

## Regional Development Through Tourist Destinations in Tanjungbalai City

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### **Abstract.**

*Regional development is a basic idea and effort in allocating and managing the resources owned for the interests and progress of a region. The development of an area can be done through the development of tourist destinations in an area. This study aims to describe regional development through tourist destinations in Tanjungbalai City. This research uses qualitative research with descriptive method. The research was conducted in several stages: (a) field surveys on tourist destinations, (b) preparation of research instruments, (c) data collection, (d) data processing and analysis, (e) preparation and reporting of research results. The research findings show that regional development through tourist destinations in Tanjungbalai City has also met the criteria, including: Something to see, Something to do, and Something to buy. The development of tourist destinations in this city is also supported by the availability of adequate accommodation and accessibility facilities. The existence of various tourist objects and destinations in Tanjungbalai City also has a socio-economic impact for the community around the tourist attraction locations and helps reduce unemployment in Tanjungbalai City.*

**Keywords:** Regional Development, Tourist Destinations and Tanjungbalai City.

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## **I. INTRODUCTION**

The concept of regional development in Indonesia was born from an interactive process that combines the basics of theoretical understanding with practical experiences as a form of dynamic application. Development is a process or steps to develop a new product or improve an existing product, which can be accounted for. Development is an effort that is made consciously, planned, directed to make or improve, so that it becomes a product that is increasingly useful for improving quality as an effort to create better quality [1]. The regional dimension is very important because it is a factor that must be taken into account in analyzing a program or project that is placed in development planning. Territory is connoted with the location of a development activity or economic activities such as industry or factories, companies, and service facilities, thus the selection or determination of the location will also affect the continuity of these activities [2]. Regional development is a comprehensive and integrated program of all activities by taking into account existing resources and their contribution to the development of a region [3][4]. Regional development can be formulated as a series of efforts to realize integration in the use of various resources, glue and balance national development and national territorial integrity, improve harmony between regions, integration between development sectors through the process of spatial planning in the context of achieving sustainable development goals [5]. Regional development activities cannot be separated from development planning in which there is a process of formulation and preparation of development plans in an area or region. The formulation is adjusted to the vision, mission, goals and objectives to be achieved in the development process [6]. Regional development is a basic idea and effort in allocating and managing the resources owned for the interests and progress of a region.

The development of an area can also be done through the development of tourist destinations in an area. Tourism is recognized as having an important role in development because it has an impact on the economy of a country or region that is a tourist attraction [7]. Tourism activities within the scope of the regional economy are one of the production sectors that contribute to regional income both directly and indirectly [8]. The tourism sector is one of the factors that should be taken into account because it is a strategic asset to encourage the development of areas that have natural potential or tourist attractions [9]. Tourism activity is one sector that plays a role in the development process and regional development, because in addition to producing economic growth, the tourism sector can also be a growth driver for other development sectors, such as plantations, agriculture, trade, and industry [10], and is expected to be able to

contribute which is large in regional income [11]. A tourism destination is an entity that covers a certain geographical area in which there are components of tourism products (attractions, amenities, accessibility) and services, as well as other supporting elements (communities, tourism industry players and development institutions) that form a synergistic system in creating visit motivation and totality of the visiting experience for tourists. A tourist destination or tourism destination is a geographical area that is in one or more administrative areas in which there is a tourist attraction [9]. Destination is defined as a destination or destination area and with the word tourism, this means a tourist destination. A destination must have various facilities needed by tourists so that a tourist's visit can be fulfilled and feel comfortable. Tanjungbalai has coastal and marine tourism potential with distinctive characteristics, namely mud sandy beaches and overgrown with mangrove vegetation. This city is located between the flow of two rivers, namely the Asahan River and the Silau River which empties into the Malacca Strait. Even though it is only a small town, this city has many tourist destinations, including historical tourism because Tanjungbalai City was once the administrative center of the Asahan Sultanate.

## II. METHODS

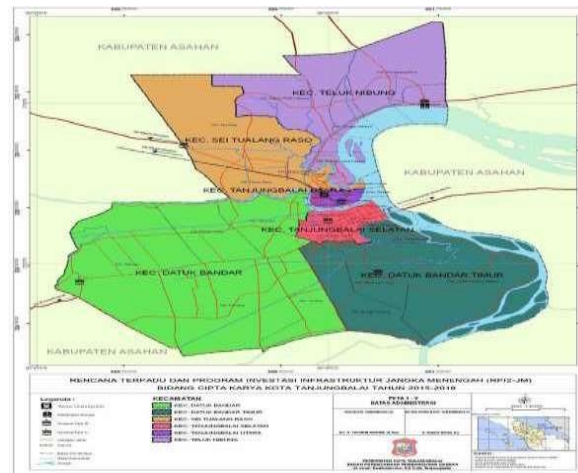
This study uses qualitative research with a descriptive type through an exploratory approach regarding theoretical and empirical studies and applicable government policies and regulations to support regional development programs through the intended tourist destinations. This approach is an approach that intends to understand what is experienced by the subject of attention, the data obtained can be in the form of words, holistic and complex images. The selection of this research method is considered capable of describing an existing reality or phenomenon and explaining the problems studied in depth about regional development efforts through tourist destinations in Tanjungbalai City. The type of descriptive research is research that is intended to find out the situation in depth with the phenomenon under study [12]. A qualitative approach with descriptive type is used to find out, reveal, describe and to find out the situation in depth regarding regional development efforts through tourist destinations in Tanjungbalai City. The data in this study are primary data and secondary data. Primary data, namely data that is directly collected from the object under study through interviews or through observation (observation). Secondary data, which is data indirectly but from various existing records or documents such as BPS reports, local government data as well as from theoretical and empirical articles/study related to research objectives. Data collection in this qualitative research is done by observation, in-depth interviews, and documentation or a combination of all three (triangulation).

Qualitative research is the umbrella for various naturalistic research methods in social life. Data or information in the form of texts from interviews, field notes, documents, visual materials such as artifacts, photographs, videos, and from the internet, documents of human life experiences are analyzed qualitatively or non-quantitatively [13]. To obtain data and information in this study, interviews and observations were carried out directly, so that the instrument/key informant was the researcher himself, with supporting informants, namely related parties regarding regional development efforts through tourist destinations in Tanjungbalai City. The data analysis technique used is descriptive analysis with an exploratory approach by conducting a literature review, articles and scientific journals as well as identifying, collecting, analyzing information and data related to regional development through tourist destinations in Tanjungbalai City. Analysis of all research data findings in the field is adjusted to the problems and research objectives. Data analysis in qualitative research is done inductively. The data that has been collected is interpreted into a fact. Data analysis in qualitative research is carried out since the researcher prepares the proposal, during data collection in the field, and after completion in the field until the researcher gets all the data [13]. Data analysis in qualitative research is interpreted as an effort to systematically search and organize notes from observations and interviews by answering questions such as what, why or how, to increase the researcher's understanding of the case under study and present it as a finding. To get that understanding, the analysis needs to be continued by trying to find meaning. Qualitative data analysis was carried out in several stages, including: data condensation, data display and conclusion drawing.

### III. RESULT AND DISCUSSION

#### Tanjungbalai City Profile

Tanjungbalai is one of the cities of 33 regencies/cities in North Sumatra Province and is located in the East Coast of North Sumatra. Tanjungbalai is a small town that stands alone as an autonomous city (Kotamadya and previously also as the capital of Asahan Regency) led by a mayor. The city has an area of 60.52 Km<sup>2</sup>. The administrative area of Tanjungbalai City consists of 6 sub-districts, 31 urban villages and 187 neighborhoods. All villages in Tanjungbalai City are included in the category of self-sufficient villages. The distribution of the number of sub-districts in Tanjungbalai city is fairly even, where each sub-district consists of 5 to 6 villages. The population of Tanjungbalai City in 2021 is 177,640 people with a population density of 2,935 people/Km<sup>2</sup>. Tanjungbalai City is located between 2°58'15"- 3°01'32" North Latitude and 99°48'00"-99°50'16" East Longitude and is located at the confluence of 2 (two) major rivers, namely the Asahan River and the Silau River, which empties into the Malacca Strait, has very easy access to international tourist attractions, namely the Lake Toba area. Therefore, Tanjungbalai City now has a new designation, namely "Pearl of the Malacca Strait in Lower Lake Toba".



**Fig 1.**Tanjungbalai City Administration Map

#### The Potential of Tanjungbalai City Tourism Destinations

The potential of tourism or tourist destinations is everything that is owned by a tourist destination and is an attraction so that people want to come to visit the place, the potential of tourist destinations is also useful for developing the tourism industry in the area. With the tourism potential that can be developed in an area, it will be useful to increase business opportunities for people who live around tourist attractions. Well-managed tourism potential will bring benefits to the region, increase Regional Original Income which grows the community's economy and is useful in the context of regional development. Tanjungbalai city is located between the flow of two rivers, namely the Asahan River and the Silau River which empties into the Malacca Strait. Even though it is only a small town, this city has many tourist destinations, including historical tourism because Tanjungbalai City was once the administrative center of the Asahan Sultanate. The city of Tanjungbalai is in a very strategic location, which is a congested international traffic lane for the Malacca Strait and faces neighboring Malaysia which naturally has interaction through Port Klang (Malaysia). In addition to being on the international sea traffic lane, this city is not far (about 12 Km) from the main land traffic route on the East Coast of Sumatra which connects cities on the island of Sumatra, especially Eastern Sumatra.

This allows Tanjungbalai City to optimize its role in the regional, national and international economic system in the future. Tanjungbalai City has various potentials that provide opportunities to be utilized optimally and in essence this potential is dominated by geographical location factors and the presence of strategic ports. One of the potentials possessed by Tanjungbalai City is its tourist destination. Tanjungbalai City is currently a developing city and a gateway for foreign tourists to enter, although the development of tourism is still not well organized. Previously, tourists who came to Tanjungbalai City only made this city a transit city and not as a tourist destination. But now, it has become a tourist city and not just

a temporary stopover city. Some of the tourist destinations in Tanjungbalai City include: Balai at the end of Tanjung, Sultan Ahmadsyah Grand Mosque, Sultan Abdul Djalil Field, Replica of Asahan Palace, Tashadow Bridge, Tri Ratna Vihara, Besusen Island, Galau Beach, Asahan River, Fish Market Center, Tanjungbalai Food Court, and Water Boom. Tanjungbalai city also has a very famous and useful port for transportation abroad, namely the port of Teluk Nibung.

### **Analysis of Regional Development Through Tourism Destinations in Tanjungbali City**

Regional development or development aims to increase regional competitiveness, increase economic growth, reduce inequality between regions, and advance people's lives. Strategic and quality regional development is the hope of every region in Indonesia [14]. The development of an area can also be done through the development of tourist areas or tourist destinations in an area. Tanjungbalai City is also one of the areas that has the potential to be further developed through its tourist destinations. The development of an area through the development of tourism or tourist destinations must meet 3 criteria so that tourist objects are of interest to visitors, including: Something to see, is a tourist attraction must have something that can be seen and made a spectacle by visitors. Something to do, meaning that tourists who do tourism there can do something useful or useful to give a feeling of pleasure, happiness, relaxation in the form of recreational facilities, whether it's an arena for playing activities or the availability of various places to eat, especially local specialties from places of origin. so that it can provide new experiences and make tourists more comfortable to stay. Something to buy is a facility for tourists to shop in the form of souvenirs, packaged products which in general are a characteristic or icon of the area, so they can be used as souvenirs [15].

#### *Something to see*

Tanjungbalai City has various tourist destinations, both marine and marine tourism, cultural tourism, historical tourism, religious tourism and culinary tourism. This city has great potential from fisheries and most of the catch is shellfish, so the city is dubbed the city of shellfish. Therefore, the Tanjungbalai City government built a podium or stage in the shape of a giant clam shell in the Sultan Abdul Jalil field. Tanjungbalai City also has an annual agenda in the form of a festival and a shell party. The shell festival and party is an event to celebrate the anniversary of Tanjungbalai City and welcome the new year which almost every year attracts many tourists, both domestic and foreign, to come to Tanjungbalai City.



**Fig 2.**Cultural/Historical Tourism Destinations (Sultan Abdul Jalil Square, Balai at Ujung Tanjung and Reflika Sultanate of Asahan Palace)

The Tanjungbalai City Government currently also has several priority programs including in the tourism sector or tourist destinations including the development of the Sultan Abdul Jalil field into an interactive public space, structuring island tourism including Besusen Island and optimizing the replica of the Asahan Palace and Balai at the end of Tanjung as a destination. tourism, as well as efforts to develop the waterfront area into a culinary tourism center and green open space and make the Tashadow bridge an icon of North Sumatra Province. The Tanjungbalai City Government also has a plan to make the Asahan river a long river which will become a mainstay tourist destination.





**Fig 3.**Marine Tourism Destinations (Waterfront City, Asahan River and Tabayang Bridge)

*Something to do*

Various tourist destinations in Tanjungbalai City also have criteria that can be classified as tourist attractions such as Waterfront city attractions. The attractions contained in the Waterfront city tourist attraction, among others: visitors can freely see the scenery back and forth fishing boats passing through the Asahan river which empties directly into the Malacca Strait. In the afternoon the water starts to rise, when the fishermen are just starting their activities, they are preparing to fish for the high seas. If you want to experience a fishing boat ride around the Asahan river, then tourists can take a tour boat prepared by the locals there. In addition, there are also interesting photo spots that have been provided by the government.

Tanjungbalai city also has a tourist attraction in the form of a replica of the Asahan sultanate palace which is right on the bank of the glare river. When visiting here, tourists can enjoy the historical attractions of the Asahan sultanate in Tanjungbalai City. This replica is able to remind the people who visit that Tanjungbalai City was once led by the Sultanate for hundreds of years. There is also a house of worship for Muslims which is a religious tourism object, namely the Sultan Ahmadsyah Mosque which was built by combining elements of Malay architecture, there is also a house of worship for Buddhists, namely the Tri Ratna Vihara which has a large Buddha statue located on the side of the Vihara building and Dewi Samudera Temple is the largest temple in Tanjungbalai City which is often used as a cultural and religious tourism object by tourists.



**Fig 4.**Religious Tourism Destinations (Sultan Ahmadsyah Mosque, Tri Ratna Vihara and Dewi Samudera Temple)

*Something to buy*

Every tourist attraction in Tanjungbalai City has facilities for tourists to be able to shop in the form of souvenirs, packaged products which are the characteristics or icons of Tanjungbaai City. Tanjungbalai City also has a Fish Market Center which is often visited by tourists to buy souvenirs in the form of salted fish and anchovies. The production of salted fish and anchovies in the Fish Market Center is one of the prima donna productions for the public or visiting tourists. Although there are many other coasts throughout the country that manage salted fish and anchovy processing businesses, it seems that salted fish from Tanjungbalai City remains number one and is very popular with people from various other regions in the country as well as from neighboring countries (Malaysia). Another factor that also needs to be a concern in developing an area through tourist destinations is accessibility and accommodation facilities.

Accessibility is the ease of reaching or moving from one place to another within an area of activity. Tourism is only possible to develop with the support of modern technology, especially in the field of transportation and communication. This transportation is very important to help tourists, take them from their place of origin or lodging to tourist attractions. However, the use of this transportation depends on the distance and communication needs between places at the start of a visit to the tourist attraction to be visited. There are many ways to get to Tanjungbalai City, either by land or by sea. Land lines can be traveled by bus or train. There are several buses that can be used to get to this city, while for transportation within the city you can use public transportation, motorized rickshaws and motorcycle taxis. Tourists can also take the train to this city. There are two types of trains, namely the economy train with a schedule of 3 times a day from the city of Medan. Then there are also executive and business class trains with a schedule of 2 times per day from Medan City. Meanwhile, the sea route can be reached via ferry via Teluk Nibung port. This port serves routes to Port Klang, Malaysia, Ledong and Panai in Labuhan Batu to Panipahan in Riau Province.



**Fig 5.** Teluk Nibung Harbor and Tanjungbalai City Railway Station

The provision of accommodation or a place to stay is also one of the important facilities for tourists. Accommodation is a second home for tourists who visit tourist attractions with the aim of staying overnight. Accommodation facilities are a very important requirement for the existence of a tourist attraction. Tanjungbalai City also has several places to stay for tourists in the form of star and non-star hotels. Currently there are 2 star hotels and 11 non-star hotels with a total of 395 rooms and 571 beds. In addition, the city of Tanjungbalai also has 40 restaurants. The existence of various tourist objects and destinations in Tanjungbalai City also has a socio-economic impact on the community around the location of the tourist attraction, namely encouraging entrepreneurial activity for the surrounding population, this can be seen from before the existence of these tourist objects, the community generally worked as fishermen, traders, as well as pedicab drivers, some even do not have jobs. However, after the existence of these tourist objects, many people turned into traders, boat rental services, transportation and parking services at various tourist sites in Tanjungbalai City. Existing tourist objects also provide income for the community due to the number of visitors or tourists who come to tourist sites and help in improving the economic structure which can be seen from the reduced unemployment rate in Tanjungbalai City.

#### IV. CONCLUSION

Strategic and quality regional development is the hope of every region in Indonesia, including Tanjungbalai City. The development of an area can also be done through the development of tourist areas or tourist destinations in an area. Tanjungbalai City is also one of the areas that has the potential to be further developed through its tourist destinations. Regional development through tourist destinations in Tanjungbalai City has also met the criteria, including: Something to see, Something to do, and Something to buy. The development of tourist destinations in this city is also supported by the availability of adequate accommodation and accessibility facilities. The existence of various tourist objects and destinations in Tanjungbalai City also has a socio-economic impact for the community around the tourist attraction locations and helps reduce unemployment in Tanjungbalai City.

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