THE INFLUENCE OF SOCIAL AND ECONOMIC ASPECTS OF SUSTAINABLE TOURISM ON COMMUNITY WELFARE

a Zumri Sulthony, b Suwardi Lubis, c Agus Purwoko, d Tarmizi

ABSTRACT

Objective: This study aims to see how the influence of sustainable tourism's social and economic aspects on the community’s welfare in the regencies around the Lake Toba Region - North Sumatra.

Method: This research was carried out from July 2021 to December 2021. A total of 8 districts around Lake Toba were observed in this study. The sample in this study was 240 people who were taken using cluster sampling, consisting of the community, entrepreneurs, policymakers, academics, and stakeholders.

Result: The results of the multiple regression analysis using SPSS obtained the value of Fcount (4110.509) >Ftable (3.03), the sig value of 0.00, which means that simultaneously the social and economic aspects of sustainable tourism have a significant influence on the social welfare of the people of Lake Toba. The value of the R square obtained is 0.972.

Conclusion: The social and economic aspects of sustainable tourism influence 97.2% of the social welfare of the local Lake Toba community. Partially, the social aspect influences 71% of the community's welfare, and the economic factor affects 94.7% of the community’s welfare.

Keywords: economic aspects, Lake Toba, social aspects, sustainable, tourism.

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A INFLUÊNCIA DOS ASPECTOS SOCIAIS E ECONÔMICOS DO TURISMO SUSTENTÁVEL NO BEM-ESTAR DA COMUNIDADE

RESUMO

Objetivo: Este estudo visa ver como a influência dos aspectos sociais e econômicos do turismo sustentável no bem-estar da comunidade nas regiências ao redor da região do Lago Toba - Norte de Sumatra.

Método: Esta pesquisa foi realizada de julho de 2021 a dezembro de 2021. Um total de 8 distritos ao redor do Lago Toba foram observados neste estudo. A amostra neste estudo foi de 240 pessoas que foram coletadas por conglomerado, amostragem composta pela comunidade, empresários, formuladores de políticas, acadêmicos e partes interessadas.

Resultado: Os resultados da análise de regressão múltipla utilizando SPSS obtiveram o valor de Fcount (4110,509) >Ftable (3,03), o valor sig de 0,00, o que significa que simultaneamente os aspectos sociais e econômicos do turismo sustentável têm uma influência significativa no impacto social. bem-estar do povo do Lago Toba. O valor do R quadrado obtido é 0,972.

Conclusão: Os aspectos sociais e econômicos do turismo sustentável influenciam 97,2% do bem-estar social da comunidade local do Lago Toba. Parcialmente, o aspecto social influencia 71% do bem-estar da comunidade, e o fator econômico afeta 94,7% do bem-estar da comunidade.

Palavras-chave: aspectos econômicos, Lago Toba, aspectos sociais, sustentabilidade, turismo.

1 INTRODUCTION

For at least three decades, the growth of the world economy has been significantly influenced by tourism, a global phenomena (Amerta 2017). Its growth potential is thought to have increased to the point where, in less than ten years, tourism is expected to generate 11.3 percent of global GDP and 8.3 percent of total employment. Thus, directly or indirectly, the tourism sector will also encourage the creation of jobs and people's businesses through MSMEs, improvement of infrastructure (facilities and infrastructure), increased social interaction of local communities and immigrants, attention to cultural heritage, and so on. By bringing in foreign currency to boost the economy, tourism is a global business that may improve the lives of millions of people worldwide (Teh and Cabanban, 2007). In general, the tourism industry is a big part of the economy of small islands because it brings in money and jobs (Kurniawan et al., 2016). So, everyone in the world thinks that small islands have become tools for economic growth and improvement because of tourism. However, infrastructure that does not support tourism development and services that are not yet optimal continue to constrain Indonesian tourism. It is necessary to develop effective and efficient strategies to raise the level of the economy through empowerment.
Community. Development. concerted effort to create resources to boost community capability, which raises the community's quality of life (Riyanti and Raharjo 2021). Community development in the study of state administration is closely related to the concept of development. Community development activities are carried out and initiated by government organizations to carry out development (Henderson and Vercseg 2010). Community development uses two approaches based on community development focus, namely Need-based Community Development and Asset-based Community Development. In the context of community development around Lake Toba, researchers see that community development should focus on seven aspects, namely: social aspects, cultural aspects, human aspects, natural aspects, financial aspects, development aspects, and local political aspects.

The community has significant and influential participation in the development of Lake Toba tourism not only for implementation as intended by ordinary people in general, but for decision-making activities, program preparation, planning, implementation, developing programs, and enjoying the results of the program implementation. Lake Toba has the potential suitable for use as tourism where the existing natural resources are very supportive in the region and include several districts that surround it.

In 2014, Indonesia recorded a total of 13,466 islands and regarded as the biggest archipelago. Lake Toba, in North Sumatra, is one of Indonesia's hidden little paradises in the western part of the country. The Lake Toba area is a strategic choice for both local and foreign tourists visiting and vacationing in order to generate economic improvement for the community surrounding Lake Toba. The enormous potential of the tourism industry for national development and community welfare must, of course, be managed proportionally and professionally through integrated collaboration with the government, the community, community leaders, business actors, and so on. The integration of the tourism industry management as a sector that continues to develop continuously can undoubtedly be implemented in the Lake Toba area. The government has designated this region as a National Tourism Destination and a Superior Tourism Destination due to its tremendous tourism potential. Several North Sumatra Province districts border this area, including Samosir Regency, Toba Regency, Simalungun Regency, North Tapanuli Regency, HumbangHasundutan Regency, Dairi Regency, Karo Regency, and Pakpak Bharat Regency.
As an area with a potential tourist attraction, the existence of the Lake Toba area certainly requires integrated regional planning so that the sustainability of the tourism sector can continue to develop. The presence of a blueprint in regional planning, especially in the development of the tourism sector, is essential for planning spatial management for land use activities in infrastructure development, which can impact tourism development. In planning sustainable tourism, spatial planning is also needed in a comprehensive master plan as the essential foundation for maintaining land-use stability (Taranova et al. 2019). In sustainable tourism development, regional planning aims to determine the process of mapping the strengths and weaknesses that affect changes in a particular area regarding population growth and distribution, ethnic composition, political movements, industrial patterns, etc. Regional planning is also related to the utilization and allocation of resources to meet the needs and aspirations of the local community.

Lake Toba is one of the few places that could be turned into foreign currency for the government and state revenue. It could be used as an alternative to already popular tourist spots. The province of North Sumatra can be found in the western region of Indonesia. The economies of neighboring states and the nation as a whole could benefit greatly from this prosperous province. Not only the manufacturing and farming industries stand to benefit from this possibility, but the tourism industry as a whole (Kusumawati and Huang 2015). Besides, being a natural tourist attraction, Lake Toba has beautiful views of the water, hills, and gardens that can amaze tourists. Therefore, Lake Toba has become one of the main tourist destinations in North Sumatra Province. Examples are Parbaba White Sand Beach in Samosir Regency, BulBul Beach in Toba Regency, Silalahi Beach in Dairi Regency, Paris Beach in Simalungun Regency, and Tambunan Beach in Tobasa Regency. The area around Lake Toba is a good choice for tourists from both inside and outside of Indonesia, which makes them more likely to visit Lake Toba.

In developing sustainable tourism in the Lake Toba area, many challenges and problems are faced. Therefore, in-depth and comprehensive research is needed to solve and solve these problems. This study focuses on conducting a deeper analysis of issues related to sustainable tourism, especially its impact on people’s welfare, such as quality of life, social capital, and health. So, this study aims to see how the influence of sustainable tourism’s social and economic aspects on the community’s welfare in the regencies around the Lake Toba Region - North Sumatra.
2 THEORETICAL FRAMEWORK

The term sustainable development has experienced developments in its orientation, especially regarding the concept of sustainable tourism (Olaitan 2019). The International Union first mentioned the concept of sustainable development for the preservation of nature and natural resources (IUCN, 1980). The World Tourism Organization (WTO) is committed to ensuring that the tourism industry is managed in a way that protects and enhances future opportunities for both visitors and businesses in the industry. Shikida et al. (2010) say that sustainable tourism is tourism that uses community resources to develop tourism and puts money made from tourism back into the source. Sustainable tourism is a condition that ensures the protection of local people and promotes the security and safety of natural, social and cultural heritage (Maretti and Salvatore 2012) for a certain period (Weaver 2006). The sustainability principle takes environmental, economic, and sociocultural aspects of tourism development into consideration (Mai et al., 2023). To ensure its long-term viability, a proper balance between the three dimensions must be achieved.

Sustainable tourism is travel that helps local communities, preserves natural resources, educates visitors and residents, and in no way harms the environment (Al-Belushi, 2023). Even though the community and the natural environment will benefit from sustainable tourism, it will still have the same economic and social effects as conventional tourism. On the other hand, local cultural values can also be protected professionally with a long-term vision of preserving local cultural values for the next generation (Tuan and Rajagopal 2019). According to significant tourism experts, sustainable tourism can be measured through social, economic, environmental, and cultural aspects (Blancas 2011)-(UNWTO 2004). In this study, observations were only made on social and economic aspects. Social aspects are measured through several indicators such as the preservation of cultural heritage and traditional values (Blancas 2011), (UNTCAD 2013)-[19], public tourism services (Blancas 2011), (UNWTO 2004), the sense of security of local communities and tourists (Blancas 2011), (UNWTO 2004) and the socio-cultural influence of tourists (UNWTO 2004). Economic aspects include long-term economic activities (Blancas 2011), equitable distribution of social-economic benefits from all stakeholders, poverty alleviation (Blancas 2011), (Jahan and Rahman 2016), job stability, and income opportunities (Jahan and Rahman 2016), and destination competitiveness and infrastructure availability (Blancas 2011).
3 RESEARCH METHOD

The study was conducted between July and December 2021 in eight regions around Lake Toba, namely Samosir, Toba, Simalungun, North Tapanuli, Humbang Hasundutan, Dairi, Karo, and Pakpak Bharat. The participants in the study were drawn from the community, entrepreneurs, policymakers, academics, and stakeholders in the eight districts. A total of 240 people were observed, with 30 individuals selected from each section using cluster and quota sampling. Data was collected through observations, interviews, and a 5-point scale questionnaire. The study measured community welfare in three dimensions, namely quality of life, social capital, and health, while the sustainable tourism aspects that were measured were social and economic. The study analyzed the impact of social and economic aspects of sustainable tourism on community welfare using multiple regression analysis.

4 RESULT AND DISCUSSION

The results of multiple regression analysis using SPSS are shown in Table 1. The value of $F_{\text{count}}$ (4110.509) > $F_{\text{table}}$ (3.03), and the value of Sig. Obtained is 0.00. This calculated $F$ value is higher than $F_{\text{table}}$. The sig value is less than 0.05, indicating that the social and economic aspects of sustainable tourism simultaneously impact the social welfare of the Lake Toba community. As an essential part of the system for improving the people’s economies around Lake Toba, the social and economic aspects of tourism are the backbone of the regional independence that includes parts of Lake Toba.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>$F$</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>85.746</td>
<td>2</td>
<td>42.873</td>
<td>4110.509</td>
<td>0.00b</td>
</tr>
<tr>
<td>Residual</td>
<td>2.472</td>
<td>237</td>
<td>.010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>88.218</td>
<td>239</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: community welfare
b. Predictors: (Constant), economy, social
Source: SPPS Result

In Table 2. the calculated $t_1$ value (14.434) > $t_{\text{table}}$ (1.65) so that partially the social aspects of sustainable tourism have a significant influence on the social welfare of the community. Likewise, for the economic aspect, the value of $t_2$ count (47,031) > $t_{\text{table}}$ (1.65) so that the economic aspect has a significant influence on the social welfare of the community. The constant value obtained is 0.572, the correlation coefficient or R-value.
for the social aspect is 0.256, and the economic aspect is 0.609. Therefore, the regression model for this correlation is \( Y = 0.572 + 0.256X1 + 0.609X2 \).

### Table 2. Coefficients Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>(Constant)</td>
<td>.572</td>
<td>.045</td>
<td>12.849</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>1 Social</td>
<td>.256</td>
<td>.018</td>
<td>.242</td>
<td>14.434</td>
<td>.000</td>
</tr>
<tr>
<td>Economy</td>
<td>.609</td>
<td>.013</td>
<td>.789</td>
<td>47.031</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: community welfare

Source: SPPS Result

Table 3 shows how much the social and economic aspects of sustainable tourism affect the social well-being of the people who live around Lake Toba. The value of \( R^2 \) square is a measure of this effect. The obtained \( R^2 \) value is 0.972. That is to say, the combined impact of sustainable tourism's social and economic benefits has an impact equal to 97.2% of the total social welfare in the Lake Toba region. Seventy-one percent of the community's well-being is influenced by social factors, and ninety-four and a half percent is influenced by economic factors.

### Table 3. The results of the analysis of the value of \( R \) square

<table>
<thead>
<tr>
<th>Model</th>
<th>Variable</th>
<th>R</th>
<th>( R^2 ) Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Social</td>
<td>0.843</td>
<td>0.710</td>
</tr>
<tr>
<td>2</td>
<td>Economy</td>
<td>0.973</td>
<td>0.947</td>
</tr>
<tr>
<td>3</td>
<td>Social and Economy</td>
<td>0.986a</td>
<td>0.972</td>
</tr>
</tbody>
</table>

Source: SPPS Result

According to the findings of this study, tourism development is an alternative solution for improving people's lives, particularly in tourist areas like Lake Toba. This increase can be obtained through the multiplier effect of tourism growth and the development of other creative economic industries such as culinary, performing arts, design, and fashion. One well-known program that is still in operation is the effort to produce and market Ulos (traditional Toba cloth). Tourism management done by groups in the community not only improves the economic well-being of the people around Lake Toba, but also brings people together and gives them a sense of pride in developing tourism in villages around Lake Toba.

With local wisdom, regional products are one of the reinforcements in the economic aspect for the welfare of the people around Lake Toba by establishing a
financial system such as Joint Business Group (or Kelompok Usaha Bersama); this concept is a collection of families belonging to the medium-low economy that are formed, grow, and develops based on its initiative to mobilize, interact with each other, and live in a particular area to increase tourism economic productivity, improving harmonious social relations, meeting the needs of the members gathered in it, solving social problems they experience and becoming a forum for joint business development. The typical business group is one of the media for the economic empowerment of communities around Lake Toba, which is directed at creating socio-economic activities for “poor” families to improve their social welfare. Through groups, they can interact and help each other solve problems and meet needs.

The findings of this study are consistent with those of Risman, Wibhawa, and Fedryansyah (2016) in the tourist villages of Sumberbulu, Mojogedang, and Karanganyar. In particular, they describe sustainable development tourism programs in the economic field, such as increasing the ability of local communities to produce and market culinary products, local products, and crafts that can provide job stability and income opportunities for local communities. Furthermore, apart from the economic sector, sustainable tourism in the social sector, such as art studios/centers, can be utilized to welcome guests or visitors. Mahardika and Utama (2020) through their research found that sustainable tourism based on community empowerment has a positive and significant impact on the welfare of the community in the Paksebali Tourism Village. Sustainable tourism in the social sector, such as community empowerment, allows community independence to improve their welfare by increasing income, proper education, fulfilling health, and maintaining good relations with the environment. When the independence of a community grows, it's possible to strengthen the culture by making more people want to work together on common goals for development and prosperity (Widjajanti, 2011). Timothy (1999) stated that it is critical that all stakeholders, including the government, private sector, and community elements, participate in decision making and recognize the value of tourism education and training for local communities in order to increase community capacity, particularly in the tourism sector. Take advantage of tourism's benefits for the greater good.
5 CONCLUSION

This study found that tourism’s social and economic aspects in Lake Toba have a structural relationship between all variables using the data tested around Lake Toba, which leads to community welfare. Economic significance is an influence on the community around Lake Toba. Local wisdom as a regional wealth with the economic concept of a Joint Business Group is a variant of the solution to increasing people's income. In addition, the perceived value that mediates between the image of the destination and service quality on revisit intentions should be a concern for local governments.

The study results indicate that the choice to revisit can occur because of the satisfactory quality of service in terms of culinary and local wisdom. Then, the intention to visit again occurs because tourists are consciously aware of the destination’s image from the planned place to appear with the history of Lake Toba, as one of the innovations in the tourism sector with a short story of local wisdom. The perceived value received from the social influence and economic aspects of tourism around Lake Toba for the opportunity to increase community welfare in each district will succeed in rising if it is encouraged by the image of the destination and the quality of tourism services in Lake Toba because of the results of this study state that all hypotheses support.

The development of tourism will continue to advance and develop rapidly. The government has a significant impact on maintaining, preserving, and developing appealing global tourism in order to compete with other forms of tourism. Increasing the social and economic aspects of tourism in a location increases the intention of returning tourists and forms a value that is perceived to be helpful in influencing the intention of returning tourists.
REFERENCES


