

Analysis Of Tourism Development In Improving Community Welfare In Nias Selatan District, North Sumatera Province

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ABSTRACT

This Article focuses on the analysis influence development tourist to a well-being community in the Regency South Nias, North Sumatera Province. Study This aims To know the extent of development tourists can contribute to the enhancement well-being public local. Development tourism in the Regency South Nias has become a priority in the effort to increase the income original region and the welfare public. Object tourism in South Nias has interesting Lots of tourists, potentially increasing income and welfare, public local. Study This uses method descriptive quantitative For collect and analyze data. Data is collected through surveys, and interviews. Research results show that the development of tourist influence is positive for the well-being public. This matter is seen from the enhanced income original area and the absorption of power work in the sector tourist. Study this is also found that development tourists must consider the impact on the ecosystem coast and sources of Power natural. Therefore, appropriate strategies and policies are needed To ensure that the development of tourist sustainability can be done without damaging the environment and sources of Power nature. Overall, research gives proof that the development of tourism can contribute to the enhancement of the well-being community in the Regency South Nias, North Sumatera Province. Required more Lots study For understand more carry on about How development tourist can be done with a sustainable and profitable way for all parties involved.

Keywords: Community welfare, Development Tourism, South Nias, Indonesia

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1. INTRODUCTION

Tourism is a sector that has a potency in increasing the well-being of society and the growth economy something area. Regency South Nias, North Sumatera Province, is one of the areas that have potency outdoor tourism, starting from beautiful nature, and rich culture, to inheritance of interesting history. However, This is Not yet fully utilized To increase the well-being public.[1], [2]

The development of appropriate and sustainable tourism can have an impact significant positive to the well-being public. Impact the No only from enhancement income, but also includes absorption power work, improvement quality life, and improvement income original area. Therefore, analysis of the influence development of tourists on the well-being of society is very important For done.

Developing tourism in an area will bring Lots of benefits for society, that is in a way economic, social and cultural. However, if its development is not prepared and managed with OK, it actually will give rise to various difficult problems or even harm the public. To ensure tourists can develop in a way good and sustainable as well as bring benefit to society and minimize the impact of possible negative development tourist needs preceded with in-depth study, namely with study to all sources of Power his supporters. The power in question consists of source Power nature, source Power culture, and sources Power humans. Its development sector tourism in Island Regency /City Nias North Sumatera Province will stimulate the development regional economy. Another impact it causes is it opens the chance for extensive work for surrounding communities, sectors other related work with sector tourists will the more grow and thrive.[3], [4], [5]

Development tourism in the Regency South Nias, North Sumatera Province will push happen enhancement of income society in turn will push the enhancement well-being public. Along with that, development tourism in the Regency South Nias, North Sumatera Province direct nor No direct will push regional growth and development, good in a way physical (eg appearance of hotel buildings, cottages, restaurants, facilities, and infrastructure transportation, and so on), as well as in a way social, cultural and economic. Development tourism in the Regency South Nias has increased the economy area, so it can increase the well-being public. Besides that, implementation of development strategies for area tourism is also necessary supported with acceleration validation Plan Parent Tourism Development Regency South Nias for strengthening planning development tourism regency South Nias.[6]



A study will be conducted regarding the government strategy of Regency West Nias in managing the potency of tourists as an effort to increase the well-being public. As for who became the point the focus is on managing potency tourists as an effort to increase the well-being community in the Regency West Nias. The objective of policy decentralization and autonomy area is To increase the well-being public through the development of tourism.[5], [7], [8], [9]

In development tourism, education, and development sources Power Man is one of the key successes. This matter is caused Because source Power quality human beings hold a very important role in the development industry tourist. Sector tourist is one of the continuing sectors developed To enlarge state revenue and expand the chance business as well as fieldwork.[10], [11] Factors like quality source Power human, promotion tourism, and facilities and infrastructure tourism also have very important roles. Therefore, the development of tourism in the Regency South Nias needs it done with the objective increase the well-being of society, which refers to characteristics of the public, as well as combined with the factors that play a role in the industry tourist.[12], [13]

2. RESEARCH METHODOLOGY

This Study uses a approach quantitative. The study was carried out in the District South Nias, North Sumatra Province with object study analysis that influences the development of tourists to the well-being community in the Regency South Nias, North Sumatra Province. The election location was done Because Regency South Nias is one of the areas that have potency in development tour. Samples tested in the study This numbering 516 out of a total of 2682 total population. Method data analysis carried out includes normality test, multicollinearity test, Heteroscedasticity, and statistical tests.[14]

3. RESEARCH RESULTS

One of the areas of prospective tourism developed is “EGG” (Teluk Dalam – Lagundri – Sorake), which has been arranged since 2016. Economic area tour Eggs covering an area of 20 Ha, which focuses on the development of tourist-based beaches and surfing, famous for the waves that are ideal for surfers from various corners world. Development indicators in the sector of tourist Regency South Nias can seen from the enhancement amount visit travelers until 2017, which shows a trend positive. This is No free-from-effort effort arrangement area intensive tourism and promotion, through activity cultural exhibitions and festivals local displays attractions unique and shows typical culture locally.

The influence of direct variable development tourism (X1, X2, X3, and X4) on variable area tourism (Z) can seen in the following table:

Table 1: T-statistics value

	Original Sample(O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
Tourist Area → Public welfare	0,533	0,535	0,041	13,142
Tourism Development → Tourist Area	0,891	0,890	0,016	56,373
Tourism Development → Public welfare	0,470	0,468	0,041	11,448

Based on Table 1 above can be concluded that the variable development of tourists is influential positive and significant to the area's economy tourism and the welfare public. Likewise variables area economy tour influential positive and significant to welfare public.

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Influence Direct Variable Development Tourism (X) Against Tourist Area Variable (Z).

Influence direct variable development tourism (X1, X2, X3, and X4) towards variable area tourism (Z) can seen in the following table:

Table 2: Hypothesis Test Results Influence Direct Variable Development Tourism (X) to Tourist Areas (Z)

Parameter	T-statistic	T-tabel	P-value	Conclusion
X1 → Z (Tourist Area)	1.016	1.96	0.310	Not significant
X2 → Z (Tourist Area)	1.404	1.96	0.161	Not significant
X3 → Z (Tourist Area)	7,273	1.96	0.000	significant
X4 → Z (Tourist Area)	5.433	1.96	0.000	significant

Table 2 reveals that T- The value statistics For the influence of X1 on Z is 1.016, which is below the threshold limit of 1.96, with the value being 0.310, which exceeds 0.05. For the influence of X2 on Z, the T- statistical value is 1.404, also below 1.97, with the same p-value, 0.310, which is taller than 0.05. Temporarily that is, the T- T-statistical value For The X3's impact on the Z recorded 7,273, surpassing the limit of 1.97, with p-value zero, indicating significance statistics. Similarly, T- statistics for X4 against Z is 5.433, passing 1.97, with a p-value is zero, indicating that influences the significance. With So, you can withdraw the conclusion that the influence direct from X1 to Z and X2 to Z is not significant, whereas the influence direct from X3 to Z and X4 to Z is significant.

Study This aims To evaluate the impact of development tourist to potency area tourism in the Regency Nias. Question primary research is: whether the development of tourist effect significant to potency area tourism in the Regency South Nias? Research results, which are summarized in Table 5.24, validate that the development of tourist impact is significant in the region tour Regency South Nias. Specifically, only two aspects of development tourism, that is amenities (X3) and services additional (X4), have a significant influence, temporary aspect attractions (X1) and accessibility (X2) do not show a significant influence on area tourism in the Regency South Nias.[13]

According to Damanik and Weber, amenities refer to infrastructure that is not in a way directly related to tourists but is often needed by tourists. Buhalis, as quoted by Anggraini, explains that amenities in tourist cover facilities essential support For activity tourism, like accommodation, entertainment services purposeful food To give comfort to tourists. Service addition covers facility support like banking, telecommunications, and health services. Attractions, as component basic, are the Power pull main determinant decision traveler To visit A destination. Accessibility, which is related to the convenience reach a destination through various modes of transportation, is a factor key to the success activity of tourists.

Study This finds that factors supporters like amenities and services add role significant in the development area tour Regency South Nias, meanwhile, factors main like attractions and accessibility do Not yet show meaningful influence. This signifies that sector tourism in the Regency South Nias, appropriate with Term Development Plan Regional Middle School (RPJMD) 2016-2021, still own potential yet utilized optimally. There are various challenges in development tourism in the area, including lack of focus on development destination tourism, limitations infrastructure supporters, lack of awareness tourism among society and actors business, as well as lack of creativity, innovation, and promotion.

Mathieson and Wall categorize request tourists into three components: request effective, request stuck, and no There is request, with an explanation more about request potential and demand delayed. Besides that, request tourism can also be shared and become request replacement and redirected requests, which occur Because of dynamics of supply and demand as well as change geographical in preference journey.

4. CONCLUSION

Based on the results data analysis and testing hypothesis outlined previously, the results study can concluded as follows:

- 1) Tourism development has a significant influence on the welfare of the community in South Nias Regency.
- 2) Tourism development has a significant influence on tourist areas in South Nias Regency.

- 3) Tourist areas have a significant influence on the welfare of the people in South Nias Regency.
- 4) Tourism development has a significant influence on the welfare of the people in South Nias Regency through tourist areas.

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