

Implementation of Sustainable Tourism Development of Tourism Villages in Langkat Regency

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Abstract: This research is applied research, which seeks to encourage research to develop and manage destinations with the concept of sustainable tourism development (STD). STD is a concept that integrates the four pillars of tourism destination governance. This concept has been stated in the Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016. The STD concept consists of four variables, among others; a) the implementation of effective management that is integrated and sustainable, b) strengthening the impact and economic benefits for local communities, c) strengthening and preserving socio-cultural, and d) paying attention to environmental sustainability around tourist destinations. This research aims to apply the STD concept for the development of tourism village potential. Specifically, this research is intended to encourage tourism village potentials in Sei Bingai and Tanjung Pura Districts, Langkat Regency, North Sumatra Province. So that in the end, it is hoped that Langkat Regency can have a well-managed tourist village based on the STD concept. The results showed that, based on the results of Confirmatory Factor Analysis (CFA) using AMOS 22 software, it was found that the existing variables were indeed relevant for analyzing the application of sustainable tourism development. Furthermore, based on the scoring carried out in the Focus Group Discussion (FGD) activities with key stakeholders, a ranking is carried out. Of the four existing aspects, the environmental aspect is in the good category (based on the excellent, good, average, and poor categories), while the sustainable integrated management variable, the variable economic benefits for the surrounding community, and the environmental conservation variable are in the good category. The results of the FGD also concluded that the majority of key stakeholders agreed that in Rumah Galuh Village and Pematang Serai Village, Langkat Regency would continue to be developed into a tourist village with a sustainable tourism development model.

Keywords: Sustainable Tourism Development, Tourism Village, Management

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Introduction

Today, organizations engaged in the tourism business, tour operators, hotels, and destinations are increasingly developing marketing systems to increase sales of their products and services. This is triggered by the need for players in this business to compete in an increasingly competitive market. According to experts, the prospects for the tourism sector in the future are promising. It is because travel propensity in source countries for foreign tourists has experienced positive growth. UNWTO also stated the same thing. However, another impact that must be taken into account is that the behavior of competing countries will increasingly encourage increasingly fierce competition to seize the tourist segment. Therefore it will be something that needs to be observed for each country that competes in this sector (Primaswi, 2018).

Furthermore, Primaswi (2018) stated that ASEAN member countries, which India and China flank as the two largest tourism market countries, are being contested by ASEAN member countries, including Indonesia. ASEAN has a population of around 1.3 billion people, and the number of outbound is 13.2 million. In contrast, China, where the population is approximately 1.5 billion, has an outbound value of more than 117 million. Not to mention the magnitude of the

potential of the European and American markets. Indonesia itself has implemented three necessary plans to support national tourism marketing, namely; a) lowering connectivity costs, b) competitive model destination (CDM), and c) incentives for foreign tourists (wholesale/incentive sale). Indonesia targets foreign tourist visits in 2020 as many as 20 million tourists (provided there is no Covid19 outbreak).

Several researchers suggest the importance of implementing or managing tourism that prioritizes sustainable aspects (Font et al., 2019; Nunkoo dan Seetanah, 2019), where this concept focuses on providing optimal benefits to tourism activities that are economically, socially, culturally, environmentally sound. Integrated management.

The concept of sustainable tourism is a concept that developed along with the emergence of sustainable development. Where this idea first surfaced in the Brunland Report. The document states that sustainable development is a series of development activities that can meet the needs of the present without neglecting the needs of future generations (WCED, 1987). Since then, sustainable tourism development has become part of the strategy in translating sustainable development and has been used as an essential template for carrying out tourism management. Indonesia is no exception.

STD is defined as the tourism development steps of an area that are oriented towards efforts to conserve resources that are also needed for the future. Sustainable tourism development emphasizes economic aspects and considers ecological, socio-cultural, and governance aspects (Sitepu, 2018).

In the context of ecology, sustainability can be interpreted that the development of the tourism sector will not have a counterproductive impact on the sustainability of the ecosystem around the development of tourism activities. Along with that, tourism activities can also be integrated with environmental conservation activities. On the other hand, from a social point of view, tourism activities must be acceptable. It refers to the participation of local communities in absorbing and engaging in businesses in the tourism sector, and of course, without causing social conflict to arise.

Meanwhile, from the cultural context, tourism activities should not conflict with cultural norms. In this case, the local community around the tourist attraction must have the ability to adapt to the culture brought by different tourists. As to be economically profitable, various activities carried out in tourism destinations can provide economic benefits and boost the prosperity of the community around the destination (Sitepu, 2017 & Suwena, 2010). In Indonesia, the concept of sustainable tourism development began in 2015 (Sitepu, 2017a). The success of various tourism development strategies can be seen by reflecting on the continued increase in local and foreign tourist arrivals to Indonesia.

Furthermore, in implementing sustainable tourism development, the government has launched a tourism village development program. This is done so that tourism development can involve the grass root community. According to Made et al. (2013), village tourism is one form of implementing community-based and sustainable tourism development.

Several empirical findings related to the development of tourist villages, among others, were put forward by many researchers. Junaid et al. (2020) suggested the steps needed to implement a tourism village that emphasized community collaboration with stakeholders. The research of Qori'ah et al. (2019) concluded that a tourist village can maintain ecology, preserve local, social and cultural wisdom, and provide economic benefits for the community around the destination. Meanwhile, Ma'ruf et al. (2018) revealed the importance of village government support to manage and explore tourism objects and attractions that have not been optimized. Arifin & Yanto (2018) emphasized that a strategic plan must be prepared to build a tourist village. Furthermore, Kurniawati et al. (2018) revealed the importance of the tourism village development plan.

Furthermore, research by Rizkianto & Topowijono (2018) and Sidiq & Resnawaty (2017) emphasizes that tourist attractions in tourist villages must arise from the independent desire of the local community. Meanwhile, Andayani et al. (2017) emphasized the stages of community strengthening in tourist villages. While related to the problems that arise, the community empowerment process is stated by (Made et al., 2013). Meanwhile, Hermawan (2017) concludes

that efforts to develop tourist villages will provide positive benefits, especially in encouraging the improvement of the economic level of the surrounding community.

In essence, it is hoped that to develop the village into a tourist village, and there will be sustainable economic equality. On the other hand, a tourist village will marry tourism products that are more nuanced and close to the culture that exists in the countryside. So that the process of cultural preservation also goes according to expectations.

From some phenomena and empirical findings that have been put forward, it can be seen that there is still a wide research gap in research on the development of tourist villages. Among the approaches taken, the concept of tourism village development has not been seen with sustainable tourism development, which consists of four pillars, namely integrated and sustainable planning, optimizing economic benefits for communities around destinations, strengthening socio-cultural and environmental conservation. Therefore, researchers are interested in conducting applied research, building a tourist village with a sustainable tourism development approach.

This research will be conducted in Langkat Regency, with several considerations, including; 1) Langkat Regency is a regency in North Sumatra which is also a KSPN in addition to the Lake Toba area, 2) Langkat Regency has tourist destinations that are increasingly attracting public interest, especially from Medan City, as an alternative tourist destination other than Lake Toba and Berastagi, 3) Langkat Regency through The Department of Tourism and Culture wants to develop tourist villages like those that have been developed on the island of Java.

Methodology

The research activities were carried out in Rumah Galuh Village, Sei Bingei District, and Pematang Serai Village, Tanjung Pura District, Langkat Regency. Research activities start from making a research plan, determining the research area, determining the research model (done by combining quantitative and qualitative approaches. The qualitative approach is carried out by conducting Focus Group Discussions-FGD (Khatun & Saadat, 2020) and In-depth interviews (Liu, 2019) with key stakeholder resource persons, consisting of the Head of Pematang Serai Village, Head of Rumah Galuh Village, Head of Tourism Destination Development Division of the Tourism and Culture Office of Langkat Regency, Head of the Tourism and Culture Office of Langkat Regency, representatives of tourism operators in each -each village and the Bumdes Director.

For this FGD process, a scoring process for the implementation of STD was also carried out, with an assessment criterion of a scale of 4, namely, excellent (green), good (blue), moderate (yellow), and poor (red). In contrast, the quantitative approach is carried out by collecting data on tourist preferences through a list of closed questions. For this questionnaire, questions are given with a choice of a scale of 6, namely; strongly agree (score 6), strongly agree (score 5), agree (score 4), disagree (score 3), disagree (score 2), and strongly disagree (score 1).

The parameters of the observed/measured changes refer to the criteria that GSTC has compiled (2017) and the Minister of Tourism Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations (Kemenpar, 2016), including;

- a) Maximizing integrated and sustainable management aspects with indicators including; A1 Sustainable destination strategy, A2 Destination management organization, A3 Monitoring, A4 Tourism seasonality management, A5 Climate change adaptation, A6 Asset & attraction inventory, A7 Planning Regulations, A8 Access for all, A9 Property acquisitions, A10 Visitor satisfaction, A11 Sustainability standards, A12 Safety and security, A13 Crisis and emergency management and A14 Promotion.
- b) Maximizing economic benefits for communities around tourist destinations and minimizing the negative impacts of tourism activities. The indicators used include; B1 Economic monitoring, B2 Local career opportunities, B3 Public participation, B4 Local community opinion, B5 Local access, B6 Tourism awareness and education, B7 Preventing exploitation, B8 Support for the community, and B9 Supporting local entrepreneurs and fair trade.
- c) Maximizing socio-cultural benefits for the surrounding community and minimizing adverse impacts from tourism activities, with indicators: C1 Attraction protection, C2 Visitor management, C3 Visitor behavior, C4 Cultural heritage protection, C5 Site interpretation, and C6 Intellectual property.

- d) Maximizing benefits for the surrounding environment and minimizing negative impacts on the environment, with indicators; D1 Environmental risk, D2 Protection of sensitive environments, D3 Wildlife protection, D4 Greenhouse gas emissions, D5 Energy conservation, D6 Water Management, D7 Water security, D8 Water quality, D9 Wastewater, D10 Solid waste reduction, D11 Light and noise pollution, and D12 Low-impact transportation.

In general, the research model used can be stated as presented in the following figure:

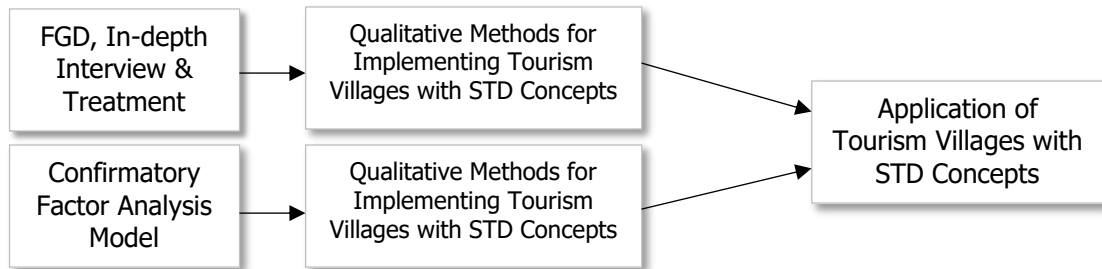


Figure 1. Research Model

While the specific model used in the quantitative approach is Confirmatory Factor Analysis-CFA (Jöreskog et al. 2016). CFA is a form of factor analysis. The main objective is to test whether the indicators grouped based on their latent variables (constructs) are consistent in the construct. In CFA, the researcher tested whether the data fit with the previously formed model or not. The number of respondents to conduct this CFA analysis amounted to 400 respondents who were taken by random sampling method from tourists who had visited tourist destinations in this research.

Results and Discussions

Results

This research was conducted in two villages: Rumah Galuh Village, Sei Bingei District, and Pematang Serai Village, Tanjung Pura District, Langkat Regency. The two villages are pilot villages for tourism villages in Langkat Regency determined based on the Langkat Regency RIPPARDA. Langkat Regency tourism is currently proliferating because of its strategic location surrounded by Medan City, Binjai City, Stabat City, and Deli Serdang Regency. As is known, these areas and cities have a relatively large population and require recreational places to visit, especially on weekends. Based on research results, existing tourist destinations are always crowded with visitors from around Langkat Regency.

In general, the observations were carried out thoroughly in Langkat Regency. Specifically, the observations were carried out in two villages: Rumah Galuh Village, Sei Bingei District, and Pematang Serai Village, Tanjung Pura District. Several tourist destinations are developing in this Rumah Galuh Village, including eternal pool baths, Teroh-teroh waterfalls, body rafting activities along the river, and others. For this tourism activity, there are four entrances and four tour operators that serve visitors. As for the Tanjung Pura District, there are also many tourist attractions such as the Azizi Mosque, Tengku Amir Hamzah's Tomb, regional museums, Tanjung Pura old town, the village of Babusalam Islamic Boarding School, Kwala Serapuh Beach, and Getek Online Mosaic riverside tours in Pematang Serai Village.

Focus Group Discussion (FGD)

The baseline FGD activity was carried out with the tour operator and the Rumah Galuh Village and Pematang Serai Village, which was carried out at the Pelaruga tourist attraction and the Getek Geol Mozaik tourist attraction. Some of the essential notes from the meeting include:

- a. All parties agreed that the two villages should be developed into tourist villages by following sustainable tourism development. Governance will observe and implement; 1) integrated and sustainable planning aspects, 2) optimizing economic benefits for the community around the destination, 3) paying attention to existing socio-cultural aspects and local wisdom developed, and 4) paying attention to aspects of environmental conservation in a sustainable manner.
- b. Several operators hope that the local government, in this case, especially the Department of Tourism and Culture of Langkat Regency, can provide more tangible support. This real support can be done by supporting development programs and activities with the support of the APBD budget, in particular, to support the availability of facilities and infrastructure. For Pelaruga tourism objects, most needed is public toilets, roads to tourist attractions, cliff guardrails, signboards, gates - entrances, and others. As for the Getek Geol Mozaik tourist attraction, what is needed is the improvement of road access to the tourist attraction, parking lots, public toilets, safety equipment, trash cans, Getek maintenance, permanent Getek ports, and others.
- c. In this case, the local government of Langkat Regency, the Department of Tourism and Culture, the Village Government, and the District Government want the management of the destination to be improved even more. Specifically, the government wants tourism objects to be able to contribute to the Langkat Regency's PAD, through levying entry fees where this has not gone as expected.
- d. There is also a desire that tourism business activities in these two villages can be managed by Village Owned Enterprises (Bumdes). So that management can be better in terms of management and more accountable. However, this opinion is still debatable and has been rejected by some tour operators who feel comfortable with the management they are currently running, especially in Rumah Galuh Village. However, for Pematang Serai Village, Bumdes, from the beginning, has played a role in managing tourism activities.
- e. The local community and operators consider that the government's participation in improving tourism governance in the two villages is still far from expectations. They want the government to be more intense and active in observing various developments in tourism objects that require real support from the government.
- f. Operators and village officials want that in the future, periodically or once a year, there will be a big event held in either Rumah Galuh Village or Pematang Serai Village.
- g. On big days and holidays, the operator is quite overwhelmed to handle the massive number of visitors and makes the previously deserted streets completely jammed (the case in Rumah Galuh Village). This thing is practically making operators quite a dilemma in anticipating carrying capacity. This problem is also the case in Pematang Serai Village, although the number of visits is still relatively small.
- h. Safety and security issues still need to be a concern because at the Pelaruga tourist attraction, there was a flood that killed two tourists. Related to this, there is a desire to create an early warning system to anticipate floods. However, according to the operators, they are always more alert and stop all activities if the weather looks unfavorable. Likewise, at the Getek Geol Mozaik tourist attraction, some of the safety and security challenges faced include the less sturdy Getek port, the rapidly decaying bamboo canoe, and the availability of safety vests that do not yet exist.
- i. Visitors consider public toilet facilities for bathing and changing clothes to be facilities that must exist and fulfill a sense of comfort. In addition, visitors also want a place to eat and drink that is clean and standard.
- j. Previously, Pelaruga was divided into several operators, as at this time, previously there was only one tour operator, namely Pelaruga. But over time, there was a split between the managers and eventually opened a similar business along the river. It provides a different background, making it difficult for the village to reunite all operators into one management (one door). Even though there have been no problems in coordination between the operators and there is still harmony in communicating and managing tourism activities. The desire to unify operators has been carried out several times, involving various elements; tourism operators, village governments, sub-district governments, and the Langkat Regency Culture

and Tourism Office. But so far, it hasn't worked. Meanwhile, at the Geol Mozaik tourist attraction, there have been no crucial problems or conflicts in the management of the tourist attraction. Management is well done and one gate.

- k. The tourism object business scheme that was agreed to be implemented in the future is expected to be managed under the Bumdes business unit. So that to invest and improve facilities, you can also take advantage of Bumdes funds. However, there are concerns from the operators that they will eventually be displaced from the tourism activities/business that they have pioneered for years, and their income will decrease.

Description of Research Respondents Answers

The integrated and sustainable management variable has 12 leading indicators (two eliminated), which are then reduced to research question items. Based on the table, it can be seen that in general, the mean of respondents' answers is 4.1786. Questions with the highest mean value indicating that these items have received significant attention include questions; visitor satisfaction with a mean value of 4.4575, a destination management organization with a mean value of 4.4225, and planning and regulation with a mean value 4.4025. This mean value is the same as the mean of tourism seasonality management.

In general, it can be concluded that for the management of tourism in Langkat Regency, the local government, especially at the sub-district and sub-district/village levels, has an awareness of the strategic importance of the tourism sector. A high level of visitor satisfaction indicates it the management of destination governance is well cared for by the manager and the government. The questions that have the lowest mean include; crisis and emergency management with a mean of 4.0825, promotion with a mean value of 4.0300, and the implementation of sustainability standards with a field value of 3.9325. So this should be a concern in the future.

Table 1. Description of Respondents' Answers for Variable Management

No	Indicators	Frequency						Sum	Mean
		STS	TS	KS	S	SS	SSS		
		1	2	3	4	5	6		
1	Mgt_10 Visitor satisfaction	10	23	45	110	120	92	400	4,4575
2	Mgt_2 Destination mgt organization	10	25	57	100	110	98	400	4,4225
3	Mgt_7 Planning and regulation	15	15	67	89	125	89	400	4,4025
4	Mgt_4 Tourism seasonality management	8	19	66	98	129	80	400	4,4025
5	Mgt_3 Monitoring	16	17	77	102	120	108	440	4,4023
6	Mgt_1 Sustainable destination strategy	13	20	55	105	120	87	400	4,4000
7	Mgt_6 Asset and attraction inventaritation	12	30	55	105	100	98	400	4,3625
8	Mgt_8 Access for all	15	35	70	92	99	89	400	4,2300
9	Mgt_12 Safety and security	15	35	77	99	98	76	400	4,1450
10	Mgt_13 Crisis and emergency management	26	44	56	99	95	80	400	4,0825
11	Mgt_14 Promotion	18	47	78	88	100	69	400	4,0300
12	Mgt_11 Sustainability standards	25	56	72	87	88	72	400	3,9325
Average									4,2725

Source: Processed Research Data, 2021

The variable of economic benefits for the surrounding community has nine leading indicators, which are then revealed to be research question items. Based on the table, it can be seen that, in general, the mean of respondents' answers is 4.4329. The question that has the highest mean value is on the public participation item with a mean value of 4.7439. This public participation is indeed quite prominent in the destinations studied. The community began to realize that the tourism sector was strategic enough to be developed. Some initiators emerged who integrated elements that could work together in tourism management in Langkat Regency.

In second place is local community opinion with a mean value of 4.6050, followed by economic monitoring activities with a mean of 4.5875.

The question that has the lowest mean is support for the local community, with a mean value of 4.2450. Due to the high expectations of local people to be able to receive benefits from tourism activities, it has not met their expectations. It is because tourism activities are still in the development stage. In addition, those that have a relatively low mean are the preventive exploitation indicator with a field value of 4.3250 and tourism awareness and education with a mean value of 4.2450.

Table 2. Description of Respondents' Answers for Economic Impact Variables

No	Indicators	Frequency						Sum	Mean
		STS	TS	KS	S	SS	SSS		
		1	2	3	4	5	6		
1	Eko_3 Public participation	7	18	20	96	156	113	410	4,7439
2	Eko_4 Local community opinion	8	22	34	89	150	97	400	4,6050
3	Eko_1 Economic monitoring	10	20	25	95	170	80	400	4,5875
4	Eko_5 Local access for local community	10	21	36	92	143	98	400	4,5775
5	Mgt_2 Local career opportunities	8	27	35	90	165	75	400	4,5050
6	Eko_9 Supporting local enterprise & fair trade	14	22	28	98	144	94	400	4,5450
7	Eko_7 Preventing exploitation	20	25	50	100	120	85	400	4,3250
8	Eko_6 Tourism awareness and education	25	30	44	102	121	78	400	4,2450
9	Eko_8 Support for community	18	26	66	95	120	75	400	4,2450
Average									4,4329

Source: Processed Research Data, 2021

The optimization variable for socio-cultural preservation has three leading indicators which are then revealed to be research question items. Based on the table, it can be seen that in general, the mean of respondents' answers is 4.2292. The question that has the highest mean is visitor behavior with a mean value of 4.2800, followed by attraction protection with a field value of 4.2255 and visitor management with a mean value of 4.1850.

Table 3. Description of Respondents' Answers for Socio-Cultural Variables

No	Indicators	Frequency						Sum	Mean
		STS	TS	KS	S	SS	SSS		
		1	2	3	4	5	6		
1	Cul_1 Attraction protection	25	34	50	95	110	86	400	4,2225
2	Cul_2 Visitor management	22	37	55	97	109	80	400	4,1850
3	Cul_3 Visitor behavior	21	26	60	92	115	86	400	4,2800
Average									4,2292

Source: Processed Research Data, 2021

The variable for optimizing environmental conservation has nine main indicators, which are then revealed to be research question items. Based on the table, it can be seen that, in general, the mean of respondents' answers is 4.4421. The highest mean value is found in the 2nd question item related to protecting the sensitive environment with a mean value of 4.6400. While the lowest mean value is found in water security items with a mean value of 4.3400.

Table 4. Description of Respondents' Answers for Environmental Variables

No	Indicators	Frequency						Sum	Mean
		STS	TS	KS	S	SS	SSS		
		1	2	3	4	5	6		
1	Env_2 Protection of sensitive envi.	13	20	45	87	90	145	400	4,6400
2	Env_3 Wildlife protection	19	22	38	78	110	133	400	4,5925
3	Env_1 Environment risk	9	17	59	90	100	125	400	4,5750
4	Env_12 Low impact transportation	25	30	39	82	98	126	400	4,4400
5	Env_6 Water Management	20	19	55	86	113	107	400	4,4350
6	Env_10 Solid waste reduction	20	23	60	80	98	119	400	4,4250
7	Env_9 Wastewater	20	19	67	78	106	110	400	4,4025
8	Env_8 Water quality	23	24	53	80	120	100	400	4,3750
9	Env_7 Water security	23	24	61	80	110	102	400	4,3400
Average								4,4421	

Source: Processed Research Data, 2021

Scoring Baseline Assessment

The subsequent analysis is to look at the baseline assessment results of the implementation of sustainable tourism development in Langkat Regency based on the results of the FGD. In this baseline assessment, the indicators used were filled with the involvement of key stakeholders, among others; management of tour operators, elements of village leadership (Rumah Galuh Village and Pematang Serai Village), Langkat Regency Tourism and Culture Office, Langkat Regency Indonesian Tourism Guides Association (HPI) and community representatives. The following is the average value for the two destinations studied.

Table 5. Baseline Assessment Results of STD Implementation in Langkat Regency

Criteria	Value	Excellent	Good	Average	Poor	Total	Score
		4	3	2	1		
SECTION A: Demonstrate effective sustainable management	Answer	0	6	17	20	43	0,419
	Score	0	18	34	20	72	Average
	Percentage	0,00%	13,95%	39,53%	46,51%	100%	
SECTION B: Maximize economic benefits to the host community and minimize negative impacts	Answer	0	4	16	1	21	0,536
	Score	0	12	32	1	45	Average
	Percentage	0,00%	19,05%	76,19%	4,76%	100%	
SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	Answer	0	3	6	4	13	0,481
	Score	0	9	12	4	25	Average
	Percentage	0,00%	23,08%	46,15%	30,77%	100%	
SECTION D: Maximize benefits to the environment and minimize negative impacts	Answer	2	0	19	7	28	0,723
	Score	8	0	38	7	53	Good
	Percentage	7,14%	0,00%	67,86%	25,00%	100%	
Total	Answer	2	13	58	32	105	0,464
Total Score	Score	8	39	116	32	195	Average
Total (%)	Percentage	1,90%	12,38%	55,24%	30,48%	100,00%	

Source: FGD Results Data Processed, 2021

Table 6. Scoring Assessment Guideline

Management	0- 42	Poor	Economics	0 - 20	Poor	Culture	0- 12	Poor
	43 - 85	Average		21 - 41	Average		13 - 25	Average
	86 - 128	Good		42 - 62	Good		26 - 38	Good
	129-172	Excellent		63 - 84	Excellent		39 - 52	Excellent
Environment	0 - 27	Poor	Overall Criteria					
	28 - 55	Average	0 – 104		Poor			
	56 - 83	Good	105 - 209		Average			
	84-112	Excellent	210 - 316		Good			
			317 - 420		Excellent			

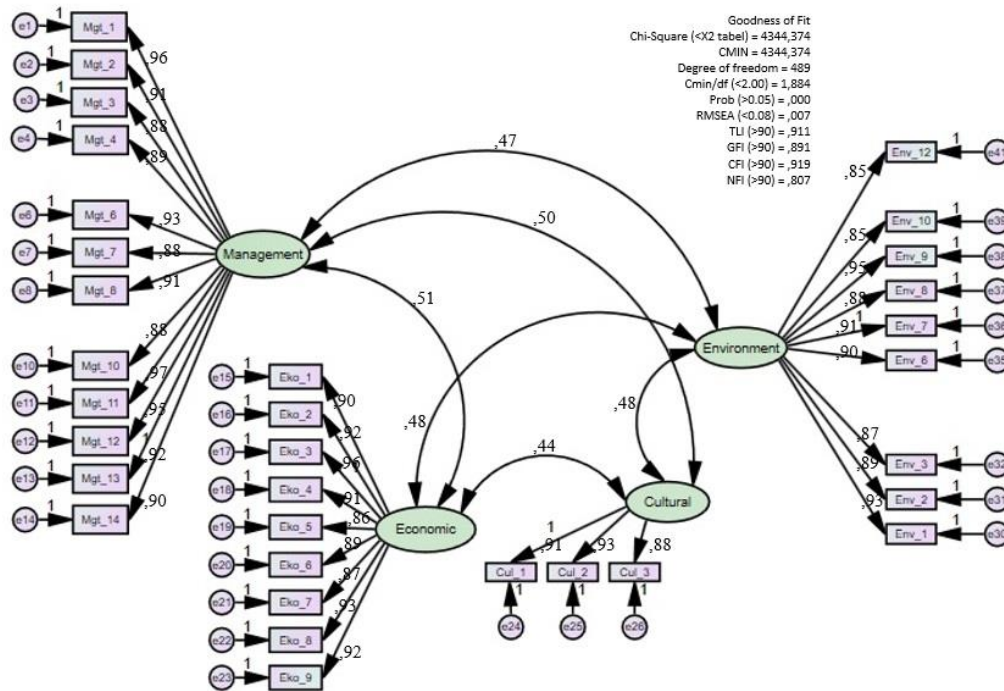
Based on the table above, it is known that section A (demonstrate effective, sustainable management) has 0 items (0.0%) with well-implemented criteria (green), six items (13.95%) with good criteria (blue), and 17 items (39.53%) with sufficient criteria (yellow) and 20 items with (46.51%) with fewer criteria (red).

These results can be interpreted, that in general, from the management aspect, the existing condition of tourism in Pematang Serai Village has good potential to apply the concept of sustainable tourism development. Several things that need attention in the future are how Pematang Serai Village can prepare a multi-year development plan involving public participation, Pematang Serai Village has not yet achieved sustainability standards. It reports the development of incidents related to work safety and security and others.

In section B, there are no items in the particular category, four items (19.05%) in the 'good' category, 16 items (76.19%) in the 'average' category, and one item (4.76%) in the 'poor' category. In section C, there are no items in the excellent category (0%), three items (23.08%) in the good category, six items (46.15%) in the 'average' category, and four items in the 'poor' category. While in section D there are two items (7.14%) in the special category, 19 items (67.86%) in the average category, and seven items (25%) in the less category. In general, it can be concluded that the baseline assessment in Kabupaten Langkat has an 'average' value in section A, section B, and section C, while for section D, the value is in the 'good' category. Overall, the section of Langkat Regency is in the 'good' category in implementing STD.

Confirmation Factor Analysis (CFA)

Hoyle (2012) suggests that CFA is a type of structural modelling equation that deals explicitly with measurement models, namely, the relationship between observed measures or indicators (e.g., test items, test scores, behavioural observation ratings) and latent variables or factors. CFA is a technique used to look for factors that can explain the relationship or correlation between the various independent indicators observed (Widarjono, 2010). Because the indicators used are derived from an existing theoretical basis, this factor analysis is confirmatory factor analysis, namely an analysis that aims to test the theory empirically or confirm the structure of existing factors (Widarjono, 2010). Furthermore, to see whether the CFA results are good or not, it can be seen from the size of the loading factor (estimate) of each variable construct. In addition, it can also be seen from the Average Variance Extracted (AVE) value which must be 0.5, and the CR value 0.7. In addition, observations are also used on the goodness of fit output. The final results of the CFA model of this study are as follows:



Source: FGD Results Data Processed, 2021

Figure 2. Output Model of Confirmatory Factor Analysis

The final output of the CFA model looks better than the initial model, where there is no longer a low loading factor value or below 0.50. For the final CFA model, the management variable is corrected to 12 indicators. The indicators Mgt_5 related to climate change adaptation and Mgt_9 pertaining to property acquisition must be eliminated because the loading factor is less than 0.5. This indicates that the two items have not received the attention of the destination manager, or it can also be interpreted that visitors have not felt the implementation of this in the destination. For the economic impact variable for the surrounding community, it is found that all items have loading factors as required. It indicates that this economic aspect is a concern for destination manager. This is also evidenced by the answers of tourists who tend to be the same in looking at the implementation of the economic benefit variables for the surrounding community.

As for the socio-cultural preservation variable, it can be seen that of the six items that become indicators, only three indicators whose loading factors meet the requirements. Meanwhile, the other three indicators include; Cul_4 cultural heritage protection, Cul_5 site interpretation, and Cul_6 intellectual property, have a loading factor below 0.50, so they must be eliminated from the socio-cultural variable indicators. It can mean that tourists do not see these issues as relevant to conditions in tourist destinations. Furthermore, related to the fourth variable, namely environmental preservation, from a total of 12 indicators used, it turns out that 3 of them do not meet the required loading factor standards, so they must be removed from the model. The three indicators include; Env_4 greenhouse gas emissions, Env_5 energy conservation, and Env_11 are related to light and noise pollution.

The estimation results in this CFA model can then confirm the results of the FGD findings related to the baseline assessment scoring of the implementation of sustainable tourism development in the destination. As has been stated that in general, the performance of sustainable tourism development is in the sufficient category (yellow). In addition, the goodness of fit test value is also good, which shows the required fit value for a CFA model. The output goodness of fit of the CFA model is as follows:

Table 7. The Goodness of Fit Test Model CFA

Criteria Goodness of Fit	Admission Limit Goodness of Fit	Result	Conclusion
Chi-square (Cmin)	Smaller is better	4344,374	Fit
Degree of freedom	The value must +	489	Fit
Probability	> 0,05	0,000	Fit
Cmin/df	<2.0 atau <5.0	1,884	Fit
RMSEA	$0,05 \leq RMSEA \leq 0,08$	0,007	Fit
Tucker Lewis Index (TLI)	$0,80 \leq TLI \leq 1$	0,911	Fit
Composite Fit Index (CFI)	$0,80 \leq CFI \leq 1$	0,919	Fit
Goodness of Fit Index (GFI)	$0,80 \leq GFI \leq 1$	0,891	Fit

Source: Processed Research Data, 2021

Based on this CFA analysis, it can be seen that the implementation of the sustainable tourism development model in Langkat Regency, especially in Rumah Kaluh Village, Sei Bingei District, and Pematang Serai Village, Tanjung Pura District, Langkat Regency is quite good. From the number of indicators used, only a small number of indicators have not been implemented. There are still things that are not a concern for aspects of planned and integrated management in a sustainable manner, including aspects of climate change adaptation and property acquisition. For the economic benefit variable for the surrounding community, all indicators have good values, meaning that the tourism management team in the area has paid attention to optimizing economic benefits for the surrounding community. Several things have not been a concern for social and cultural preservation variables, including the protection of cultural heritage, interpretation of tourism sites, and aspects of attention to intellectual property. As for the environmental conservation variable, several things that have not been concerned are; greenhouse gas and emission issues, energy conservation, and light and sound pollution. In general, these aspects have not become issues and problems in tourism governance in Langkat Regency.

Conclusions

The conclusions that can be drawn from the results of this study can be stated as follows:

- 1) Based on the initial assessment of sustainable tourism development, from five levels of implementation; 'excellent', 'good', 'average', and 'poor', then for both villages, the value of "average" is obtained. Both villages have begun to understand the implementation of tourism governance with a sustainable tourism development approach. Of the four existing criteria, three variables are in the average category (management, economy, and culture), and one variable is in a good category (environment).
- 2) Based on the results of the FGD, the majority of key stakeholders agreed that both villages (both Rumah Galuh and Pematang Serai Villages, Langkat Regency) would be developed into tourist villages with the concept of sustainable tourism development.
- 3) Based on the results of the FGD, it was found that several important problems and obstacles become challenges in realizing a tourism village from the aspect of governance. In Pematang Serai Village, although it is still in the piloting process, the destination's management is already good under the Bumdes of Pematang Serai Village. Meanwhile, in Rumah Galuh Village, the management is partial in each operator. However, there is also a desire that in the future, the management will also be under Bumdes.

The recommended suggestions related to this research are:

- 1) In improving the quality of governance of tourist destinations in Langkat Regency, it is necessary to carry out a sustainable tourism development approach which is also regulated in the Minister of Tourism Regulation No. 14/2016. This approach consists of four main aspects, namely, Part one covers Demonstrate effective sustainable management, Part two covers Maximize economic benefits to the host community and minimize negative impacts,

Part three deals with Maximize benefits to communities, visitors, and culture; minimize negative impacts and Section four deals with Maximize benefits to the environment and minimize negative impacts.

- 2) The local government should develop more intensive communication from the hamlet level to the Langkat Regency level. According to observations, researchers and the aspirations of the community and developing destination managers want intervention in a real and sustainable form from elements of the local government. Therefore, in the future, the government and related elements can encourage better governance and officially establish and declare Rumah Galuh Village and Pematang Serai Village to become pioneer Tourism Villages in Langkat Regency. One form of managing one door that is desired together can be carried out under the work unit of the Village Owned Enterprise (Bumdes).
- 3) For further researchers who conduct similar research, it is expected to analyze in more depth using existing variables, or by adding or reducing existing variables, re-testing the hypotheses that are the findings in this study.

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