
Local Tourists' Assessment of the Elements of Tourism Development in Medan

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Abstract

This study was to analyzed the assessment of local tourists on the elements of tourism development in Medan. This research is descriptive research with the sampling technique used Accidental Sampling. Samples were 354 respondents who are the community of Medan City. Data were collected through literature study and questionnaire distribution. The results which are categorized as the best three are the development of hotels in the city of Medan, the ease of use of public transportation and the condition of electricity. On the other hand, the results of the assessment of the three worst categories are road conditions, traffic, and cleanliness of the city. The community and the Medan city government must care and work together in advancing the tourism sector in the city that the city of Medan is expected to get the nickname of the city of Paris van Sumatra.

Abstrak

Penelitian ini bertujuan untuk menganalisis penilaian wisatawan lokal terhadap unsur-unsur pengembangan pariwisata di Kota Medan. Penelitian ini merupakan penelitian deskriptif dengan teknik pengambilan sampel menggunakan Accidental Sampling. Sampel sebanyak 354 responden yang merupakan masyarakat Kota Medan. Pengumpulan data dilakukan melalui studi kepustakaan dan penyebaran kuesioner. Hasil yang masuk dalam kategori tiga terbaik adalah perkembangan hotel di kota Medan, kemudahan penggunaan transportasi umum dan kondisi kelistrikan. Sedangkan hasil penilaian dari tiga kategori terburuk adalah kondisi jalan, lalu lintas, dan kebersihan kota. Masyarakat dan pemerintah kota Medan harus peduli dan bersinergi dalam memajukan sektor pariwisata di kota sehingga kota Medan diharapkan mendapat julukan kota Paris van Sumatra.

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INTRODUCTION

Medan as a city is the capital of the province of North Sumatra, Indonesia. This city is the third largest city in Indonesia after Jakarta and Surabaya (Sipayung et al., 2020). Based on the geographical location of the city of Medan has a strategic location, which is close to Kuala Lumpur, Penang, Singapore and Thailand. Seeing this condition, the city of Medan should be one of the profitable tourism potentials in Indonesia (Syam et al., 2020). The tourist objects owned by Medan City are very diverse, formed from their geographical, historical, and cultural conditions, such as natural attractions, culinary delights, amusement parks, museums, historical buildings and others (Amanah, Budiarta, et al., 2018).

In order for visitors to be interested and satisfied to come to tourist attractions in the city of Medan, integrated actions are needed from all local government resources and companies, especially in the tourism sector, by creating attractive attractions and services to attract visitors presented by the government (Amanah & Harahap, 2019). But unfortunately the development of tourism in the city of Medan has not become one of the largest sources of foreign exchange in Indonesia. This is supported by data on tourist visits in 2020 on the Ministry of Tourism and Creative Economy website. The data shows that Medan (41,427) has the least number of tourist visits from 3 (three) other cities, namely Bali (1,059,198), Jakarta (435,139) and Batam (295,336). The tourists who visit Bali mostly are from Australia, Europe, China, while Jakarta (China, Malaysia, Japan), Batam (Singapore, Malaysia, India) and Medan are mostly visited by tourists from Malaysia, the Netherlands, Germany (Kemenparekraf, 2020). In fact, according to (Riyadi et al., 2012)

today's tourism is one of the major sources of foreign exchange both in developed countries and in developing countries. This shows that the city of Medan must improve itself more so that it can become one of the attractive tourist destinations in Indonesia so that the level of tourist visits in the city of Medan can increase every year.

(Amanah, et al., 2018) and (Amanah et al., 2021) states that Medan as the third largest city in Indonesia has a variety of interesting tourist attractions that are visited by many tourists, but unfortunately there are still many tourist objects that have received less attention from the government so that they have not become an attraction as a leading tourist attraction. (Admin, 2020) This condition shows that the city of Medan has not been able to fully attract tourists to visit. Meanwhile, (Purnomo, 2010) states that increasing tourist attraction and information, program socialization, promotion to outside the region, will actually be the basis for meeting the needs and desires of tourists.

During this pandemic, the tourism sector is experiencing a slump. In an effort to increase tourism, of course, it is necessary to get attention from the government, especially related to health protocols in each tourism destination. Likewise, the government must also pay attention to elements related to tourism development. According to (Pradipta & Santoso, 2017) the elements of tourism development, namely attractions, transportation, accommodation, service facilities and infrastructure. Our research is an assessment of local tourists about the elements of tourism development in the city of Medan. This statement supported by (Yang et al., 2020). They stated that tourists' preference is important as a basis in developing tourism. They found that destination personality, self-congruity, tourists'

emotional experience and behavioral intention are the factors that influencing the revisit intention and recommendation intention.

Researchers consider it important to know the opinions of local tourists who are the people of Medan City so that they can be input for the government to improve tourism in Medan City. The results of (Amanah, Hurriyati, et al., 2018), (Amanah et al., 2021) state that foreign tourists visiting the city of Medan are dissatisfied with the road conditions in the city of Medan. Based on the results of this study, researchers are interested in conducting further research on the elements of tourism development in Medan City, but this research is aimed at local tourists. Researchers consider it necessary to know the opinions of local tourists, so that they can add a wider view of tourism in the city of Medan. This means that information about the elements of tourism development in Medan City is not only obtained from foreign tourists but also obtained from local tourists or the people of Medan City itself.

LITERATURE REVIEW

According to (Ashworth & Goodall, 2012), (Suwena & Widyatmaja, 2017) tourism is a series of travel activities carried out by individuals or families or groups from their place of origin to various other places with the aim of making tourist visits and not to work or earn income at the destination. The visit is temporary and will return to its original place of residence in time. According to (Kozak & Kozak, 2016), tourism is a series of activities and the provision of services both for the needs of tourist attractions, transportation, accommodation and other services aimed at meeting the travel needs of a person or group of people. Travel that is done only for a while, leaving the place of residence

with the intention of resting, doing business or for other purposes.

Elements Of Tourism Development

According to (Graham et al., 2016), (Kurniawan, 2017) the elements of tourism development are as follows:

1. Attractions.

Attractions or attractions can arise from natural conditions (beautiful panoramas, flora and fauna, characteristics of marine waters, lakes), man-made objects (museums, cathedrals, ancient mosques, ancient tombs and so on), or cultural elements and events (arts, customs, food and so on).

2. Transportation.

The development of transportation affects the flow of tourists and also the development of accommodation. In addition, the development of transportation technology also affects the flexibility of the direction of travel. If transportation by train is linear, there are not many branches or bends, by car the direction of travel can be more varied. Likewise with airplane transportation that can cross various natural obstacles (shorter time).

3. Accommodation.

Places to stay can be distinguished between those built for public purposes (hotels, motels, lodges, vacation camping sites) and those built specifically for individuals to accommodate families, acquaintances or members of certain groups to stay.

4. Service Facilities.

The provision of facilities and services is growing and varies in line with the development of the flow of tourists. The development of shops and services at tourist attractions begins with the existence of services for daily needs (food sellers, drink stalls or snacks), then trading services (salesmen, craftsmen or other

services), then services for comfort and pleasure. (clothing shops, furniture stores, etc.), then security and safety related services (doctors, pharmacies, police and firefighters) and finally further developments concerning luxury goods sales services.

5. Infrastructure.

Adequate infrastructure is needed to support services and supporting facilities. Indirect infrastructure development also provides benefits (can be used) for local residents in addition to supporting tourism development. This involves not only the construction of transportation infrastructure (roads, ports, railways, etc.), but also the provision of drinking water, electric lighting, and sewerage.

Types of tourists

The types of tourists based on (Alam, 2013), (Anom & Mahagangga, 2019) include:

- a. Foreign tourist, is a foreigner who travels to a country that is not his/her country of residence
- b. Domestic foreign tourist, is a foreigner who resides in a country where he/she travels in the territory of that country where the tourist stay.
- c. Domestic tourists are domestic tourists who travel within the borders of their own country
- d. Indigenous foreign tourists are citizens of certain countries, because their duties or positions are abroad.
- e. Transit tourists are tourists who travel to a country who are forced to stop by that country by using a vehicle of their own volition
- f. Bussines tourist, is a tourist who travels for purposes other than sightseeing, but the tour will be carried out after the main purpose is completed.

Tourists can be further divided into international (foreign) tourists, namely

people who travel abroad, and local tourists, namely people who travel domestically.

(Dissart et al., 2016), (Qomariah, 2017), (Hsu & Gartner, 2012) stated that tourism can be classified into 5 (five) parts, namely:

- a) Domestic tourism is tourism that is caused by people who live in a country that has a place in the country concerned.
- b) Inbound tourism is tourism as a visit by people who are not residents of a country.
- c) Outbound tourism is tourism as a visit by residents of one country to another.
- d) Internal tourism is a combination of domestic and outbound tourism.
- e) International tourism is a combination of inbound and outbound tourism.

RESEARCH METHODS

This study is a descriptive research, which presents data relating to the assessment of local tourists on the development of tourism in the city of Medan.

The sample were 354 respondents who are residents of Medan who have traveled to tourist objects in the city of Medan. They were taken based on the purposive sampling technique that addressed to the residents who have visited the tourist objects in Medan. Questionnaires were distributed to 400 respondents, but 354 were eligible to be analyzed.

Data were obtained from distributing questionnaires to respondents in addition to literature studies such as journals, books, tourism magazines, and other research reports.

The assessment in the questionnaire by local tourists about the elements of tourism (attractions, transportation, accommodation, service facilities, infrastructure) in Medan consists of a value of 1 to 10. A range of

1-5 is a bad rating, 6 is good enough, a range of 7-10 is a good rating. Data analysis technique using Microsoft Excel.

RESULT AND DISCUSSION

Results

Respondent's Description

a. Respondents by Gender

The number of male respondents is 118 persons and female respondents are 236 persons. The results are shown in Table 1.

Table 1. Respondent's Gender

Gender	Total
Male	118
Female	236
Total	354

Source: Questionnaire results

b. Repondents by Age

Respondents who are under the age of 30 years are 279 respondents and those who are above 30 years are 72 respondents. The results of filling out the questionnaire can be seen in Table 2.

Table 2. Respondent's Age

Age	Total
< 30 years old	279
> 30 years old	75
Total	354

Source: Questionnaire results

c. Destinations Visited by Respondents

Istana Maimoon is the most visited destination by tourists, which is shown in Table 3. as many as 225 people. Then the next destination, the Grand Mosque as many as 199 people, Medan Zoo as many as 159 people. The destination that is rarely visited is the Vihara Gunung Timur, which is as many as 48 people. The following are the details in Table 3.

Table 3. Respondent's Destination

No.	Destination	Total
1.	Istana Maimoon	225
2.	Mesjid Raya	199
3.	Medan Zoo	159
4.	Pasar Ikan Lama	126
5.	Taman Buaya Medan	114
6.	Rahmat Wildlife Museum & gallery	113
7.	Mora Indah Recreation Park	82
8.	Tjong A Fie's House	77
9.	Klenteng Hindu Shri Mariamman	49
10.	Vihara Gunung Timur	48

Source: Questionnaire results

d. Elements of Tourism Development

The cleanliness of the city of Medan is the lowest rating, as well as traffic and road conditions. While the highest ratings from tourists are the development of hotels in Medan City, ease of use of public transportation and electricity in Medan City (Table 4).

Table 4. Elements of Tourism Development

No.	Tourism Development Elements	Assessment (Tourists perception)		
		Not good	Quite good	Good
Tourist attraction				
1.	Conditions of tourist attractions in the city of Medan	97	61	196
2.	The development of tourist attractions in the city of Medan	98	58	199
Transportation				
3.	The condition of public transportation in the city of Medan	115	72	166
4.	Ease of use of public transportation in the city of Medan	83	48	223
Accommodation				

No.	Tourism Development Elements	Assessment (Tourists perception)		
5.	Hotel development in Medan city	57	40	259
6.	Traffic in Medan city	170	74	110
Service facilities				
7.	Security in Medan city	201	76	156
8.	Cleanliness in the city of Medan	152	70	133
Infrastructures				
9.	Road conditions in the city of Medan	175	79	101
10	Electricity in Medan	91	51	212

Source: Questionnaire results

Discussions

The results showed that the most visited tourist destination by local tourists in the city of Medan was Maimoon Palace. Likewise for foreign tourists. Maimoon Palace is a palace that is an icon of the pride of the people of Medan, which is a legacy of the Malay tribe as well as showing that the Tanah Deli kingdom still exists today (Sianturi, 2016).

Local tourists' assessment of the elements of tourism in the city of Medan shows that the hotels in the city of Medan have developed very well. Hotel is one of the accommodation supporting the success of tourism in a tourist attraction. (Khanalizadeh et al., 2018), (Attila, 2016), (Samalam, 2016) stated that hotel accommodation facilities are a strategic part of promoting regional tourist objects and attractions, because hotels are tourism stakeholders who work to sell services. So, the development of hotels in the city of Medan can actually be an attraction for tourists who want to visit the city of Medan.

Furthermore, local tourists in the city of Medan gave a good assessment of the ease of use of public transportation. Transportation that is easy to find or use by tourists can affect tourist satisfaction in a tourist area (Supraptini, 2020). This shows that one of the factors that affect

the satisfaction of tourists visiting an area is the ease of public transportation in the area. If tourists are satisfied, there is a possibility that tourists will visit again or notify others, so of course it will increase the number of tourist visits to the area. (Sorupia, 2005), (Sudiarta, 2012) states that transportation can increase tourism development and increase the number of tourists because access to tourist attractions becomes easier, as well as lower costs.

Local tourists in the city of Medan also give a good assessment of electricity, where in recent years the electricity in the city of Medan has indeed improved with less power outages compared to the previous few years. Electricity is of course one of the important factors for the development of regional tourism. According to (Trull et al., 2019), (Nižić et al., 2016), (Rimbawati et al., 2021), the development of the tourism industry cannot be separated from the availability of facilities and infrastructure.

One of the facilities that must be available is electrical energy. As it is known that currently the need for electrical energy is something that is vital in a tourist attraction. Thus, if a tourist area wants to be successful, one of them must be adequate electrical energy.

Local tourists in the city of Medan give a bad assessment of road conditions in the city of Medan. A similar assessment was also given by foreign tourists visiting the city of Medan (Amanah, Hurriyati, et al., 2018). This statement shows that the road conditions in the city of Medan have not improved from year to year. This is of course very regrettable because road conditions are one of the most supportive infrastructure.

In addition to road conditions, local tourists from Medan also give a bad assessment of traffic. The reality is that the traffic in the city of Medan has not been well organized where there are still frequent traffic jams at several traffic points. (Azimi et al., 2013), (Mazrekaj, 2020), (Boediningsih, 2011) states that traffic congestion occurs due to several factors, such as many road users who are not orderly, road users go against the flow, traffic officers are less supervising, cars parked on the side of the road, uneven road surface, no pedestrian bridge, and there are no restrictions on the type of vehicle. This situation is indeed not easy to fix, it needs cooperation between traffic users and traffic control officials. The Medan city government in this case the transportation service and also the Medan city community should always try to make the traffic in the city of Medan more regular so that tourists visiting the city of Medan will feel more comfortable for the success of the tourism sector in an area. The results of this assessment hope that the Medan city government should be more concerned and responsive about road conditions so that the tourism sector in the city of Medan becomes one of the sources of income that contributes to the development of the city of Medan.

Local tourists from the city of Medan also gave a bad rating about cleanliness. Some locations in the city of

Medan are still not clean. This is due to the lack of public awareness of the city of Medan about the importance of cleanliness. Whereas according to (Jovanović et al., 2015), (Aquino et al., 2021), (Supraptini, 2020) tourists will feel satisfied if they get complete, clean and well-maintained facilities in a tourist attraction. This shows that cleanliness is also one of the factors that influence tourist satisfaction when visiting an area. Cleanliness in question has a broad meaning, in addition to road cleanliness, it also includes cleanliness in certain locations such as public toilets, tourist attractions and so on.

CONCLUSIONS

This study found that it is necessary to improve and develop tourism elements in Medan, especially roads as transportation infrastructure based on tourist assessments. This is supported by Amanah (2021) who has conducted an analysis of foreign tourists and found the same thing in the improvement and development of tourism in Medan.

Therefore, The Medan city government must care and be responsive to road conditions, traffic and cleanliness so that the tourism sector in the city of Medan becomes one of the largest sources of income that contributes to the success of Medan city development. Afterward, The Medan city government should work together with the community so that tourist visits increase every year so that the city of Medan can again become the nickname of the city of Paris Van Sumatra like it used to be.

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