

# Sustainability Tourism Of Management Object

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## ABSTRACT

Sustainability, The management of the Sangka Pane waterfall tourist attraction is still not optimal. With the lack of facilities and infrastructure, especially road access which is still tricky, the condition of the tourist attraction is not maintained. This study uses a qualitative research approach with a descriptive type. Planning the local government has made a master plan for the tourism development of Aceh Tamiang Regency for 2019-2025. The program for the development of the Suku Pane tourism object is already in the UKL-UPL, but it is still not mature enough to apply what has been planned; the tourism office and pokdarwis have tried and implemented well to advance the potential of tourism objects, only the program implementation has been hampered due to limited budget funds during the pandemic, and there must be good cooperation from the community, investors, and forestry parties because the tourism object is located in a protected forest area. Supervision is carried out by the tourism office by monitoring via WhatsApp or telephone and going directly to the field, but for the period, it is still uncertain and not routinely, so the Aceh Tamiang government evaluates the continuation of the management of the Sangka pane waterfall, and the government is currently more focused on the development of the waterfall One thousand. Factors inhibiting the management of Sangka Waterfall tourism objects are influenced by internal factors, including limited budget during the pandemic, lack of quality human resources, lack of cooperation with investors and forestry, and the ratification of retribution regulations and the shifting of government attention to Seribu Waterfall which according to calculations budget is more efficient and easy for visitors to reach. In contrast, external factors include: lack of community participation, geographical conditions of tourist attractions, and lack of tourist attraction due to road access and tourist support facilities that have not been realized, and visitors prefer the Seribu waterfall, which is easier to reach.

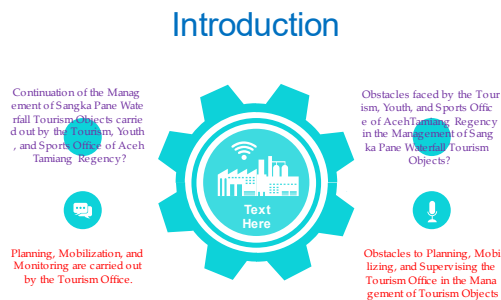
**Keywords:** Sustainability, tourist, management, Sangka Pane

## 1. INTRODUCTION

One of the efforts of local governments to support regional development is to sustainably manage and develop the tourism sector, which will attract tourists from all over the world, and efforts to introduce the potential of an area. Management of tourism objects is a form of operational management related to the functions and processes that apply to the public sector to realize top general management (Doherty et al., 2014; Middleton &

Hawkins, 1998). Aceh Tamiang Regency is an area located on the border. Aceh – North Sumatra was awarded several excellent and promising tourism potentials. The management of Aceh Tamiang tourism objects is guided by Qanun Number 5 of 2016 concerning Tourism and Qanun Number 7 of 2020 concerning the Master Plan for Tourism Development of Aceh Tamiang Regency for 2019-2025. This Qanun emphasizes the principles of tourism implementation, tourism

development, business development, supervision, management, and tourism development. As stated in Article 1, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, business people, government, and district governments.



Sangka Pane Waterfall Tourism Object, located in Pengidam Village, Bandara Pusaka District, is one of the leading and popular tourist attractions. To reach the location of this waterfall, tourists must at least cover a distance of about 50 km, approximately one hour from Karang Baru, the capital of Aceh Tamiang. Sangka Pane Waterfall is an exotic waterfall behind the hills; this waterfall has natural beauty, the air is still clean, and the water quality is good, clear, and very cold. This waterfall is the longest in Aceh Tamiang Regency.

### 1.1. Literature Review

#### 1.2. Sustainability

Sustainability requires our generation to manage the resource base so that the average quality of life we ensure ourselves can potentially be shared by all future generations (Asheim & Brekke, 1993; Hanley et al., 1997). This concept is described as a "group theory" formed by people and organizations with differing worldviews, which in turn influence how issues of Sustainable Development are formulated, and actions are proposed. Interpreted this concept as presenting the potential to address fundamental challenges for humanity, now and into the future. To simplify and legitimize, we can also make the following explanation "to use the natural resources carefully for today and try to transfer them to the future generations." (Oral, n.d.; Slife et al., 1995).

Sustainability is the ability to continue a specified behavior indefinitely. To be practical, the behavior that the researcher wants to proceed with must be defined without any boundaries. As an example:

- Environmental sustainability is the ability to maintain rates of renewable resource harvest, pollution creation, and non-renewable resource depletion that can be continued indefinitely.

- Economic sustainability is the ability to indefinitely support a defined level of economic production.
- Social sustainability is the ability of a social system, such as a country, to function at a defined level of social well-being indefinitely (Lehtonen, 2004; Renko, 2018)

### 1.3. Management Theory and Concepts

Management is a unique process consisting of planning, organizing, mobilizing, and controlling actions to determine and achieve predetermined goals using human resources and other resources (Bose, 2012; Terry, 2008). Public management is related to the functions and processes that apply to the public sector intending to realize top general management.

Management is part of public administration, which is also defined as Management and Management is a series of efforts that aim to explore and utilize all the potential that is owned effectively and efficiently to achieve specific planned goals (Bryson et al., 2014). It can be concluded that management is a series of processes, starting from the planning, organizing, implementing, mobilizing, and monitoring stages to the evaluation stage carried out by an organization to manage its resources so that the organization gets the desired goals or objectives.

#### 1.1.1. Management Function

George R. Terry Good management or management includes Planning, Organizing, Actuating, and Controlling. These four functions are abbreviated as POAC (Grunig, 2006; Terry, 2008).

##### 1.1.1.2. Planning

Planning is selecting facts, connecting facts, and making and using estimates or assumptions for the future by describing and formulating the activities needed to achieve the desired results. A good plan contains six elements of questions, namely: what, why, where, when, who, and how (Mendoza et al., 2018). Classify the types of plans, including objectives, policies, procedures, rules, programs, budgets, methods, and strategies (Jann & Wegrich, 2007).

##### 1.1.1.3. Organizing

Organizing cannot be realized without relationships with others and without assigning specific tasks to each unit (Baker & Walker, 2019) (Jensen & Meckling, 2009). Organizing is the determination, grouping, and arrangement of the various activities needed to achieve the goal, the placement of people (employees) for activities, the provision of relevant physical factors for work requirements, and the appointment of authority relations, which are delegated to each people concerning

the implementation of each expected activity (Bass & Avolio, 1994; Kondalkar, 2020).

#### 1.1.1.4. Actuating

Mobilizing is arousing and encouraging all group members to try hard to achieve goals sincerely and in harmony with the planning and organizing efforts of the leadership (Huy, 1999; Zaleznik, 2004). Mobilization is very closely related to the human element in the organization. Mobilization is the implementation of what is planned. The factors needed for mobilization are Leadership, Attitude and Morale, Communication, Incentive, Supervision, and Discipline (Parks & Lloyd, 2004).

#### 1.1.1.5. Controlling

Supervision has an important role or position in management, having the function of testing whether the execution of work is orderly, directed, or not (Humphrey, 1988; Wambugu, 2014). Even though planning, organizing, and actuating are good, if the implementation of work is not orderly, orderly, and directed, then the goals that have been set will not be achieved. Thus control has the function of supervising all activities in the process of determining what must be completed, namely standards, what is being carried out, namely implementation, assessing implementation, and if necessary, making improvements, so that performance is according to plan, namely following standards (sizes) So that the set goals can be achieved (Alshuwaikhat & Abubakar, 2008; Battilana et al., 2010)

### **1.4 Tourist attraction**

According to Constitution No. 10 of 2009 concerning tourism, tourist objects or attractions are anything that has uniqueness, beauty, and value in the form of the diversity of natural, cultural, and artificial assets that are the target or destination of tourist visits and destination areas. Tourism is from now on referred to as tourism destinations.

Tourism Object is something that is the center of tourist attraction and can provide satisfaction for tourists (Bramwell, 1998; Fallon & Kriwoken, 2003), Tourist attractions as everything exciting and valuable to be seen and visited by tourists (Packer, 2008; Prayag & Ryan, 2011; Tarlow, 2007). Tourism objects can be natural attractions such as mountains, lakes, rivers, beaches, and seas or building attractions such as museums, forts, and historical heritage sites (Boyd, 2002; Sara et al., 2021; Timothy, 2011). From some of the meanings above, it can be concluded that a tourist object is anything that has attractiveness, uniqueness, and high value, which is the goal of tourists coming to a particular area, and the purpose of developing a tourist object is basically to generate the economy and the potential it has by every region in Indonesia.

Several things affect tourist attraction, namely: the existence of beauty, the presence of sources or objects that can cause a feeling of pleasure, comfort, and cleanliness, the fact of accessibility to make it easier for tourists, and the existence of supporting facilities and infrastructure to serve tourists (Abdulhaji & Yusuf, 2017; Soleh & Achnes, 2017).

### **1.3 Traveler**

A tourist is someone who travels at least 80 km (50 miles) from his home for recreation (Boniface et al., 2020; Dubois & Ceron, 2006), People who carry out tourism activities or people who travel temporarily to places or areas that are entirely foreign to them (Cohen, 1972, 1974), Tourists who carry out tourism activities come from various countries around the world.

According to White, there are two types of tourists, namely:

- a. Domestic tourists, namely visitors who travel to a place outside their residence but still in the country they live in, with various destinations with a minimum time of 24 hours.
- b. Foreign tourists, namely visitors who come to a country outside their own country with various destinations with a minimum time of 24 hours (Timothy, 2011).

## **2. RESULT**

### **1.1. Sustainability**

Sustainable tourism is the development of a travel concept that can have a long-term impact on the environment, society, culture, and economy for the present and the future of local people and tourists.

Sustainable tourism is highly focused on the long-term sustainability of the tourism industry so that the needs of the present do not jeopardize the needs of future generations. Responsibilities are shared between political leaders, tourism companies, and other stakeholders. On the other hand, responsible tourism is primarily concerned with how individuals interact with the destinations they visit, and the focus is generally on people making behavior changes.

In sustainability, we also understand triple-bottom-line sustainability, where the government must also consider each action's environmental impacts, financial benefits, and social implications in the formulated regulations. This means that sustainability is not a field in itself but a way of thinking about whatever field you work in.

The main goal related to sustainable tourism in Sangka Pane is to make the long-term future of tourism more viable, and this is achieved through education and

behavior change. In addition, sustainable tourism aims to provide economic and social benefits to local communities around the Sangka Pane waterfall and the people of Aceh Tamiang in general, resulting in more mutually beneficial 'give and take' relationships.

## 1.2. Management of the Sangka Pane Waterfall Tourism Object in Aceh Tamiang Regency

Management of tourist objects is a form of operational management that aims to achieve optimal public management. If active management has not gone well, it will have an impact on the slow development and development of a tourist attraction. Therefore, optimal management is needed from both the Tourism Office, Tourism Awareness Group, and the community itself regarding the superior potential possessed by this tourist attraction so that the tourism objectives of Aceh Tamiang district are achieved as stated in Aceh Tamiang District Qanun No. 5 of 2016 concerning Tourism, explains that the purpose of tourism is to increase economic growth, improve people's welfare, reduce unemployment, preserve nature, the environment, and resources, promote culture, elevate the image of the region and nation, and to foster a sense of love for the part and the motherland. Several aspects affect the scope of operational management, including the Planning Function, Mobilization Function, and Monitoring Function. These four functions can be a benchmark for managing the Sangka Pane Waterfall tourist attraction. Following are some of the author's findings on several management functions that affect the management of the Sangka Pane Waterfall tourist attraction in Aceh Tamiang Regency.

### 1.1.1. Planning

Planning is the first step that must be taken in managing the Sangka Pane Waterfall tourist attraction. The planning that has been formulated and determined is the implementation guideline to achieve the expected goals. For tourism planning, Aceh Tamiang district has made Qanun No. 5 of 2016 concerning Tourism and Qanun No. 7 of 2020 concerning the Aceh District Tourism Development Master Plan for 2019-2025 and the Sangka Pane Waterfall tourist object development program already in

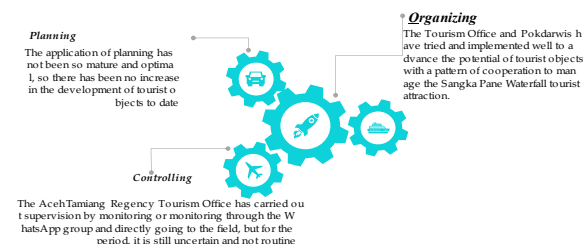
UKL-UPL (Environmental Document). It's just that the application of planning has not been so mature and optimal, so there has been no increase in the development of tourist objects to date. Careful planning can optimize the construction of tourism-supporting facilities and infrastructure. Based on the interview results, this was due to the limited budget during the pandemic, which hampered the program and could not be realized. To

make a mature plan must be supported by the available funding because the budget is one of the factors that influence the success of carrying out programs that have been formulated together.

### 1.1.2. Actuating

Mobilization is very closely related to the human element in the organization. Mobilization is the implementation of what is planned. The Tourism Office and Pokdarwis have tried and implemented it well to advance the potential of tourism objects with a pattern of cooperation to manage the Sangka Pane Waterfall tourist attraction. It's just that program implementation is still hampered and lacks collaboration with investors and forestry parties. Based on the results of the interviews, the access road could not be repaired because the tourist attraction was in a forest area.

The land also belonged to a garden village funds also could not be channeled to restore the road because it had been diverted for Direct Cash Assistance (BLT) during this pandemic and tourism support facilities which were essential things that have not been realized such as toilets and prayer rooms because the tourism object is in a protected forest area so the budget cannot be arbitrary, there must be documents that are fulfilled, and there is cooperation with the KPH (Forest Management Unit).



For tourism promotion, the Aceh Tamiang Regency tourism, youth, and sports office have created social media accounts such as Instagram, and Facebook, websites, made digital films of tourist objects which are broadcast live on Videotron, and have participated in national events such as the Indonesian Tourism Village Award (ADWI), and the Indonesian Enchantment Event (API), but the Sangka Pane waterfall tourist attraction cannot be included because it does not meet the requirements. Based on this, the movement of all related parties can encourage the progress of a tourist attraction.

### 1.1.3. Controlling

Supervision oversees all activities and maintenance functions to test whether work implementation is running effectively; leadership can assess the extent to which management is carried out and will minimize errors and,

if necessary, make improvements if errors are found. Based on the results of the interviews, the Aceh Tamiang Regency Tourism Office has carried out supervision by monitoring or monitoring through the WhatsApp group and directly going to the field. However, for the period, it is still uncertain and not routine. The Polaris that has been formed will later make an accountability report to the agency so that the agency can refer to the report as material for information and consideration and for the surrounding community to visit tourist objects while just going to the fields. This is because seasonal visitors have not met their target capacity and challenging road conditions.

### ***1.3. Inhibiting Factors in the Management of Sangka Pane Waterfall Tourism Object***

In managing tourist objects, there must be inhibiting factors inseparable from the problems that cause a lack of tourist attraction. Based on the interview results, the inhibiting factors for managing the Sangka Pane Waterfall tourist attraction come from internal and external factors.

#### ***a. Internal factors***

- The limited amount of budget during the pandemic hampered the program;
- Lack of existing human resources (HR);
- The levy regulations have not been ratified because tourists objects offer no facilities;
- Lack of cooperation with investors and forestry parties.

#### ***b. External Factors***

- Geographical Conditions of the Sangka Pane Waterfall Tourism Object, located far from the resident's environment and in a forest and garden area, and high rainfall when it rains;
- lack of participation from the surrounding community to advance their potential;
- The condition of the tourist object is not maintained, and the lack of facilities and infrastructure visitors need makes visitors less comfortable and interested in visiting the thing.

## **3. CONCLUSION**

### **3.1. Sustainability**

Regulations should already exist regarding tourism with the aim of sustainability, as a quality that creates and maintains conditions in which humans and nature can live in productive harmony and which enable the fulfillment of socio-economic and other needs of present and future generations while maintaining economic opportunities for the people around the Sangka Pane waterfall.

In sustainability, we also understand triple-bottom-line sustainability, where the government must also consider

each action's environmental impacts, financial benefits, and social implications in the formulated regulations. This means that sustainability is not a field in itself but a way of thinking about whatever field you work in.

The main objective related to sustainable tourism in Sangka Pane is to make the long-term future of tourism more viable, and this is achieved through education and behavior change. In addition, sustainable tourism aims to provide economic and social benefits to local communities around the Sangka Pane waterfall and the people of Aceh Tamiang in general, resulting in a more mutually beneficial 'give and take' relationship, namely collaboration so that all receive benefits as well as equally responsible.

### **3.2. Management**

The tourism office has made reasonable efforts to advance the existing potential, but the control of the Sangka Pane Waterfall tourist attraction is still not optimal; this is due to operational management that has not gone well, so there has been no increase in the Sangka Pane Waterfall tourist attraction to date:

1. Planning the Aceh Tamiang Regency tourism development master plan for 2019-2025 and the Sangka Pane tourism object development program already exist in the UKL-UPL, but it is still not mature in implementing what has been planned due to limited funds during the pandemic; Mobilization, the Tourism Office and Pokdarwis have tried and implemented well to advance the potential of tourist objects with a pattern of cooperation with tourism awareness groups, it's just that the facilities and infrastructure needed cannot be realized due to limited budget funds. During the pandemic and the need for cooperation from the community, investors, and forestry parties to advance the potential of the Sangka Pane waterfall tourist attraction, Supervision. Supervision has been done through WhatsApp groups and directly to tourist objects, but the period is uncertain and not routine;
2. Factors inhibiting the management of the Sangka Pane waterfall tourism object include: Internal factors, limited budget, lack of quality human resources, lack of cooperation with third parties, both investors and forestry, and retribution regulations have not been ratified because tourist objects offer no facilities; External Factors, Geographical Conditions of the tourist attraction, lack of participation of the surrounding community, and the condition of the tourist object which is not maintained and there are no facilities and

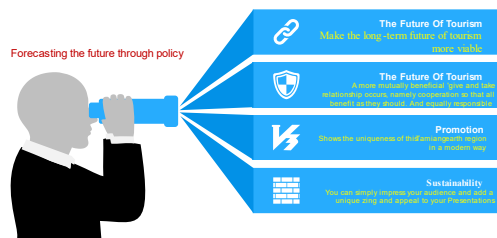


infrastructure needed so that visitors are less interested in visiting the tourist object.

## AUTHORS' CONTRIBUTIONS

The author proposes that it can be used as material for consideration and input for the tourism agency so that the potential of existing tourist objects in the Aceh Tamiang district can be managed optimally and competitively.

- The agency must be better prepared in applying planning, able to mobilize and also collaborate with related parties so that they both contribute to advancing tourism objects and act immediately to increase tourist attractiveness through tourism promotion that shows the uniqueness of this young earth region in a modern way and utilizes technology, and immediately realize the facilities and infrastructure needed for tourism as well as schedule a structured monitoring activity.



- Immediately formulate regulations and carry out stakeholder mapping as well as collaboration with the parties involved as well as investors, the forestry sector to realize facilities and infrastructure so that levy regulations are passed that will benefit the surrounding community and the region and provide motivation, counseling, and tourism awareness outreach to the surrounding community.

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