

STUDY OF TOURISM POTENTIAL IN GAJAH BOBOK HILL, PANGAMBATAN VILLAGE, KARO REGENCY

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ABSTRACT

Natural resources may be potential tourism to develop. Tourist attraction such as natural tourism and historical tourism will increase the standard of living of the local community. Gajah Bobok Hill is one of the tourist attractions in Pangambatan Village, Brand District, Karo Regency which has a beautiful tourist charm in the form of two hills that look like sleeping elephants when seen from the Kabanjahe-Sidikalang crossing and coupled with a trunk which is the road to the hill. Geographical conditions that are very potential and very attractive tourism potential, but not supported by adequate facilities and infrastructure and accessibility. Research method used is qualitative method Researcher interprets the data obtained through direct observation. The data are interpreted and the data collection method is based on theory. The results showed that tourist objects in Gajah Bobok Hill based on natural tourist attractions had a feasibility percentage of > 73.33% which means they were feasible to be developed, but when viewed from the provision of facilities and infrastructure it only had 26.67% and accessibility conditions only had a percentage > 66.67%.

KEYWORDS: tourism object, tourism potential, Pangambatan Village

1. BACKGROUND

Tourism is an activity that touches and engages the community directly so that it has various impacts on the local community. Meanwhile, Ginting & Wahid (2015) argue that tourism is a very strategic industrial sector, because it is able to open business opportunities that can be managed by the community to improve their quality of life. Because if a tourism object such as natural tourism and historical tourism is managed properly, it will improve the standard of living of the local community. Suwanto (2002) argues that natural tourism is a form of tourism activity that utilizes the potential of natural resources and environmental systems. Nature tourism includes objects and activities related to recreation and tourism that utilize the potential of natural resources and their ecosystems, either in their natural form or in combination with man-made. As a result, a place for outdoor recreation still natural can provide comfort so that more people (tourists) are visiting it.

Pangambat Village is located west of Lake Toba, in Brand District, Karo Regency and about 40 km from Berastagi City. Pangambat Village is located on a hill with an altitude of 920 -1620 masl and the entire area is a plateau so it has a cool climate and beautiful scenery, which means Pangambat has unique and interesting tourism potential and is a Tongging Tourism Area.

Gajah Bobok Hill has a potential tourist attraction that is quite interesting to visit, because there are many tourist activities that can be done in this location, such as tracking, camping, enjoying the beauty of the stars at night, seeing the sunset and sunrise with a cool climate and healthy air. The geographical location of the area is quite potential and unique with an altitude of 2000 meters above sea level so that it has extraordinary beauty when we are on a hill. However, all the very attractive tourism potentials are not supported by adequate accessibility and less supportive facilities and infrastructure.

The not yet optimal accessibility of this tourist area has resulted in only the surrounding community and urban communities passing through this area only seeing the natural scenery that lies without interacting with the surrounding community to find out local products such as handicrafts, special foods, drinks. and other products. Likewise, the local community is also lacking in promoting the tourism potential that exists in the area. In addition, the absence of the provision of facilities and infrastructure owned by local communities which usually encourages community participation and ensures access to physical resources is a stepping stone for the development of a tourist village. Everything about coordinated activities and efforts to attract tourists, provides all the facilities and infrastructure, goods and services and all facilities necessary to serve the needs of tourists (Damanik and Weber, 2006). All tourism activities and developments cover very broad aspects and involve various aspects of community life, ranging from transportation, accommodation, tourist attractions, food and beverages, souvenirs, a comfortable atmosphere and the services provided to tourists themselves. Thus, accessibility is an attribute for people (and goods) not as a mode of transportation or the availability of services as a basis for individuals or groups that make it easier to travel and enter their destination / destination.

2. RESERCH METHODOLOGY

The method used in this research is qualitative descriptive method where research will describes the object of research based on visible facts.

Nawawi and Martini (1996) said that qualitative descriptive research seeks to describe all existing symptoms or conditions, namely the state of symptoms according to what they were at the time of the research. The qualitative descriptive method is carried out by the following steps:

- Prepare a literature study as an initial step to obtain variables in structuring a tourist attraction;
- Conducting a survey to the research location to see first hand the tourism potential in the 6 tourist attraction locations in Pangambatan Village, Merek District by doing documentation;
- Carry out data collection in the form of identification, by direct observation in the field;
- Managing data in the form of research data analysis to obtain information from each variable under study, so that it becomes a recommendation and direction in managing tourist objects.

From the problem, that is how the feasibility level of a tourist attraction in the Hill of Gajah Bobok, Karo Regency. Then the variables can be obtained, that is Tourist attraction, tourism facilities and

infrastructure, accessibility. Through these variables, the necessary data is generated until the method used is related to solving research problems.

3. LITERATURE REVIEW

Tourism

According to Kodyat in Wardiyanto (2011), that tourism as a trip from one place to another is temporary, which is done to find balance or harmony with the environment to achieve happiness in the social, cultural, natural and scientific dimensions. Tourism can also be interpreted as various forms of tourism activities as a basic human need manifested in various activities carried out by tourists, supported by various facilities and services provided by the community, entrepreneurs and the Warpani government (2007).

Tourism Products

According to Kohler et. al. in Fandeli (2000), a tourism product is something that can be offered to the market so that people are attracted to their attention, want to have, use and consume to fulfill their desires and get satisfaction. To be able to maintain authenticity, integrity and conservation of nature and the environment, in an area, such as nature reserves, wildlife reserves, or national parks, the development pattern of nature tourism is based on product driven tourism.

Natural wealth such as volcanoes, waterfalls, hot springs, craters, rivers, caves, lakes, coral waters, mangrove forests, sea grasslands and seaweed are potential objects and natural tourist attractions (ODTWA) which in the development of natural tourism need to be addressed. which is serious in order to maintain its sustainability and existence.

Tourism Dance Power

There are three main needs that must be met by an area for tourism purposes (Pendit, 1999: 172), namely: 1. Having attractions or interesting objects; 2. Easy to reach by means of the vehicle; 3. Provide a place to live temporarily. According to Ismayanti (2010), tourist attraction is the main focus of driving tourism in a destination in the sense that tourist attraction is the main driving force that motivates tourists to visit a place.

Tourism Potential Feasibility

In the Law on the Guidelines for the Analysis of the Operational Areas for Objects and Natural Tourism Attractions of the Director General of Nature Tourism, the Directorate General of Nature Conservation in 2003, that in calculating the feasibility of tourism potential in a tourist attraction, it is seen by assessing the percentage of each tourist attraction that has been determined for each criterion. tourism to produce a mathematical analysis, then observations that were originally qualitative must be converted into mathematical numbers using the scoring method (Thoar, 2015). The number of values for one ODTWA assessment criterion can be calculated by the following equation:

$$S = N \times B$$

Where:

- S = score / value of a criterion
N = the number of elements in the criteria
B = weighted value

The attractiveness criterion is given 6 because attractiveness is the main factor in a person's reason for taking a tour. Accessibility is given a weight of 5 because it is an important factor that supports tourists to carry out tourism activities. For accommodation, facilities and infrastructure are given a weight of 3 because they only act as a support in tourism activities. The score obtained is then compared with the total score of a criterion if each sub-criterion has a strong value, namely 5. Karsudi et al. (2010) stated that after comparisons are made, the feasibility index will be obtained in percent. The feasibility index of an ecotourism area is as follows: - Feasibility level > 66.6%: feasible to develop, with the criteria of a tourism area that has high potential, facilities and infrastructure based on predetermined parameters and supported by adequate accessibility. - Feasibility level 33.3% - 66.6%: not yet feasible to be developed, with the criteria of a tourism area that has potential, facilities and infrastructure that are based on predetermined parameters and supported by adequate accessibility. - Feasibility level <33.3%: not feasible to develop, with the criteria of a tourism area that has potential, low facilities and infrastructure based on predetermined parameters and inadequate accessibility.

The table of criteria for assessing the potential and attractiveness of natural tourism (Guidelines for the Analysis of Operational Areas and Tourist Attractions of the Directorate General of Forest Protection and Nature Conservation, 2003) can be seen in Tables 1 to Table 3.

Table 1. Criteria for assessing tourist attractions (weight 6)

No.	Elements/ Sub Elements	Score				
		There are 5 30	There are 4 25	There are 3 20	There are 2 15	There are 1 10
1.	Unique natural resources: a. cave; b. flora; c. fauna; d. Customs; e. Lake.	There are 5 30	There are 4 25	There are 3 20	There are 2 15	There are 1 10
2.	The abundance of natural resources that stands out: a. rock b. river c. customs d. water e. natural phenomena	There are 5 30	There are 4 25	There are 3 20	There are 2 15	There are 1 10
3.	Natural tourism activities that can be done: a. enjoy the beauty of nature; b. see flora and fauna; c. trekking; d. research; e. camping.	There are 5 30	There are 4 25	There are 3 20	There are 2 15	There are 1 10
4.	Cleanliness of the location of tourist objects, there is no influence from: a. Industry; b. The street is busy; c. settlement; population; d. Garbage; e. vandalism (scribbling).	There are 5 30	There are 4 25	There are 3 20	There are 2 15	There are 1 10
5.	Convenience: a. Clean and cool air; b. free from annoying odors; c. free from noise; d. no disturbing traffic; e. good service to visitors.	There are 5 30	There are 4 25	There are 3 20	There are 2 15	There are 1 10

Table 2. Criteria for assessment of facilities and infrastructure / facilities (weight 3)

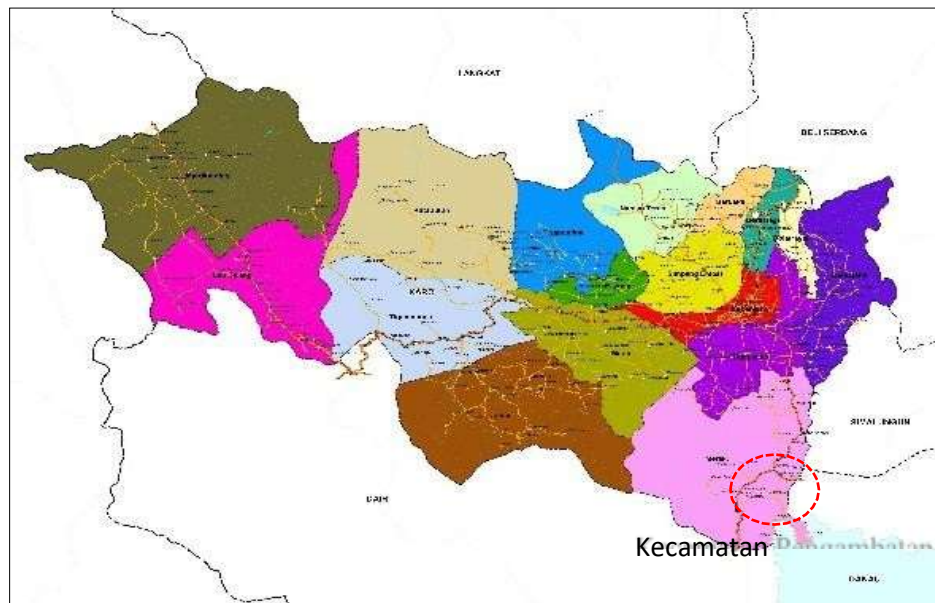
No.	Unsur/ Sub Unsur	Jumlah				
		≥4	There are 3	There are 2	There are 1	No one
1.	Accommodation: hotel / motel	50	40	30	20	10
2.	Facilities a. Restaurant; b. Parking; c. Toilet; d. Mini market e. Souvenir shop;	50	40	30	20	10
3.	Supporting infrastructure a. Post office b.Puskesmas c. Drinking water network d. Electric network e. Phone network	50	40	30	20	10

Table 3. Accessibility assessment criteria (weight 5)

No.	Unsur/ Sub Unsur				
1.	Road Condition	Good 30	Enough 25	Moderate 20	Bad 15
2.	Distance from City Centre	<5 km 30	5-10 km 25	10-15 km 20	>15 km 10
3.	Travel Time From City Centre	1-2 Hours 30	2-3 Hours 25	3-4 Hours 20	≥5 Hours 15

4. DISCUSSIONS

The research object is Gajah Bobok Hill in the Merek District, Karo Regency, North Sumatra Province. Gajah Bobok Hill is one of the tourist objects in Karo district which is famous because natural uniqueness (Figure 1)



Picture 1. Merek District, Karo Regency, North Sumatra Province Source: Karo District Profile Based on GIS T.A. 2017

▪ **Analysis of Tourist Attractions**

According to James J. Spillane (1994) a tourist attraction must include 5 (five) elements that are important so that tourists can feel satisfied in enjoying the trip, namely: 1. Attraction; 2. Facility; 3. Infrastructure; 4. Transportation; 5. Hospitality (hospitality). Inskeep (1991) argues that Attraction must be able to attract tourists who visit to enjoy all tourist attractions that are served by nature or man-made such as natural beauty, climate, culture, history and ethnicity, so that visitors can feel satisfied and always want to come back to visit these attractions. . This is also reinforced by the statement of Mc. Intosh, et al (1995) tourism attractions must have elements of natural resources, including climate,

land forms, flora, fauna, rivers, beaches, natural landscapes, springs, sanitation and so on. Usually, tourists are attracted to a location because of certain characteristics.

The assessment to the tourist attraction components of Gajah Bobok Hill can be seen in Table 4.

Table 4. The assessment to the tourist attraction components of Gajah Bobok Hill

Tourist Attractions Elements	Tourist Attractions	Weight	Value	Total Value
1	2	3	4	5 = 3 x 4
The unique of natural resources	1. Hill side; 2. Toba lake. 3. Pine forests. 4. Sunrise and sunset.	6	25	90
Natural resources that stands out	1. Hills;	6	10	120
Activities that can be done	1. Tracking; 2. Camping; 3. Enjoy the beauty of flora dan fauna; 4. Research.	6	25	180
Cleanliness to the location of the tourist attraction	1. Not an industry; 2. Not a busy street; 3. Not a residential area; 5. Not a vandalism.	6	25	150
Convenience	1. Clean and cool air; 2. Free from annoying odors; 3. Free from noise; 4. Free from traffic.	6	25	150
Attraction Score			110	660

In accordance with the evaluation criteria of the Director General of PHKA in 2003.

The following is an explanation of the elements and sub-elements of tourist attraction criteria in Gajah Bobok Hill:

1. The uniqueness of natural resources

The uniqueness of the natural resources of Gajah Bobok Hill has a value of 25. It is called Gajah Bobok because the two highest hills look like sleeping elephants when viewed from Jalan Lintas Kaban Jahe-

Sidikalang. Coupled with the trunk that actually leads to the hill, the elephant is resting more and more. The bobok elephant tourist attraction is located 2000 meters above sea level, so it has extraordinary beauty if we are at the top of a hill with a panoramic view of the beauty of Lake Toba.

2. Natural resources that stand out

Natural resources that stand out are objects that are easily seen by visitors when they first visit a natural tourism area. The natural resource that stands out only has a score of 10 where there are only hills.

3. Natural tourism activities that can be done

Activities that can be done at the Bobok Elephant tourist attraction are side by side while enjoying the campfire, after the morning visitors can enjoy the sun rise and sun set in the afternoon which is so exotic. Many tourist attractions can be done at this location. Natural tourism activities that can be done at Gajah Bobok Hill have a value of 25.

4. Cleanliness of the Location of Tourism Objects

The cleanliness of the location of Tongging tourism objects has a value of 25 because there are four sub-elements, namely the absence of industrial influence, far from the road, far from settlements and graffiti or vandalism. However, waste still cannot be managed properly.

5. Convenience

Convenience at the location of the Gajah Bobok Hill tourist attraction has a value of 25. Because this location is a forest that has clean and cool air, free from annoying odors, free from noise, no disturbing traffic. However, the management of the Gajah Bobok Hill tourist attraction is not very good.

The scenic beauty of Gajah Bobok Hill tourist attraction can be seen in Picture 2.



▪ Analysis of Tourism Facilities and Infrastructure

A place that has natural beauty and uniqueness is a tourism potential that can attract tourists to come and visit to enjoy the beauty and uniqueness of these tours. However, the beauty of a tourist attraction is not enough if it is not equipped with comfortable and adequate facilities. A tourist attraction must have a tourist component that can make visitors feel comfortable. Warpani (2006) suggests that the main components of tourism include: 1. Nature; 2. Infrastructure; 3. Accessibility. All of these components must be owned by every tourist attraction, this is so that visitors can feel at home for long in that location. Assessment of the facilities and infrastructure components at Gajah Bobok Hill. can be seen in Table 5.

Table 5. Assessment of the facilities and infrastructure components at Gajah Bobok Hill

Element / Sub Elements	Description	Score	Value	Total Value
1	2	3	4	5 = 3 x 4
Accommodation	1. hotel/ motel	3	10	30
Infrastructure	1. Restaurant; 2. Parking area; 3. Toilet; 4. Mini market 5. Cottage seating/ Gazebo; 6. Cindramata shop;	3	20	60
Supporting Infrastructure	1. Bank 2. Post office; 3. Puskesmas; 4. Drinking water network; 5. Electrical network; 6. Telecommunication network.	3	10	30

In accordance with the evaluation criteria of the Director General of PHKA in 2003.

From data above assessment results, it can be seen that accommodation has a value of 10 where accommodation is not yet available at Gajah Bobok Peak, for facilities it has a value of 20 where only toilets and parking spaces are available and tents are used as seats and camping, while for other infrastructure at all not yet available. From the data above, it can be seen that the location of the Gajah Bobok Hill tourist attraction does not yet have adequate facilities and infrastructure both in terms of quantity and quality.

▪ Accessibility

Accessibility is a factor that makes it easier for visitors to travel from the visitor's place of residence to the location of the tourist object they will visit. This factor is very important in encouraging the market potential of an object. Accessibility discusses the distance, road conditions, and travel time from the city center. Based on the criteria for the assessment of natural tourism objects and attractions (ODTWA) by the Directorate General of PHKA, 2003, the analysis of tourism accessibility was carried out by giving a weight of 5, this is because the facilities are a factor that can make it easier for visitors to visit tourist attraction locations. The weight will be multiplied by the value of each element and sub-element of each tourist attraction.

An assessment of the tourism accessibility components in Gajah Bobok Hill can be seen in Table 6.

Table 6. An assessment of the tourism accessibility components in Gajah Bobok Hill

Element / Sub Elements	Description	Score	Value	Total Value
1	2	3	4	5 = 3 x 4
Road Condition	moderate	5	20	100
Distance from city center	>15 km	5	10	50
Travel time from city center	1 – 2 jam	5	30	150
Accessibility Score			60	300

In accordance with the evaluation criteria of the Director General of PHKA in 2003.

The road infrastructure in Gajah Bobok Hill from Kabanjahe is about 30 km through national roads and provincial roads in good condition, reached by private vehicles or rural transportation. The road from the peak-to-peak intersection is about 1 km with dirt road conditions to be reached by double wheeled private vehicles, 2-wheeled vehicles / trail and no public transportation. Helmut (2006) suggests the main components that make up tourism activities, one of which is accessibility, namely the fluency of a person in moving or doing activities from one place to another. From the theory above, the condition of accessibility in the area of the Gajah Bobok Hill tourist attraction is indeed not sufficient because there are still no public transportation facilities available, as well as road conditions that still pass dirt roads when entering the forest path.

5. FINDINGS

After calculating the assessment of each component of the tourism potential, it can be seen the results of the assessment of the tourism potential in Gajah Bobok Hill, Pangambatan Village, Brand District, Karo Regency. The attractiveness criterion is given 6 because attractiveness is the main factor in a person's reason for taking a tour. Accessibility is given a weight of 5 because it is an important factor that supports tourists to carry out tourism activities. For accommodation, facilities and infrastructure are given a weight of 3 because they only act as a support in tourism activities. The score obtained is then compared with the total score of a criterion if each sub-criterion has a strong value, namely 5.

Karsudi et al. (2010) stated that after comparisons were made, the feasibility index would be obtained in percent. The feasibility index of an ecotourism area is as follows: - Feasibility level > 66.6%: feasible to develop, with the criteria of a tourism area that has potential, high facilities and infrastructure based on predetermined parameters and supported by adequate accessibility. - Feasibility level 33.3% - 66.6%: not yet feasible to be developed, with the criteria of a tourism area that has potential, suggestions and infrastructure that are being based on predetermined parameters and supported by adequate accessibility. - Feasibility level < 33.3%: not feasible to develop, with the criteria of a tourist area that has potential, low facilities and infrastructure based on predetermined parameters and inadequate accessibility. The assessment of the feasibility of the tourism potential of each tourist attraction can be seen in Table 7.

Table 7. The assessment of the feasibility of the tourism potential of each tourist attraction

Criteria	Weight	Value	Score	Max Score	Indeks (%)	Note
1	2	3	4	5	6	7
Tourist Attractions	6	110	660	900	73,33	worthy
Facilities and infrastructure	3	40	120	450	26,67	not feasible
Accessibility	5	60	300	450	66,67	worthy
Eligibility Level					55,56	

The results of the calculations in the table above show that the Gajah Bobok Hill tourist area is not feasible to be developed as a tourist destination with a percentage of 55.56%. For the criteria for tourist attractions this area already has the potential and tourist attraction of 73.33% which means it is feasible to be developed, for the criteria for facilities and infrastructure this area has a value of 26.67% which means it is not feasible to be developed, this is because it is not yet available adequate facilities and infrastructure and there is no good management in this area. For accessibility criteria it has a value of 66.67% which means it is feasible to be developed

6. CONCLUSION

From the analysis that has been done, it can be concluded that the Tourism Potential of Gajah Bobok Hill in Pangabatan Village, Merek District of Karo Regency, is a location that has a lot of interesting natural and artificial tourism potential which can be used as one of the tourist objects that support the Lake Toba Tourism Object Area. where from the assessment of the percentage of tourist attractions of each tourist attraction got a value > 73.33% which is feasible to be developed, this can be seen from the uniqueness of nature contained in the tourist area of Gajah Bobok Hill with the beauty and uniqueness of the hill that looks like an elephant sleeping and the natural panorama and cool climate

as well as the abundance of flora and fauna that add to the natural beauty, besides that there are many tourist activities that can be carried out such as tracking, camping, etc. However, this has not been supported by good management of facilities and infrastructure where the assessment for the provision of facilities and infrastructure only has a score of 26.67% which means that it is bad and not yet feasible to be developed, this is because the facilities and infrastructure are not yet available, in each location there are only places. parking and toilets with poor quality and insufficient quantity as well as other infrastructure such as accommodation needs that do not exist at all and other facilities such as restaurants, mini markets, souvenir shops and seats / gazebos that are not yet available. For the assessment of accessibility with a percentage of 66.67% which means it is good but still has to be developed, such as on the road to the hill which is only a trail.

7. SUGGESTIONS

It is necessary for government intervention to manage, develop and preserve the Tourism Object Area in Pangambatan Village, Brand District, Karo Regency to become one of the mainstay tourist objects that can support the Lake Toba tourist attraction area as one of the tourist objects in North Sumatra Province.

According to Syahadat (2005) in Kanesti (2008) Success in the development of national tourism development can be achieved or achieved if there is integration and synergy between community forces, government, mass media, and tourism entrepreneurs, as well as successful management in the Lake Toba tourist attraction area as one one tourist attraction in North Sumatra Province is very dependent on these four elements.

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