

# FACTORS SUPPORTING THE DEVELOPMENT OF TOURISM OBJECTS OF VILLA MARI PRO SEMBAHE DELI SERDANG REGENCY

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## ABSTRACT

This study aims to identify the supporting factors for developing the Villa Mari Pro Sembaha tourism object in Deli Serdang Regency. The research was conducted over one month, from August to September, using a qualitative descriptive approach. Data collection techniques included interviews, observations, and documentation. The findings indicate that managing this tourist attraction has significantly benefited managers and the local community. Villa Mari Pro offers a unique natural concept, as it is situated on the riverbank, allowing visitors to enjoy the beauty of nature, lush trees, and refreshing air. The attractions include educational tourists, field trips, an organic village, outbound activities, cultural arts performances, and cultural heritage sites. Notable legends such as the Kemang Cave and Karo Cimpa, a local culinary speciality, further enrich the experience. Visitors appreciate the advantages of Villa Mari Pro's location, as it provides opportunities for overnight stays and natural baths sourced directly from the mountains. It is hoped that the management will continue to offer opportunities for the local community to increase their income. Moreover, the development of the Villa Mari Pro Sembaha tourist attraction is expected to positively impact the surrounding community, fostering sustainable growth and cultural preservation.

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## 1. INTRODUCTION

Tourism development is an important role for the development of a region. With tourism activities in a region, areas that have basic tourism potential will be able to develop and advance more easily. In addition, regions that have basic tourism potential tend to develop the potential of existing regions so as to attract large numbers of tourists. Seeing the magnitude of the role and contribution of tourism, making tourism as one of the mainstay sectors in improving the country's economy. One form of tourism development is tourism development that involves local

communities. Community-based tourism development is expected to contribute significantly to improving the quality of life of local communities. (Yoeti, 1990).

The local government in collaboration with the community has made development in the tourism sector one of the strategies in reducing poverty. Based on Law No. 10 of 2009 concerning Tourism, natural conditions, flora and fauna as a gift of God Almighty, as well as ancient relics, historical relics, and art and culture owned by the Indonesian people are resources and capital for tourism development to increase the prosperity and welfare of the people as stated in Pancasila and the Preamble of the 1945 Constitution of the Republic of Indonesia. Suwanto (1997), tourism is a process of temporary departure of a person or more to another place outside their place of residence for a reason and not to carry out activities that make money. Besides according to Suwanto as stated above, Norval Suryadana (2013) states that tourism is an overall activity related to the entry, stay, and movement of foreign residents within or outside a particular country, city or region.

Community-based tourism is an alternative to addressing the local economy and also an effort to support government policies. Public policies are made based on deliberation and involve the community at large, where the government as a facilitator so that people can make policy decisions independently and the impact will be directly felt by them. Furthermore, community participation through the community-based tourism development partnership cooperation model is expected to increase the responsiveness of local governments to meet the basic needs of local communities and bring state services closer to their communities. However, the partnership model of community-based tourism development still encounters problems that can hinder the development and distribution of local resources. In addition to the low capacity and limited knowledge of the community in terms of tourism, there is also a lack of mastery of technology and uneven community participation.

The development of a place as a place of tourism is expected to be a source and potential of regional activities and economic potential that can be relied upon which is able to galvanize economic activity, including the activities of other sectors so that employment of community income, regional income, and state revenue, as well as foreign exchange earnings increased through efforts to develop and develop various potentials of national tourism, while maintaining the personality of the nation and the preservation of functions and the environment. In addition, the lack of cooperation between the government and the community is characterized by the lack of supervision of the development of tourism products, especially local tourism, lack of coordination between regional work units makes it imperative regarding the importance of revamping tourism development.

Deli Serdang Regency consists of coastal areas, lowlands and mountainous highlands with an area of ± 2,497.72 Ha consisting of 22 sub-districts, 380 villages and 14 villages Food Agriculture, Large Plantations, Smallholder Plantations, Animal Husbandry, Industry, Trade and Inland Fisheries. Highlands / Mountains consist of 7 sub-districts (Kutalimbaru, Sibolangit, Biru-biru, STM Hilir, STM Hulu, Gunung Meriah, Bangun Purba) with a total of 133 villages. Natural resources owned by Deli Serdang Regency include marine resources, agriculture, plantations, surface water (rivers), forests, mining and tourism. (PEMKAB DELI SERDANG). Deli Serdang Regency has a place for a pleasant and comfortable vacation in the form of a mari pro sembahe villa inn which is equipped with natural water baths. Sembahe is one of the villages in Sibolangit sub-district, Deli Serdang Regency, North Sumatra province, Indonesia has a very famous tourist destination, namely Villa mari pro sembahe.

The existence of this villa, which is close to plantation and agricultural areas, is an alternative lodging facility that presents a very soothing natural scenery. According to the opinion of the surrounding population, originally the land with an area of approximately 32 hectares and a river width of approximately 500 m, this location on the right and left of this villa is a river, and then purchased by the owner of this villa in 2009 and then left for 5 years without villa construction, in 2014 this villa began to be built with an area of 2 hectares and used for private use, the following year it was officially opened for the tourist attraction Villa Mari Pro Sembahe, in 2020 tourists began to know this villa, the name of the owner of Villa Mari Pro Sembahe is Paksana Ginting, Villa Mari Pro Sembahe is located in Batu Layang, Kec. Sibolangit, Deli Serdang Regency, North Sumatra

Lodging with a cool, beautiful and calm and peaceful atmosphere, of course, is always the first choice of every visitor. lodging in the Sembaha area.

In addition to offering lodging, sembaha was once a village in Sibolangit, which is known for several interesting tourist attractions to visit, such as well-managed natural baths. However, this mari pro villa tourist attraction pays less attention to cleanliness. Likewise, the facilities available in this natural tourism are glamping lodging or huts complete with mats, bathrooms, tire rental, prayer rooms, canteens, meeting rooms and parking lots. However, the number of bathrooms available is inadequate when there is a surge in visitors, besides that the parking lot at this tourist attraction does not provide a special parking lot, where visitors can park their vehicles at will and are not neatly organized. The damage to supporting facilities and infrastructure in a tourist attraction makes tourists who come to visit feel uncomfortable and this can have an impact on decreasing the number of tourists who will come to visit this mari pro villa tourist attraction, the facilities and infrastructure available have not supported the development of this natural tourist attraction. In this study, it is supported by research in advance to reach the Mari Pro villa tourist attraction, its access is still somewhat worrying for visitors, namely the accessibility conditions researched by Wiwik (2020) related to the title "factors influencing the development of beach tourism objects and community-based development efforts in Temajuk Village, Paloh District, Sambas Regency" which discusses To go in the direction of development, Temajuk Village, besides having some natural tourism potential, also still has shortcomings that can cause development problems, among others. such as: road facilities to get to Temajuk Village are still said to be minimal or damaged and also PLN is still not full lighting, and development from the government itself is still not there and really needs serious tourism development with cooperation from the government and the community.

When viewed from the natural potential in Temajuk Village, beach tourism is very supportive if it is used as a superior natural tourist attraction in Sambas Regency. Given the large tourism potential in Temajuk Village to be developed, it is necessary to identify the factors that influence the development of beach tourism objects and community-based development efforts. To be able to reach the location of the Mari Pro Villa tourist attraction, it is recommended to use a car because the condition of the path still has holes, especially not yet paved. The road access is quite challenging because there are many downhill roads, climbs, rocky roads and on the edge of a ravine. (Ainul hayat sirait, Edi winata 2021). This is what makes the author raise the title of the thesis supporting factors for the mari pro Sembaha villa tourist attraction.

This research is expected to provide strategic recommendations for local governments and destination managers to improve the quality and attractiveness of Villa Mari Pro as a leading tourist destination. In addition, this research also aims to provide an academic contribution to developing a community-based approach relevant to tourist destinations in similar regions.

## 2. RESEARCH METHOD

According to Irawan Soehartono (2004: 9) research methods are "a comprehensive way or strategy to find or obtain the necessary data". The research method is a very important thing in conducting a study, by using a method in research it will be able to describe the necessary data sources so that it can answer the questions that arise in a study, so that the right problem solving is obtained.

In this case, the researcher used a qualitative approach method. The use of a qualitative approach in this research is considered the most appropriate, looking at the topic of the problem raised. Researchers intend to know, study and understand the situations and conditions that occur in the field. Qualitative research methods are a way or effort to determine more on the aspect of in-depth understanding of a problem. Then the results obtained in the field, both in the form of data / documents, and interviews are described and poured in the form of words and language.

Qualitative research according to Creswell (2013: 4) suggests, namely: methods to export from understanding the meaning that a number of individuals or groups of people ascribe to social problems or from humanity. This qualitative research process involves important efforts such as asking questions - questions from procedures - procedures for collecting data on participants'

specifications, analyzing data inductively from specific themes to general themes and interpreting the meaning of data.

By using this qualitative research approach, researchers obtained data sources about the Coordination of Development of the Sembahe Mari Pro Villa Tourism Object from thirteen (13) informants who are trusted and can be explored in depth. 7 tourists who visit the Villa Marri Pro tourist attraction, 4 local people in the Villa Marri Pro tourist attraction area and 2 administrators and owners of the Villa Marri Pro tourist attraction. In addition, by using this approach, researchers can continue to respond and can continue to provide interpretations of the symptoms that occur in relation to this researcher. Therefore, a qualitative approach is used as the method of this research so that researchers get a clear description of the data and information needed in accordance with existing facts, and not mere fabrication. The qualitative method also seeks to explain the Coordination of Development of the Mari Pro Villa Tourism Object in Sembahe.

This research employs a qualitative methodology to examine and elucidate the circumstances related to coordinating the development of the Mari Pro Villa tourist attraction in Sembahe Village, Deli Serdang Regency. The qualitative approach was selected as the most appropriate for investigating the significance of social interactions and occurrences within the field, as proposed by Creswell (2013). This research entailed an inductive data analysis, commencing with specific themes and progressing towards more general themes, with interpretations grounded in the data's inherent meanings.

The data collection process was conducted at the research location, Batu Layang, Sibolangit Subdistrict, Deli Serdang Regency, North Sumatera, between June and August 2023. The research involved 13 informants, comprising seven tourists, four residents, and two managers of Villa Mari Pro. These individuals were selected using the purposive sampling technique, which was deemed the most appropriate method to ensure the informants had knowledge and experience relevant to the research focus (Sugiyono, 2013).

Data were obtained through three main methods: observation, interviews, and documentation. Observations were conducted to directly record the phenomena that occurred at the research location, while interviews were conducted in an unstructured manner to explore more in-depth information from informants. Documentation was used as a complement to record relevant events, such as field notes, photographs, and other supporting documents (Sudjiono, 2006).

The collected data were analyzed using data reduction techniques, data presentation, and verification or conclusion drawing (Ulber, 2010). The analysis process began with filtering data to focus on relevant information, organizing data in descriptive text, and drawing conclusions based on the main findings supporting the development of the Villa Mari Pro tourist attraction. This analysis also included identifying patterns, relationships, and general findings relevant to answering the research questions. The findings of this study are anticipated to offer a comprehensive insight into the elements that facilitate the growth of the Villa Mari Pro tourist attraction and to present strategic recommendations for enhancing its appeal and service quality.

### 3. RESULTS AND DISCUSSIONS

This study aims to identify the supporting factors and constraints in the development of the Villa Mari Pro Sembahe tourist attraction. Data were collected through in-depth interviews with the management of tourist attractions, local communities, and visiting tourists. The following are the main findings of this research. In an effort to obtain data on this research, the author has conducted direct interviews with each informant at the research location. The application of interviews is intended directly to the manager of the mari pro sembahe villa tourist attraction, tourists who first visit the tourist attraction and to the local community.

As for the results of the researcher's interview with the manager of the Mari Pro Villa tourist attraction who said that currently the mari pro villa tourist attraction has developed, this is supported by the statement of the villa Mr. Teja Sukmana said that.

*"developing lodging and making arcal can be camping ground or outbound, and for the waterfall only temporarily not opened, a tracking path will be opened to the waterfall at the location of the tourist attraction and it takes approximately 20 minutes from the villa".*

So from the results of the interview above, it can be concluded that the manager maintains and continues to strive to develop facilities at the Mari Pro Sembahe Villa tourist attraction so that visitors enjoy when they are in the mari pro sembahe villa.

In addition, interviews with visitors to the Villa Mari Pro tourist attraction who said some facilities had to be improved, this was supported by a statement from the visitor Putri's mother saying that

*"There are several obstacles that we know of, including the limited allocation of APBD funds, the lack of souvenirs and the lack of water tourism such as rafting, the lack of children's playground facilities, the addition of a camping ground, entertainment or live music venues and the absence of a network tower at all".*

The results of the interview above concluded that there is still limited allocation of APBD funds and the lack of water tourism, and children's play activities. It should be a priority for tourism objects to be able to work well with the Deli Serdang district government.

The next interview with the local community of villa mari pro who felt the impact of the development of the Mari Pro Sembahe Villa tourist attraction said that

*"The opening of jobs is immediately felt by the local community in the area of the Villa Mari Pro Sembahe tourist attraction by opening lodging or homestays for visitors, and providing small stalls that only sell snacks and drinks".*

The results of the interview above can be concluded that the community directly feels the impact of the development of the Mari Pro Sembahe Villa tourist attraction which directly opens up jobs and opens lodging and small stalls that can help the economy of the local community.

As for the results of interviews with the manager of the Mari Pro Sembahe Villa Tourism Object who said that the accessibility factor is still very much a concern, this is supported by the statement of Mr. Teja who said that.

*"The obstacle faced by Villa Mari Pro Sembahe is road transportation or road access which is fairly narrow and the condition of the road is potholed, and to visit this tourist attraction can only be accessed by private vehicles".*

The results of the interview above can be concluded that the manager still continues to develop this tourist attraction with the obstacles faced to develop the potential of this destination.

The same thing with the interview of visitors to this tourist attraction who said the condition of access to the Villa Mari Pro tourist attraction, this is supported by the statement of Balqis's sister as a tourist who said that:

*"This tourist attraction is not too far from the city but the condition of access to Villa Mari Pro Sembahe is quite dangerous, the road climbs a little steep there are still rocky roads that can make the road slippery, you have to be careful if you are separated from other cars because there are no lights, directions to the object, and there is no border on the edge of the ravine".*

The results of the interview above can be concluded that visitors feel worried about the condition of accessibility to the tourist attraction, in line with the above, the community said that:

*"There is still a lack of development of accessibility factors where there is no service car or transportation facility from the tourist attraction because the access road from the entrance to the mari pro villa is quite steep, which can endanger visitors who drive private cars or motorbikes".*

Based on the results of the interview above, it can be concluded that the community there feels the condition of access to the tourist attraction so that visitors who visit feel safe.

The manager said he would improve the infrastructure in it such as making street lights, road dividers, road signs. Various kinds of additional attractions in the Villa Mari Pro Sembahe tourist attraction area. This matter was clarified by the manager of the Villa Mari Pro Sembahe tourist attraction who said that:

*"The manager of Villa Mari Pro Sembahe will accept feedback and suggestions from tourists who follow developments such as other tourist attractions, from the manager will open a tracking path to the waterfall*

*located at the tourist attraction, try to provide ATVs and bicycles so that visitors not only bathe" but can enjoy other attractions. We need to provide outbound facilities, a camping arena and a waterboom for children."*

From the description above, it can be concluded that the manager will continue to develop attractions in the form of camping areas, outbound, and many more activities that can be developed at this Villa Mari Pro Sembahe tourist attraction.

For the description of Hawa's sister as a visitor to the Villa Mari Pro Sembahe tour to recognize this tourist attraction is not so difficult, this matter is clarified by Villa Mari Pro tourist object tourists who say this tour:

*"I first learned about this tourist attraction from social media applications, then I was curious and interested in finding out from the internet and it turned out that it was not too far from the city of Medan, which was only 1 hour away. For its location it is easy because it can be reached by the Google Maps application to lead to its location "*

From the description above, it can be concluded that recognizing the position of the place is not a difficult thing because of the availability of the internet which is very helpful in accessing the location of the Mari Pro Villa Tourism Object.

The security system for Villa Mri Pro tourist attractions can be said to be comfortable. This matter is clarified by tourists of Villa Mari Pro Sembahe tourist attraction who said:

*"For convenience, it can be said to be safe and comfortable because there is a security post or guard who continues to guard the Mari Pro Sembahe Villa tourist attraction area"*

From the description above, it can be concluded that security at the Villa Mari Pro Semabahe tourist attraction is very comfortable because there is already guarding and security by security guards. The facilities available in the Villa Mari Pro Sembahe tourist attraction area have covered quite a bit. This matter is clarified by tourists of the Villa Mari Pro Sembahe tourist attraction who said:

*"For facilities, it has been quite a bit sufficient for public facilities, there are restaurants or canteens, gazebos for seating, but there are few additional gazebos that are still in the repair stage, bathroom facilities but conditions that are less well lit, doors that are less secure because some are damaged and dirty due to a lot of garbage that is not immediately cleaned in the bathroom area, and parking lots that are still fairly narrow so that many cars park irregularly."*

From the description above, it can be concluded that the facilities at the Villa Mari Pro Sembahe tourist attraction are quite sufficient because there are various public facilities such as canteens, wc, gazebos and bathroom places. The experience experienced by tourists is very good, especially nature lovers. This matter was clarified by a tourist attraction Villa Mari Pro Sembahe who said "

*"I think I am satisfied with my vacation here, especially as a nature lover close to the natural rock baths, accompanied by natural scenery of trees, fresh and cold fountains"*

From the description above, it can be concluded that for nature lovers, this Villa Mari pro Sembahe tourist attraction is highly recommended to be visited, because the beautiful natural panorama can produce a good experience. There are also facilities that need to be added such as photo spots, and network towers. This matter is clarified by tourists of the Villa Mari Pro Sembahe tourist attraction who said:

*"It could be that we need to increase the photo spot area because this tour is visited a lot so that many people know about this tour through social media that is currently trending, and also add a network tower so that tourists who vacation or stay here do not have difficulties from internet access which is very difficult to reach."*

From the description above, it can be concluded that for nature lovers, this Villa Mari Pro Sembahe tourist attraction is highly recommended to be visited, because the beautiful natural panorama can produce a good experience.

Villa Mari Pro Sembahe tourist attraction is very suitable as a tourist attraction, because this tourist attraction has supporting facilities and infrastructure to serve visiting tourists and has the natural beauty of Sembahe water baths and cool forest trees. This matter was clarified by tourists of the Villa Mari Pro Sembahe tourist attraction who said:

*"It is very suitable as a tourist destination vacation spot, visitors can stay in various kinds of villas with several facilities provided, beautiful and cool scenery."*

From the description above, it can be concluded that the Mari Pro Sembaha Villa tourist attraction is very suitable for being a tourist attraction because of its many abilities that can attract the attention of local visitors. The comfort and cleanliness of this tourist attraction is still very good, but the area on the edge of the bath is still somewhat trash. This matter was clarified by a tourist attraction Villa Mari Pro Sembaha who said:

*"It is fairly clean in this tourist attraction area, but in the area of the edge of the natural bath there is some garbage such as food waste and leaves and tree branches from the trees around the bath"*

From the description above, it can be concluded that this tourist attraction area is still fairly well maintained, but officers will continue to strive to take care of cleanliness in the natural bathing area so that it remains beautiful and not polluted from garbage.

#### A. Factors That Need to Be Developed at Villa Mari Pro Tourist Attraction

The results showed that several essential factors need more attention to develop Villa Mari Pro. First, tourist facilities are the most important. The facilities currently available need to be considered adequate by visitors. For example, a minimal children's play area, the need for entertainment such as live music, and the absence of an Internet network. These conditions limit the experience of tourists looking for comfort and various activities during their visit. Tourists also complain about the cleanliness of public facilities such as toilets and inadequate lighting and parking systems. Improving these facilities can directly impact tourist satisfaction, as Pine and Gilmore (1999) found that good facilities can create a more memorable tourist experience.

Second, accessibility to tourist attractions is a significant obstacle to attracting tourists. The road to Villa Mari Pro is reportedly potholed, narrow, and steep, making travel to the site inconvenient and risky. The lack of road lighting, signage, and barriers along the ravine edges contributes to visitors' concerns about their safety. According to Yoeti (1997), accessibility is one of the fundamental elements in developing tourist destinations because creating a safe and comfortable travel experience can be one of the essential attractions for tourists.

Third, the tourist attractions in Villa Mari Pro must also be developed to attract more market segments. Tourists expressed the need for additional thematic photo spots, trekking paths to waterfalls, outbound areas, and water attractions that children and families can enjoy. More diverse tourist attractions can not only increase the attractiveness of the destination but also extend the duration of tourist visits, which in turn has an impact on increasing local incomes.

#### B. Development Efforts at The Villa Mari Pro Tourist Attraction

The management of Villa Mari Pro has initiated several strategic steps to support the development of the destination. One crucial step is the improvement of internal facilities, such as the planned construction of a trekking trail to the waterfall, a camping area, an outbound, and a water boom for children. The addition of these facilities shows the manager's commitment to presenting diverse attractions according to the needs of tourists.

Regarding accessibility, the manager has committed to improving internal infrastructure by adding street lighting, installing directional signs, and providing barriers on steep roadsides. However, improvements to the main roads leading to the sites still require collaboration with local governments to improve the quality of external infrastructure, including road widening and management of public transportation systems that can support access to tourist destinations.

Increasing the participation of local communities is also a focus of the manager. The existence of Villa Mari Pro has created economic opportunities for the local community, mainly through the opening of homestays, small stalls, and other businesses that cater to the needs of tourists. This community participation reflects the community-based tourism approach, which emphasizes empowering local communities as critical actors in developing tourist destinations (Suryadana, 2013). However, training and education programs are still needed to improve the community's understanding of the long-term benefits of tourism and how they can contribute to destination management.

In addition, digital promotion is one of the initiatives identified as effective in attracting tourists, especially young people active on social media. Many tourists indicated that they learned about Villa Mari Pro through social media, demonstrating the importance of digital-based promotion strategies. Managers can continue to use digital platforms to promote new tourist attractions, such as trekking trails, photo spots, and outbound activities.

#### 4. CONCLUSION

The research results on the supporting factors for the development of the Villa Mari Pro Sembahe tourist attraction in Deli Serdang Regency indicate that the level of tourism development in this tourist attraction needs to be revised. This is due to the need for contributions from important components in tourism development, such as local community participation. Indifference to this tourist attraction arises because the local community feels that they do not directly benefit from the existence of Villa Mari Pro. The local village is attempting to develop additional tourist attractions, such as Omah Ampiran, a home-based business activity in various fields of production and services. This is being done with a community empowerment approach through educational tourism packages.

Accessibility to Villa Mari Pro remains a challenge. The condition of the roads, which are uneven, steep, and lack adequate signage and lighting, must be improved. Additionally, the narrow roadways currently prevent large vehicles, such as buses, from accessing the site. The lack of specialized transportation services, such as drop-off and pick-up, also presents a significant obstacle for tourists.

The development of tourism types and attractions in Villa Mari Pro encompasses natural, cultural, and artificial tourism. Nevertheless, cultural attractions still need to be developed. It is necessary to provide existing tourism products with adequate supporting facilities. The development of new products, such as children's recreation parks, children's swimming pools, and transportation facilities to the location, must consider the uniqueness and authenticity of environmental conditions and market needs. New tourism products are anticipated to possess distinctive characteristics that differentiate them from existing attractions. It is essential to ensure the optimal functioning of the available facilities and infrastructure, including the main attractions, activities, and products or services. This will facilitate the enhancement of tourism attractiveness, which will, in turn, lead to an increase in the number of tourists and economic benefits for the community and local government.

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