

## POSITION OF TOURISM DESTINATION AREA DEVELOPMENT BASED ON TOURISM AREA CYCLE OF EVOLUTION TAMAN WISATA IMAN SITINJO

Rejeki Situmorang<sup>a</sup>, Anwari Masatip<sup>b</sup>, Marciella Elyanta<sup>c</sup>

<sup>a</sup>Postgraduate of School Applied Sciences of Tourism Planning & Development, [rejeki7tumorang@gmail.com](mailto:rejeki7tumorang@gmail.com), Medan Tourism Polytechnic

<sup>b</sup>Hospitality Study Program, [anwari@poltekparnedan.ac.id](mailto:anwari@poltekparnedan.ac.id), Medan Tourism Polytechnic

<sup>c</sup>Applied Sciences of Tourism Planning & Development, [sumiharsebastiana2@gmail.com](mailto:sumiharsebastiana2@gmail.com), Medan Tourism Polytechnic

### ABSTRACT

*This study was aimed to analyze the position of the development tourist destination of Taman Wisata Iman Sitinjo at Dairi Regency. This research used descriptive qualitative research. The technique of data collection of this research was through observation, in-depth interviews, and documentation methods. The results of this study indicated that the position of developing tourist destinations in Taman Wisata Iman Sitinjo was in a stagnation position. In this phase, the challenges that will be faced by managers in the development of the Taman Wisata Iman Sitinjo were by creating new innovations, they are : (1) Involving local communities related to development in order to create new innovations, (2) Conducting trainings, seminars and meetings that can improve the quality of the performance of officers in service, (3) Identify or evaluate the performance of freelance daily workers, (4) Build and improve tourism facilities and infrastructure maintenance, (5) Organize new attractions both naturally, man-made and culturally, and (6) Creating a simple Internet Reservation System (IRS) to facilitate online checking, ordering and payment. It was concluded that the position of developing tourist destinations in the Taman Wisata Iman Sitinjo was in the stagnation stage based on the facts on the ground.*

**Keywords:** TACE, Development Position, Taman Wisata Iman Sitinjo

### 1. INTRODUCTION

The potential of Dairi Regency and Taman Wisata Iman Sitinjo is a leading tourist destination in Sidikalang City, precisely in Sitinjo. Taman Wisata Iman Sitinjo is located in Sidikalang City which has a growing tourist destination. This park is the largest park in Dairi Regency. The area reaches 13 hectares or about 130,000 square meters which was initiated by the Regent of Dairi who was then held by Dr. Master Parulian Tumanggor in 2001 and the laying of the first stone as a sign of the start of the construction of the park by Prof. Dr. Said Agil Husin Al Munawwar who served as Minister of Religion of the Republic of Indonesia.

The location of the Taman Wisata Iman Sitinjo is in the village of Sitinjo, Sitinjo District, Dairi Regency, North Sumatra Province. Located on a high land in the hills of Sitinjo. Taman Wisata Iman Sitinjo has cool air, minimal air and noise pollution because it is surrounded by pine tree forests. This park is a means worship and recreation which are the combined icons of the five religious symbols in Indonesia. Taman Wista Iman Sitinjo is a religious tourism located in the middle of a pine forest. Pine forests, hilly land contours, flowing rivers are natural potentials owned by Taman Wisata Iman Sitinjo. Furthermore, the potential for culture is the main characteristics of the Batak people, in the form of customs, traditions, culture, and historical heritage. Dairi Regency is a multiethnic area, consisting of Toba, Pakpak, Karo, Simalungun, Angkola-Mandailing and Chinese ethnic. The tribes that characterize Dairi Regency are the Batak in general and the Pakpak in particular.

Another potential that is owned in terms of tourism is the human potential or community potential possessed by an area both in terms of art and intellectual abilities. This potential will be demonstrated through traditional events, competitions or cultural performances, so that it can be used as a tourist attraction. In terms of ethnic harmony, it is also a tourist attraction, if in a tourist area there is no harmony, it will be difficult for the area to develop its potential.

The development of the Taman Wisata Iman Sitinjo area is very important to do and it is known that the current development, especially the current position of the Taman Wisata Iman Sitinjo is based on the concept of the tourism area evolution cycle or the Tourism Area Cycle of Evolution which is based on the potentials of the Taman Wisata Iman Sitinjo. The concept of the tourism area evolution cycle or the Tourism Area Cycle of Evolution which has tourism products from both the producer and consumer point of view has a life cycle consisting of several stages of TACE.

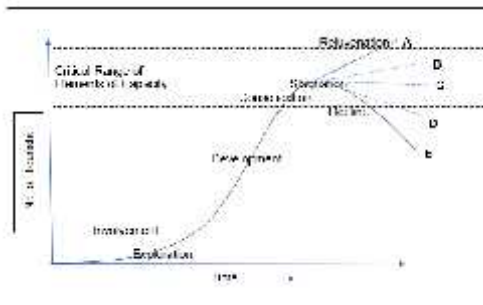


Figure 1. Siklus Hidup Wisata Butler 1980

Life Cycle of Tourism Destination (Tourism Area Cycle of Evolution) introduced by Richard Butler in 1980 is a hypothetical concept to understand the evolution or development of a tourism destination. The evolutionary cycle is measured by two things, they are the number of tourists visiting an object and the time span of the evolution of the destination. To find out the formulation of tourism development towards tourist objects and attractions, it is very necessary to have a stage where tourism development is able to stand today. The stages of tourism development carry different implications and impacts.

Butler (1980) the phase in recognizing the evolutionary cycle of tourist areas is reviewed into seven (7) stages of the Tourism Area Cycle of Evolution along with the characteristics at each stage as follows: Exploration, Involvement, Development, Consolidation, Stagnation, Decline and Rejuvenation. To see the evolution of the Taman Wisata Iman Sitinjo destination from time to time, this study utilizes the concept of the Tourism Area Cycle of Evolution (TACE) or the life cycle of a tourist area as a concept used in efforts to develop the Taman Wisata Iman Sitinjo destination.

The TACE model is also used in an effort to describe and understand the process of developing the Taman Wisata Iman Sitinjo destination which aims to detect the condition of the development of the Taman Wisata Iman Sitinjo so that it can be redeveloped, so that it is able to be in the Regional area sustainable tourism destinations. For this reason, it is necessary to conduct an in-depth study to determine the position of developing tourist destinations in the Taman Wisata Iman Sitinjo based on the Tourism Area Cycle of Evolution.

## 2. RESEARCH METHODOLOGY

This study used a qualitative approach. The research location chosen in this study was Taman Wisata Iman Sitinjo which is located in Sitinjo District, Sidikalang City, Dairi Regency, North Sumatra. Informants in this study were carried out by purposive sampling technique. The criteria for informants in this study were managers, local community leaders (Sulang Silima Marga Kudadiri) and members of the Taman Wisata Iman Sitinjo. The sources of data used in this study were obtained from primary data and secondary data. Qualitative data collection techniques through observation, in-depth interviews, and documentation methods. Key informants in this study amounted to 8 (eight) people.

Data analysis methods or techniques can be carried out through three stages, namely data reduction, data display, and conclusion drawing/verification with the following explanations: (1) Data reduction, data obtained later sorted, if in accordance with what the researcher wants, (2) Data presentation, presenting data that has been classified through descriptive methods or narrative data depictions, and (3) Conclusion Drawing, drawing a conclusion based on a careful and in-depth analysis of the data obtained, so that the problems faced by researchers are answered. Then analyzed using the Tourism Area Cycle of Evolution (TACE). This concept was applied or used in the development of a tourist area. The TACE framework is a natural flow by Butler, 1980.

## 3. RESULTS AND DISCUSSION

### The Position of Development of Tourist Destinations at TWI Sitinjo based on the Tourism Area Cycle of Evolution

Based on the current condition of the Taman Wisata Iman Sitinjo, the available facilities are restaurants, accommodation (hotels/lodging), tourist attractions in the form of natural parks and artificial

parks in the form of spiritual tourism with the five symbols of houses worship in Indonesia. Accessibility from/to this park by two, four and eight-wheeled vehicles is very easy to reach because the available accessibility is quite good and easy to access. In addition to adequate facilities, natural resource infrastructure which includes the availability of clean water and electricity lines that assist tourism activities in terms of conveying information both regarding the safety of visitors while at the Taman Wisata Iman Sitinjo, supporting tourism activities such as karaoke, and other musical entertainment. There are 30 (thirty) facilities that have their respective functions and uses at Taman Wisata Iman Sitinjo.

The results of interviews and observations made to one of the traditional leaders of Sulang Silima, Mr. Mahadi Kudadiri stated that, "This park was opened to the public in 2004 and retribution collection has begun, and the process of peaking the glory of this park almost reached 7 (seven) years until in 2010. From the results of the management of this park, regional income reached Rp. 500,000,000.00 to 1M per day from various sectors, caused by visitors who come from various regions, both neighboring areas and local communities. Business actors also had a good opportunity at that time, opening a photographer business and merchandise kiosk to meet the basic needs of visitors to the Taman Wisata Iman Sitinjo, which previously the majority of the residents of Sitinjo Village were farmers as mentioned above", (Tuesday, September 13, 2022).

Based on the above case, several traditional leaders of Sulang Silima of the Kudadiri clan did discussions to improve and develop the potential of the Taman Wisata Iman Sitinjo because it is believed that this object or this area still has a lot of potential that can be explored more widely to be introduced to the wider community, especially about PakPak culture. Various types of tourism products that have been willing to design to bring back the name of Taman Wisata Iman Sitinjo in the eyes of visitors or tourists. Not only famous for its artificial tourist attractions in the form of miniature houses of worship, these traditional leaders of Sulang Silima then formed a tourism awareness group called the Jumarea Sitinjo Tourism Awareness Group.

The majority of this group that functions or plays a role is the Kudadiri clan, the Pakpak dance studio called Nantampuk Emas and the stage drama aims to retell the legends that have almost disappeared and it is important to cultivate that history to be remembered and appreciate the regional warriors at that time to others today's generation of young people. This tourism awareness group, Jumarea Sitinjo, will again make a stepping stone as a facilitator in the effort to develop the Taman Wisata Iman Sitinjo based on sustainable tourism.

From the heyday to the present, the Taman Wisata Iman Sitinjo has not had any characteristics or additional tourist attractions that can attract visitors to come back. Until now, the tourist attractions offered are still monotonous, there are no new innovations to be developed. Related to this, the traditional leaders of Sulang Silima, the Kudadiri clan, are very active in preserving the Pakpak culture. They created many innovations to restore the uniqueness, beauty and diversity of culture and nature at Taman Wisata Iman Sitinjo.

One of the innovations they made from 2013 was the construction of a retail store area or souvenir shop around the Taman Wisata Iman Sitinjo with the concept of a traditional Pakpak house that sells food and drinks, souvenirs, a stopover or resting place for visitors. From 2013 to 2014 they have conveyed the design of the traditional house building which will become the uniqueness of Taman Wisata Iman Sitinjo as a location or area of a typical Pakpak souvenir shop, Dairi.

This innovation, which has a positive impact has not yet been followed up by the management, especially the local government. Based on the results of a field survey conducted during this research, there were many ideas or innovations that revived and the participation of the community was very enthusiastic in taking part or being involved in the development of the Taman Wisata Iman Sitinjo. Over time, the ideas or innovations of tourism products with the concept of preserving the Pakpak culture have not been realized until now, in other words, the continuation is still unclear.

Based on this description, the position of the Taman Wisata Iman Sitinjo in the development of tourist destinations is related to Butler's Theory (1980), the analysis of the Tourism Area Cycle of Evolution enters into 5 (five) stages, namely the Stagnation Phase. According to Butler's theory (1980) it has characteristics, namely maturity which results in two possible declines due to saturation which is marked by the abandonment of the tourist destination by visitors or tourists or vice versa rejuvenation which can be anticipated or handled. With the emergence of new ideas and innovations, the manager will be able to attract visitors or tourists. The following indicators refer that the Taman Wisata Iman Sitinjo has entered the stagnation stage, they are:

1. Taman Wisata Iman Sitinjo has gone through its heyday or in other words the number of visits has reached its peak or maximum capacity but it is only one period, there is no continuity of tourist visits to the same destination.

2. Seen after the maximum capacity was exceeded, but no further action was taken regarding the handling or maintenance of the Taman Wisata Iman Sitinjo environment which resulted in damaged and neglected buildings.
3. Environmental pollution occurs around the Taman Wisata Iman Sitinjo, both garbage, empty buildings that are not functioned, THL or Freelancers who do not meet the SOP work both in terms of service and appearance.
4. Visitors who come are more interested in non-tourism activities than enjoying the natural and cultural atmosphere. In addition, the tourist attractions that are served are fairly monotonous so that natural and cultural attractions have not been touched/displayed at all.
5. Taman Wisata Iman Sitinjo will continue to be a leading tourist attraction in Dairi Regency because it has its own characteristic, namely spiritual tourism, but it does not become an attraction such as uniqueness, beauty and diversity because the iconic park has started to fade if there is no innovation as an additional tourist attraction while at the Iman Sitinjo Tourism Park.
6. Since the establishment of the Taman Wisata Iman Sitinjo, the tourism manager, namely the local government should cooperate with community leaders who own the ulayat land of the Kudadiri clan to become partners in preserving nature, culture through histories that has not been touched and deserves to be raised and shown to the wider community.

Tourism life flow analysis tool or also called analysis Tourism Area Cycle of Evolution by Butler 1980 in, as a benchmark through each stage, including exploration, involvement, development, consolidation, stagnation, rejuvenation and decline. At this stage, the position of the Iman Sitinjo Tourism Park refers to the stagnation stage. This is based on theories related to the tourism life cycle or the Tourism Area Cycle of Evolution Tourism Area Cycle of Evolution which has the following characteristics:

1. The number of visitors to Taman Wisata Iman Sitinjo has reached its peak in 2009-2010.
2. The maximum visitor capacity is exceeded with the area of the Taman Wisata Iman Sitinjo around 13 ha.
3. The emergence of environmental problems in the form of environmental pollution that is not maintained, suggestions and infrastructure that are not maintained, socio-culture that is still pure and untouched, so that cultural preservation in Taman Wisata Iman Sitinjo is not widely known by the wider community.
4. The potential of Taman Wisata Iman Sitinjo not only presents artificial tourism, but also has unique natural and cultural charms. But in fact, tourists visiting or traveling to the Taman Wisata Iman Sitinjo dominate artificial tourism rather than old and cultural tourist attractions.
5. Taman Wisata Iman Sitinjo is a leading tourist attraction in Dairi Regency, with an iconic image or tourism that has the characteristics of spiritual tourism. However, with the growing movement of the times, the icons began to fade and become monotonous. Another interesting thing in the form of supporting attractions has not been found.

Based on the characteristics of the stages and graphs of the percentage of tourist visits and the results of observations that have been made mentioned above, Taman Wisata Iman Sitinjo is currently in the fifth stage, namely stagnation. Stagnation is the side that experiences a slowdown or obstacle. At this stagnation point there will be two possibilities, namely a decline due to saturation or rejuvenation. Negligence in managing a destination will cause a decline, marked by the abandonment of the destination by tourists, but on the contrary, seriousness in managing the Tourism Destination Area by presenting new innovations will allow the Taman Wisata Iman Sitinjo to attract tourists again.

There are several strategies for developing and implementing tourism destination development strategies at Taman Wisata Iman Sitinjo, including: (1) Involving local communities related to the development of tourist destinations in Taman Wisata Iman Sitinjo so that the development carried out realizes new innovations in Taman Wisata Iman Sitinjo, (2) Conducting trainings, seminars and meetings that can improve the quality of performance of Taman Wisata Iman Sitinjo officers about understanding the broad meaning of tourism in service, (3) Identifying or evaluating the performance of freelance daily workers who are employed to serve visitors or tourists while in the object tourism, (4) Changing or redesigning the design of kiosks or merchandise with the icon concept of the Pakpak Batak traditional house and providing a mini shuttle bus to make it easier for visitors to go around the Taman Wisata Iman Sitinjo Tourism, (5) Providing new attractions both naturally and man-made and culture by digging more potentials owned by Taman Wisata Iman Sitinjo and (6) Creating a simple Internet Reservation System (IRS) to make it easier for tourists to check, order and pay online.

#### **4. CONCLUSION AND SUGGESTIONS**

The position of developing tourist destinations in Taman Wisata Iman Sitinjo based on the Tourism Area Cycle of Evolution is in a stagnation position. This is related to the number of tourist visits that have already reached the peak of the highest number of visits, environmental pollution is starting to be seen with the amount of garbage, supporting facilities and infrastructure that are poorly maintained and monotonous tourist attractions.

The challenges that will be faced by the manager of the Taman Wisata Iman Sitinjo are by creating new innovations for the development of the Taman Wisata Iman Sitinjo destination by involving local communities related to the development of tourist destinations in the Taman Wisata Iman Sitinjo, conducting trainings, seminars and meetings in order to improve the quality of the Iman Sitinjo Tourism Park staff, evaluating the performance of freelance daily workers, building and repairing tourist facilities and infrastructure, providing new natural, man-made and cultural attractions and creating a simple Internet Reservation System (IRS) to make it easier for tourists checking, ordering and paying online.

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