

The Influence of Potential Tourism Economic Zones on Community Welfare in the Soziona Tourism Economic Zone, Nias District, North Sumatra Province

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ABSTRACT

This study aims to investigate the potential impact of the tourism economic area on the welfare of the people in the Soziona Tourism Economic Zone, Nias Regency, North Sumatra Province. The research method used is quantitative analysis. Data was collected through surveys and interviews with local residents, as well as analysis of secondary data related to tourism potential and welfare indicators. The results of the study indicated a positive relationship between the potential of the Soziona tourism economic area and community welfare. Tourism potential, which includes nature, culture, and supporting infrastructure, has a significant contribution to income and employment opportunities for the local community. This positive impact is also reflected in increased access to education, health care, and other public facilities.

INTRODUCTION

Tourism has long been recognized as a sector that has great potential in driving economic development and improving people's welfare. This phenomenon also occurs in various regions in Indonesia, including in the Soziona Tourism Economic Zone, which is located in Nias Regency, North Sumatra Province. This area has a variety of tourism potential that includes natural wealth, culture, and supporting infrastructure. However, the real impact of the development of tourism economic zones on people's welfare needs to be explored in more depth. It is in this context that this study aims to investigate the extent to which the potential of the Soziona tourism economic region influences the welfare of the local community.

Nias Regency is one of the regencies in North Sumatra Province and is located in the west of Sumatra Island which is about 86 nautical miles from Central Tapanuli Regency. Accessibility to this area is quite difficult, because it can only be reached by air and sea transportation with limited travel frequency. This has greatly affected the development of Nias Regency, where the dependence of Nias Regency on external areas is very large.

Nias Regency, especially the Soziona Tourism Economic Zone, has abundant natural and cultural potential. Natural potential in the form of beautiful beaches, tropical forests, and biodiversity which can be an attraction for local and foreign tourists. Meanwhile, cultural potential includes traditional heritage, arts and unique customs that can provide valuable experiences to visitors. It is important to systematically evaluate how the development of this tourism economic area can have a positive impact on the welfare of the local community. The income and employment opportunities generated from the tourism industry can improve the standard of living of local people. In addition, improving infrastructure and public facilities in the area can also improve people's access to education, health, and other basic services. However, in developing tourism economic zones, it is also necessary to consider potential negative impacts such as environmental degradation, changes in local culture, and inequality in the distribution of benefits.

One of the efforts to develop tourism areas carried out by the Nias Regency government is to determine strategic areas through regional development according to the function of each area in supporting the function of regional economic development and the environment. The development strategy as intended, is carried out through developing fast-growing economic areas, including: Gido, Idanogawo, Bawolato and Sogae'adu Districts which were merged into the Minapolitan area and the SOZIONA tourism economic area (Somi-Bozihona-Onolimbu-Nalawo). In the interests of economic growth and improving the welfare of the people of Nias Regency, the management and development of the Soziona tourism economic zone in Nias Regency needs to be supported by the provision of facilities and infrastructure to support the activities of the tourism industry as well as the provision of infrastructure to encourage the development of economic growth in the Nias Regency area. So in this case the researcher is interested in conducting research in tourism areas in

Nias Regency, especially in the development of the SOZIONA tourism economic area (Somi-Bozihona-Onolimbu-Nalawo).

This paper describes and provides a more holistic understanding of these dynamics and provides guidance for the development of a tourism economic area that is sustainable and has a positive impact on the welfare of the people in the Soziona Tourism Economic Zone, Nias Regency, North Sumatra Province.

THEORETICAL REVIEWS

Regional Planning Theory

Planning is essentially a conscious, organized and continuous effort to choose the best alternatives from a number of alternatives to achieve certain goals (Conyers in Safi'i, 2007). According to Safi'i (2007) planning is a process to prepare systematically with an awareness of the use of limited resources but oriented to achieve goals effectively and efficiently, where to achieve goals requires accurate policy formulation.

Planning often gives too little access to the involvement of local knowledge that may not actually be captured as planning according to principles, or in accordance with the environmental behavior of the community. Planning also often provides short benefits, low equity, and does not generate local multipliers. Planning products are often difficult to accept, difficult to understand and difficult to implement (Widiarto, 2001). In the process, planning seems to move from regional prosperity (place prosperity) to people prosperity, from economic welfare to sustainable development efforts (sustainability), and from authoritative planning to social empowerment (empowerment society).

Planning theory states that one of the goals of planning is to make decisions that direct future activities to be more prosperous and better. In addition, planning is one of the efforts made by all stakeholders to make better plans on an ongoing basis. Planning also requires the relevant stakeholders to always monitor and evaluate the progress of the plan. The concept in planning prioritizes the future, especially in a plan, is (1) well-being, (2) social justice, (3) equity.

Regional planning is a development planning process that is intended to make changes towards a better development direction for a community, government and environment in a certain area, by utilizing or utilizing various existing resources, and must have a holistic orientation. complete, sticking to the principle of priority (Riyadi and Bratakusumah, 2003). Tarigan (2006) defines regional planning as planning for the use of regional space and activity planning in that area space. Regional spatial planning is included in spatial planning activities, while activity planning in regional space (especially economic activity) is included in regional development planning activities, both long term, medium term, as well as short term. Regional planning as a step in creating an efficient, comfortable and sustainable life. In the end, produce a plan that determines the location of the various planned activities, both the government and the private sector.

Area Development

Development can be interpreted as an activity to add, improve, improve or expand Territory is a collection of overlapping areas as a geographical unit in its shape and size. Regions have natural and human resources as well as geographic positions that can be managed and utilized efficiently and effectively through comprehensive planning.

According to Winoto region is a geographical area that has certain characteristics and is a medium for everything to be located and interact. Based on this, the area is defined, delimited and described based on the characteristics or content of the geographical area. Furthermore, it is said that the characteristics and content of the geographical area used to define the area is still a matter of continuing debate and no consensus has been reached. Therefore, economists and regional development agree that the characteristics and content of a geographical area used to define a region must reflect the purpose of analysis or the purpose of formulating regional development policies.

Welfare Theory

The level of satisfaction and well-being are two interrelated meanings. The level of satisfaction refers to the condition of the individual or group, while the level of well-being refers to the condition of the community or the wider community. Welfare is an aggregate condition of individual satisfaction. Social welfare (social welfare) is defined as a continuation of thinking that is more important than the concepts of prosperity (welfare economics). According to Law No. 11 of 2009 concerning Social Welfare defines social welfare as a condition of fulfilling the material, spiritual and social needs of citizens so that they can live properly and be able to develop themselves, so that they can carry out their social functions. Social welfare problems that are currently developing indicate that there are citizens whose rights to their basic needs have not been properly fulfilled because they have not received social services from the state. As a result, there are still citizens who experience obstacles in the implementation of social functions so that they cannot lead a decent and dignified life.

Social welfare is an institution or field of activity that involves organized activities organized by both government and private institutions that aim to prevent, overcome or contribute to solving social problems and improving the quality of life of individuals, groups and communities (Suharto, 2009). Social welfare problems cannot be handled unilaterally and without clear organization of the social conditions experienced by the community. Social changes that dynamically lead to the handling of social problems must be planned carefully and continuously, because social problems will always exist and emerge as long as the government is still running and human life is still there.

Welfare theory in general can be classified into three types, namely classical utilitarian, neoclassical welfare theory and new contractarian approach (Albert and Hahnel, 2005). The Coordinating Ministry for People's Welfare gives the notion of prosperity, namely a condition in which a society has fulfilled its basic needs. These basic needs are in the form of adequacy and

quality of food, clothing, shelter, health, education, employment, and other basic needs such as a clean, safe and comfortable environment. Also the fulfillment of human rights and participation as well as the realization of a society.

METHODOLOGY

The research was conducted in the Soziona tourism economic area, Nias Regency, North Sumatra Province. The Soziona tourism economic area is located in 3 (three) sub-districts, namely Gido District, Idanogawo District, Bawolato District. The location selection was based on the Soziona tourism economic area, which is one of the strategic areas of Nias Regency for the sake of economic growth with the criteria of having fast-growing economic potential and having a leading sector that can drive economic growth, namely the tourism sector.

The sample is a subset (subset) of the population unit. The sample size was determined using the Slovin formula as follows:

$$n = \frac{N}{1 + Nd^2}$$

$$= \frac{2775}{1 + (2775 \times 0.0025)}$$

$$= 349.68 = 350 \text{ households}$$

Sampling of respondents was taken proportionally in each sub-district and village, as shown in Table 1.

Table 1. Population and Sample of Research Respondents

No	District	Village	Population (household)	Samples (household)
1.	Gido	Somi	472	472/2775 x 350 = 60
		Somi Botogo'o	428	428/2775 x 350 = 54
		Lasela	149	149/2775 x 350 = 19
2.	Idanogawo	Laira	248	248/2775 x 350 = 31
		Maliwaa	344	344/2775 x 350 = 43
		Bozihona	287	287/2775 x 350 = 36
3.	Bawolato	Tagaule	192	192/2775 x 350 = 24
		Siofa Ewali South	312	312/2775 x 350 = 40
		Gazamanu	344	344/2775 x 350 = 43
Amount			2775	350

The data analysis method used in this study is the Partial Least Square (PLS) approach. PLS is a component or variant-based Structural Equation Modeling (SEM) equation model. PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based approach. PLS is a powerful analytical method and is often called soft modeling because it

eliminates OLS (Ordinary Least Square) regression assumptions, such as the data must be normally distributed multivariately and there are no multicollinearity problems between exogenous variables. PLS-SEM analysis usually consists of two sub-models, namely the measurement model or often called the outer model and the structural model or often called the inner model. The data analysis used in this study was carried out using the SmartPLS V.3.0 software.

RESULTS

Result testing is done by looking at the t-statistics values resulting from the bootstrapping process. The processing results with the bootstrapping process can be seen in Figure 1. the following:

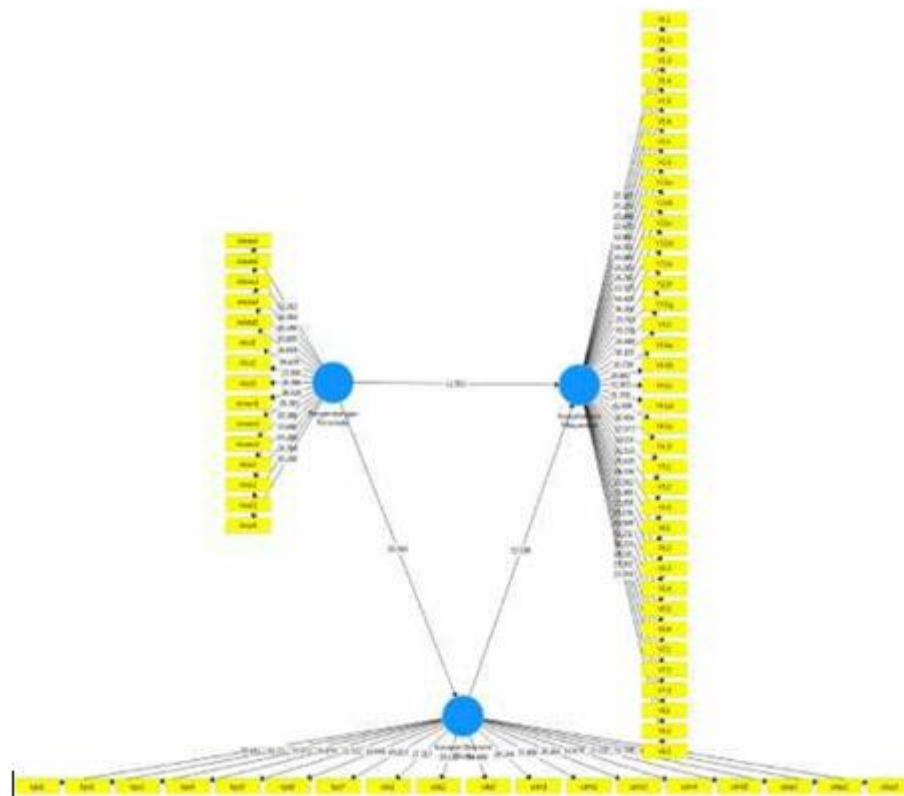


Figure 1. PLS Bootstrapping Calculation Output Display

The hypothesis is accepted (supported) if the t-statistics value is greater than 1.96 with a significance level of 5% (two tailed) (Abdillah and Jogiyanto, 2015). The results of the Smart PLS program bootstrapping process can be seen in Table 5.20. Based on the test results in Table 5.20, it is known that the t-statistics value of the tourism development and tourism economic area variables on community welfare is 1.96, which means that the tourism development and tourism economic area variables have a significant influence on well-beingpublic. Thereby Also influencer the tourism development variable on the tourism economic area has a t-count value greater than 1.96 meaning that

the tourism development variable has a positive and significant influence on the Soziona tourism economic area.

Influence Direct Variable Development Tourist (X) Against Community Welfare Variables (Y)

The hypothesis testing in this study was carried out based on the T-statistic and P-value with the condition that if the T-statistic > 1.96 and p-value < 0.05 , it means that the independent variables have a significant influence on the dependent variable. The results of hypothesis testing the effect of the independent variables (tourism development X1, X2, X3 and X4) on the dependent variable Y (welfare) show the following results:

Table 2. Test Results Hypothesis of the Direct Effect of Tourism Development Variable (X) on Community Welfare (Y)

Parameter	T-			
	Statistic	T-table	P-values	Conclusion
X1 $\square$ Community Welfare (Y)	2.117	1.96	0.000	Significant
X2 $\square$ Community Welfare (Y)	2,401	1.96	0.000	Significant
X3 $\square$ Community Welfare (Y)	7,168	1.96	0.000	Significant
X4 $\square$ Community Welfare (Y)	5,410	1.96	0.000	Significant

Shows that the T-count value of the effect of $X1 \square Y = 2.177 > 1.96$, t-count $X2 \square Y = 2.401 > 1.97$, t-count $X3 \square Y = 7.168 > 1.97$ and t-count $X4 \square Y = 5.410 > 1.97$ with a significance value of the 4 parameters is less than 0.05, so it can be concluded that the 4 path coefficients (inner model) are significant. Thus, the research hypothesis (H_a) is accepted.

DISCUSSION

The purpose of this study was to analyze the influence of tourism development on the welfare of the people in Nias Regency through the Soziona tourism economic area. For this purpose, the main question has been formulated, namely whether tourism development affects the welfare of the people in Nias Regency through the Soziona tourism economic area.

Based on the research results as shown in Table 5.16, it shows that the tourism development tested to answer the fourth question has proven to have an

effect on the welfare of the people in Nias Regency through the Soziona tourism economic area. This result means that the Soziona tourism economic area variable influences tourism development on people's welfare in Nias Regency. Tourists, as explained in the segmentation of tourism demand, have various motives, interests, expectations, social, economic and cultural characteristics and so on (Steck, et.al. 1999 and Heher, 2003 in Damanik and Weber. 2006). With different motives and backgrounds, they become parties that create demand for tourism products and services. This role is very decisive and is often positioned as the heart of the tourism activity itself. Tourists are consumers or users of products and services. The changes that occur in their lives have a direct impact on tourism needs, in this case tourism demand. The level of community welfare will affect the constellation of demand for tourism products. Thus to improve the welfare of the community through tourism development is to increase tourist visits in the Soziona tourism economic area.

Furthermore, Freyer (1993) in Damanik and Weber (2006) explains that important actors in tourism are service providers or often called the tourism industry. The tourism industry means all businesses that produce goods and services for tourism, which are grouped into direct actors and indirect actors. Direct performers are tourism businesses that offer services directly to tourists or whose services are directly needed by tourists. Included in this category are hotels, restaurants, travel agents, tourist information centers, entertainment attractions and others. In fact, hotels are the main party that has direct contact with tourists, followed by travel agents. Indirect actor, namely businesses that specialize in products that indirectly support tourism, for example handicraft businesses, publishers of books or tourist guide sheets, bakers and so on. In fact, the leading actors in these two groups are workers, because they are responsible for the quality of service in hotels, travel agencies, restaurants, and handicraft businesses.

Seeing the empirical facts in the field, especially in the Soziona tourism economic area where hotels, restaurants, travel agencies, tourist information centers, entertainment attractions have not yet developed or even exist yet, the local government of Nias Regency and other stakeholders must give their main attention to attract investors to build hotels, restaurants and other tourist facilities continue to optimize the functions and competencies of tourism industry players so that tourism in the Soziona tourism economic area is growing.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and hypothesis testing as previously described, the results of this study can be concluded as follows:

- 1) Tourism development has a significant effect on the welfare of the people in Nias District.
- 2) Tourism development has a significant effect on the Soziona tourism economic area in Nias Regency.
- 3) The Soziona tourism economic area has a significant effect on the welfare of the people in Nias Regency.

- 4) Tourism development has a significant effect on the welfare of the people in Nias Regency through the Soziona tourism economic area.

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