-based tourism (CBT) is largely determined by the readiness of the community to be directly involved.

The community is not only the object of tourism development, but the community also has a strategic role as a determinant of the direction of tourism development. However, so far the tourism sector has only prioritized the profit aspect without building local communities around tourist objects. Even though people's lives also have selling points in this sector by introducing history and cultural diversity, for example the Batak tribe in Samosir Regency, in accordance with the concept of CBT as tourism whose management and development is from the community, by the community and for the community, making it easier for visitors to learn about the community and the procedures his life / local way of life (Peter E & Ann E, 2004).

The level of readiness of local communities for CBT development in Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency is still low in planning and evaluation aspects. This should be a concern of the tourism office to provide opportunities for the community to be involved in the process of planning and evaluating tourism development and in its management so that the community obtains economic, cultural, social and environmental benefits. This is in accordance with Sunaryo's statement that the main principles in CBT are involving community members in decision making, the benefits of tourism activities obtained by local communities, education / training related to tourism for local communities (Sunaryo, 2013). Tourism education will be able to increase community readiness in planning, managing and evaluating CBT development.

Community-Based Tourism Model

The physical, social and cultural potentials in Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency have prospects for the future development of the tourism industry. The natural physical environment, history and culture typical of the Toba Batak Tribe will become the main tourism resources supported by a good tourism management policy in terms of planning, management and development. Local communities as owners (owners) of tourism resources need to be actively involved in the policy. So it is necessary to formulate a master plan in the development of community-based tourism in the form of a regional potential-based model. Based on the results of exploring the potentials found in Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency, the CBT model formulated is called the CBT RP3I model (Community Based Tourism: Relationship, Planning, Producing, Promoting and Involvement) as shown in Figure 14 below:



Figure 14. RP3I CBT Model Components in the model

The CBT above can be explained as follows:

1) Relationships

Relationship is a relationship that is built between each stakeholder such as the government, local communities and the private sector. In the early stages of developing the RP3I CBT model, relationships were built between community groups in the form of tourism-aware communities. The need for good relations among other stakeholders in the development of community-based tourism is also known as small-scale tourism, built by local communities, and involves various local elements such as entrepreneurs, organizations and local government (Telfer & Sharpley, 2008; Leslie, 2012). This is also supported by Murphy said that tourism is a "community industry", so that the sustainability of tourism development is very dependent and determined by community acceptance and support for tourism (Peter E & Ann E, 2004).

2) Planning

Planning is tourism development planning based on existing resources in an area. The planning stage in the CBT model focuses more on the active involvement of local communities. This can be supported by previous research by which stated that most of the characteristics or approaches to community-based tourism destination planning come from the tradition of transaction planning and advocacy (Adikampana, 2017). Inskeep (Inskeep, 1991) emphasizes the importance of involving all decision makers in the various stages or processes of tourism planning. The planning process is the steps taken to achieve tourism development goals. The tourism planning process includes:

- a. Study preparation; introduction to characteristics, potential and strategic issues, budgeting, selection of team members, Terms of Reference (TOR), and administration.
- b. Determination of development goals and objectives; formulation of goals and objectives that can be used to address strategic issues.
- c. Survey; inventory of the existing situation and characteristics of the tourism planning area.
- d. Analysis and synthesis; analysis of survey results and synthesis to formulate plans and recommendations.
- e. Formulation of policies and plans; formulate planning alternatives.
- f. Recommendation; choice of the right plan with goals and objectives.

- g. Implementation; implementation of the selected plan.
- h. Monitoring and evaluation; continuous monitoring and providing feedback for adjustments and refinement of plans.

3) Producing

Producing is an attempt to create tourism products, both tangible and intangible products. Tangible products such as tourist attractions, services while intangible products such as souvenirs and so on (Roberts & Hall, 2004).

A tourism product must be based on local communities, produced effectively and efficiently, based on the wise use of natural and cultural resources in tourism destinations or tourism destinations, and can meet increasingly dynamic market demands. In general, the product concept refers to the commodities produced by an industry.

Local communities collectively and creatively are able to create quality tourism products and experiences through the participation of local communities in tourism planning and management processes (Idziak et al., 2015). Local community-based tourism products are understood as tourist pull factors created by local communities based on tourism resources or the uniqueness possessed by the local community itself. Reid, et al. (2009) also stated that tourism products can be identified based on the uniqueness of the local community and their compatibility with the target market (George et al., 2009).

4) Promoting

Promoting is an activity to promote and market tourism products, both directly and indirectly using various digital media and print media. Digital media include websites, YouTube, Instagram and Facebook. Print media such as leaflets, magazines, pocket books and events such as exhibitions and so on. This is also supported by previous research According to Rangkuti (2009:51) promotion is one of the marketing mix variables which has a very important role, so it is an activity that must be carried out by companies in order to carry out promotional programs if their products want to be widely known by consumers and success in the target market and the media used (Blackstock, 2005).

The media used as a form of promotion carried out by the community and village tourism actors. Promotion is also called marketing (marketing communication mix) company is a specific guide advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relations (Kotler & Armstrong, 2008) .

5) Involvement

Involvement is a strategy to always involve the community and improve every component in the RP3I CBT model, namely community relations, tourism development planning, producing and promoting. According to Adikampana that the integration of local communities in the community, planning and development of tourism destinations is intended to ensure that local communities have the space and opportunity to participate in the tourism planning process (Adikampana, 2017). The integration thinking framework starts from a basic understanding of tourism destinations. Within a tourism destination, there is not only the tourism industry (products, markets and access), but also links with other industries including local communities.

CONCLUSION

The conclusions in this study are;

1. Huta Bolon Village and Huta Tinggi Village have various physical and non-physical potentials as capital for tourism development
2. Community readiness. The level of community readiness for community-based tourism development (CBT) in Huta Bolon Village and Huta Tinggi Village, Pangururan District, Samosir Regency is still low in planning and evaluation aspects. The main factors that influence the level of community readiness in developing CBT in Samosir Regency are education and age.
3. Formulation of a CBT model called the CBT model RP3I (Community Based Tourism: Relationship, Planning, Producing, Promoting and Involvement)

RECOMMENDATION

Based on the research findings and conclusions, it can be suggested as follows:

1. The village government should actively involve the community in various tourism development activities.
2. The government needs to implement a bottom-up policy, so that ideas from the community can become the basis for regional tourism development.

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