

Government Policy In The Development And Development Of Tourism In Medan City

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Article Info	ABSTRACT
Keywords: Industry, Tourism, Infrastructure	Medan's tourism industry faces a number of challenges, including poor destination management, lack of funding, lack of advertising, poor infrastructure, lack of public awareness, and weak government oversight. Although places like Medan Zoo, Al-Mashun Grand Mosque, and Tjong A Fie Mansion have excellent tourism potential, overcoming these challenges requires collaboration between the public sector, corporations, and the government. The secret to maximizing Medan's tourism development is teamwork that emphasizes promotion, strengthening human resources, improving infrastructure, and sustainable management.
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INTRODUCTION

One of the most important industries for the State of Indonesia is tourism. With the increasing number of tourist attractions and investments made, tourism will play an important role in infrastructure development, company growth, and job creation. The growth of the tourism industry will have a positive impact on the improvement of other industries, including trade, lodging and dining, transportation, and others. Therefore, many regions are working hard to develop this industry.

According to Law Number 10 of 2009, tourism is defined as a series of activities related to tourism supported by other services and facilities offered by the corporate sector, the federal government, and the city government. In addition to providing religious and cultural values that are ingrained in society, sustainability, and preservation of environmental quality, the law also mandates that tourism be a component of responsible, sustainable, and integrated national development. The following table represents only one of the many tourist attractions in Medan, one of the big cities in Indonesia:

Table 1. Data on Domestic and International Tourist Visits to Tourist Destinations in Medan City 2023-April 2024

No	Tourist Destination Name
1	MEDAN ZOO
2	AL-MASHUN GREAT MOSQUE
3	TJONG A FIE'S HOUSE

No	Tourist Destination Name
4	MAIMUN PALACE
5	MUSEUM OF GRACE GALLERY
6	AVROS PARK
7	GRAHA ANNAI VELANGKANI
8	MUSPERIN I PLANTATION MUSEUM
9	MUSPERIN II PLANTATION MUSEUM
10	LAKE SIOMBAK
11	CROCODILE BREEDING

Source: Data processed by the author (2024)

With the many tourist attractions owned in the city of Medan, it certainly becomes a special attraction for foreign tourists. Based on data developed by the Medan City Government, the list of tourist visitors who come is as follows:

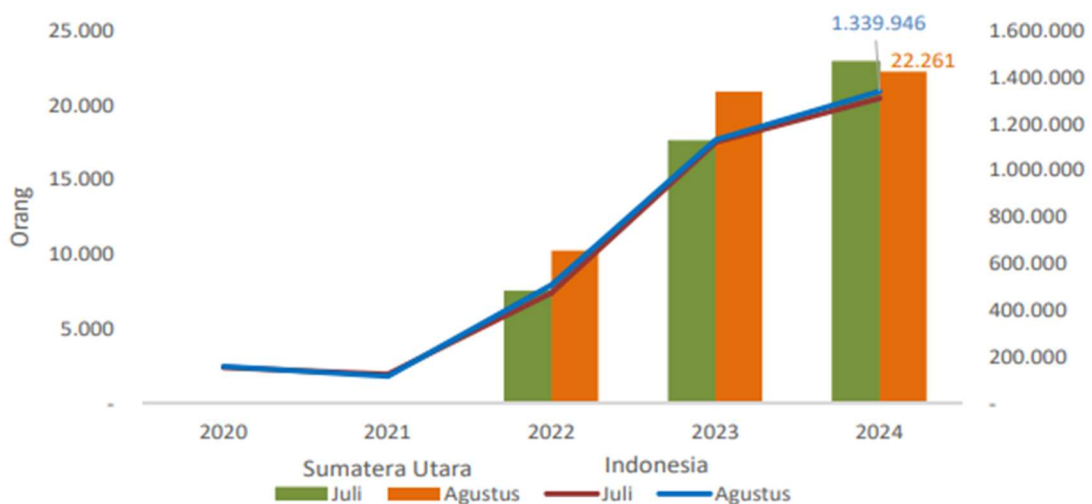


Figure 1 Number of Tourist Visits to North Sumatra and Indonesia August 2020 - August 2024

Source: BPS North Sumatra Province, 2024

The number of tourists visiting North Sumatra in the period January-August 2024 was 164,250 people, an increase of 23.24 percent compared to the same period in 2023 of 133,272 people. Although the number of foreign tourists visiting Indonesia in August 2024 was 2.87 percent less than in July 2024, the overall number of foreign tourists increased by 2.23 percent, namely from 1,310,756 people in July 2024 to 1,339,946 people in August 2024.

Policies set by local governments are one of the most important elements in tourism growth. These policies include marketing of tourist locations, planning infrastructure development, and efforts to make travel more comfortable and attractive. To help the industry, the Medan City Government has launched a number of projects, including improving public

infrastructure, making tourist destinations more accessible, and promoting travel both online and offline.

However, the tourism industry in Medan City still faces various obstacles. For example, poor stakeholder coordination, inadequate management of tourist sites, and environmental problems including traffic jams and garbage around tourist destinations. To build a competitive and sustainable tourism environment, government policies play an important role in eliminating these obstacles.



Figure 2. Tourist attractions in Medan City

Source: <https://www.klook.com/id/blog/wisata-di-medan/>

This study aims to examine government policies in the development and advancement of tourism in Medan City. By analyzing existing policies, it is hoped that appropriate solutions can be found to optimize the tourism potential of this city and encourage local economic growth.

RESEARCH METHODS

This study uses qualitative methodology. Sugiyono (2018:213) defines qualitative research methods as research methods based on the philosophy used in a scientific environment (experiment) where researchers act as instruments, use data collection procedures, and prioritize meaning through qualitative analysis. Literature research involves four processes, according to Zed (2004), namely preparing the necessary equipment, making a list of activity references, planning time, and reading and writing research materials. Finding sources and developing them, including books, journals, and previous research, is a way of collecting data.

RESULTS AND DISCUSSION

Development and Development of Tourism in Medan City

Medan Zoo

Medan Zoo was originally established in 1952 in the Jalan Brigjen Katamso area, in the center of Medan. The location was known as Taman Margasatwa Sri Deli and became a recreation place for the people of Medan to see various kinds of animals. In 2005, the government decided to move Medan Zoo to a new, larger location in the Simalingkar B area, about 10 km from the center of Medan. According to data from the Medan City Tourism Office, Medan Zoo tourism has experienced an increase in the number of domestic tourists with a total of 65,189 visits in 2023 and as of April 2024 as many as 9,317 visits.

Al-Mashun Grand Mosque

One of the oldest and most well-known buildings in Medan City, North Sumatra, is the Al-Mashun Grand Mosque, also known as the Medan Grand Mosque. This mosque was built during the Deli Sultanate as a tribute to Sultan Ma'moen Al Rasyid Perkasa Alamsyah who ruled from 1873 to 1924. The construction of this mosque was completed in 1909, after starting in 1906. According to data from the Medan City Tourism Office, Medan Zoo tourism has experienced an increase in the number of domestic tourists with a total of 99,913 visits in 2023 and as of April 2024 as many as 23,864 visits.

Tjong A Fie's House

Tjong A Fie House was built in 1900 by Tjong A Fie, a wealthy Chinese merchant who had great influence in North Sumatra. Tjong A Fie was a philanthropist who had close ties with the Chinese and European communities in Medan during the Dutch colonial period. He is known for building various public facilities in Medan, such as roads, bridges, temples, and hospitals. According to data from the Medan City Tourism Office, Medan Zoo tourism has experienced an increase in the number of domestic tourists with a total of 13,615 visits in 2023 and as of April 2024 there were 9,083 visits.

Maimun Palace

One of the historical buildings in Medan City, North Sumatra is the Maimun Palace. This palace was built by Sultan Ma'moen Al Rasyid Perkasa Alamsyah of the Deli Sultanate in 1887 and completed in 1891. The Maimun Palace functions as the center of government of the Deli Sultanate and the residence of the royal family. According to data from the Medan City Tourism Office, Medan Zoo tourism has experienced an increase in the number of domestic tourists with a total of 55,478 visits as of April 2024.

Rahmat Gallery Museum

Rahmat Gallery Museum or better known as Rahmat International Wildlife Museum & Gallery, is located in Medan City, North Sumatra. This museum is a famous wildlife museum, displaying a collection of fauna from various parts of the world founded by Dr. H. Rahmat Shah. This museum has more than 2,000 preserved animal specimens from all over the world, including large mammals, birds, fish, and insects. According to data from the Medan City Tourism Office, Medan Zoo tourism has experienced an increase in the number of domestic tourists with a total of 53,977 visits in 2023 and as of April 2024 as many as 14,827 visits.

Avros Park

Avros Park is one of the natural tourist destinations located in Medan, North Sumatra. The name "Avros" itself refers to the Dutch colonial history in Sumatra. Avros is an abbreviation of "Algemeene Vereniging van Rubberplanters ter Oostkust van Sumatra," a rubber plantation organization founded during the Dutch colonial era. Avros Park is located in an area that was formerly a plantation area managed by a rubber plantation company in the early 20th century. Avros Park offers various natural facilities, such as boats that can be used to navigate the Deli River. This park is often used for outdoor activities such as picnics, outbound, or just walking around enjoying the natural scenery. According to data from the Medan City Tourism Office, Avros Park tourism has experienced an increase in the number of

domestic tourists with a total of 7,185 visits in 2023 and as of April 2024 as many as 2,792 visits.

Annai Velangkanni Temple

The construction of Graha Annai Velangkanni began in 2001 on the initiative of Father James Bharataputra, a Jesuit priest from India. The goal was to build a place of pilgrimage and worship inspired by the famous basilica in Velangkanni, India. In addition to being a place of worship, Graha Annai Velangkanni is also a pilgrimage center for Catholics. According to data from the Medan City Tourism Office, Medan Zoo tourism has experienced an increase in the number of domestic tourists with a total of 57,299 visits as of April 2024.

Musperin I Plantation Museum

The Musperin I Plantation Museum was established to showcase the history and development of the plantation industry in North Sumatra, which is one of the main areas producing plantation commodities such as rubber, palm oil, tea, and coffee since the 19th century. The museum has a collection of artifacts, ancient plantation tools, historical photographs, and documents that show how the plantation industry has developed over time. According to data from the Medan City Tourism Office, Avros Park tourism has experienced an increase in the number of domestic tourists with a total of 12,056 visits in 2023 and as of April 2024 there were 7,706 visits.

Musperin II Plantation Museum

The Musperin II Plantation Museum complements the collection of Musperin I by displaying modern aspects of the plantation industry and how this industry developed after the colonial period to the modern era. This museum focuses more on the development of technology and innovation in plantation management in Indonesia after independence. According to data from the Medan City Tourism Office, Avros Park tourism has experienced an increase in the number of domestic tourists with a total of 656 visits in 2023.

Siombak Lake

Siombak Lake is located in Deli Serdang Regency, North Sumatra, Indonesia. This lake is one of the interesting tourist attractions for visitors because of its natural beauty and calm atmosphere. The name "Siombak" comes from the word "ombak", which refers to the waves of the lake water. According to data from the Medan City Tourism Office, Avros Park tourism has experienced an increase in the number of domestic tourists with a total of 1,724 visits as of April 2024.

Crocodile Breeding

Asam Kumbang Crocodile Park was founded in 2000 by a businessman named Abdul Rahman. Asam Kumbang Crocodile Park has developed into one of the largest crocodile breeding parks in Indonesia. This place has thousands of crocodiles of various species, including estuarine crocodiles and Siamese crocodiles. This park not only functions as a tourist attraction, but also as a place for conservation and research on crocodiles. According to data from the Medan City Tourism Office, Avros Park tourism has experienced an increase in the number of domestic tourists with a total of 11,222 visits in 2023 and as of April 2024 as many as 4,550 visits.

Tourism Policy in Medan

Law Number 10 of 2009 on Tourism regulates Indonesia's tourism policy which aims to preserve the environment and culture, increase the country's economic contribution, and promote the development of a sustainable tourism sector. This law regulates the idea of egalitarian, community-based, and sustainable tourism management. In the tourism sector, the government is responsible for planning, promoting, developing destinations, and improving the quality of human resources. The main attraction for tourists to Indonesia is the country's biodiversity and culture, which are protected by this law. This law also promotes cooperation between the public and private sectors and the community to foster an atmosphere that attracts investment in the tourism sector.

Development planning or perhaps just the creation of efficient development policies to achieve development goals can start the planning process. Various steps of activities (actions) are then taken to realize these goals. Development initiatives require development policies and programs, and many government agencies must prepare and implement the implementation of these policies and programs to achieve their goals. Implementing various programs and achieving development goals are examples of inter-sectoral and inter-agency activities.

Obstacles Faced in the Development and Expansion of Tourism in the City of Medan

The government uses legal instruments, including decrees, policy rules, regulations, and so on, in carrying out its various operations. As previously mentioned, giving extensive powers to the government is a logical outcome in today's countries, especially those that adopt the welfare state model. This includes giving the government the ability to enact various laws to ensure efficient government operations. Existing regulations are not always followed when running the government. In fact, society often suffers losses as a result of the implementation of this government, either as a result of willekeur (arbitrary action) or detournement de pouvoir (abuse of power).

The following are some of the obstacles and challenges faced by the government and the community related to the tourism sector in Medan City:

1. Lack of Role of Medan City Government in Promotion Efforts

Without us realizing, there are still tourist attractions such as nature and cultural tourism in Medan which are usually only shopping centers and industrial centers. Many local residents also do not know the historical places in Medan City, including the North Sumatra Museum on Jalan HM Joni, the Asam Kumbang Cultural Park on Jalan, Maimoon Palace, the Deli Kingdom of Medan City on Jalan Bridjen Katamso, Tjong A Fie House on Jalan Kesawan, Tugu Guru Patimpus, the Grand Mosque, the Popular Mosque of Medan City Residents on Jalan Sisingamangaraja, the Tirtanadi Tower, the North Sumatra Museum, and the Asam Kumbang cultural park on Jalan Sunggal.

As with the Asam Kumbang Crocodile Park breeding, one of the obstacles faced in its development is funding. The development of any object or tourist attraction will certainly encounter obstacles that hinder the process. Funds are very important. Therefore, until now the management has not done anything new to develop the Asam Kumbang Crocodile Park breeding tourist attraction in Medan.

The researcher's interview with the business owner revealed that the ticket sales only covered daily living expenses, employee salaries, and crocodile food purchases. According to the researcher's view, the lack of human resources (HR) is the biggest challenge for management in realizing the Asam Kumban Crocodile Park tourist destination. The development of the Asam Kumban Crocodile Park tourist destination in Medan is also significantly affected by the lack of skilled HR in the tourism sector.

2. Supporting Facilities and Infrastructure Are Inadequate

Countries may feel burdened to develop the tourism industry according to international standards; as a result, the tax sector usually bears the cost. Taxes must be collected because infrastructure development requires higher tax revenues. In addition, development requires the government to improve roads, airports, and other supporting facilities, all of which require high costs that must be diverted by the government to other areas. Reallocation is very likely, with cuts to health and education budgets being two examples.

3. Lack of Public Awareness

Here, consumers who use goods or services are the community. Customers with low awareness, namely those who are not aware of the laws governing their rights and responsibilities as customers and are not sure how to claim compensation in the event of an accident that could endanger them, need special consideration. Local communities are often excluded from the decision-making process and implementation of tourism programs, resulting in a lack of representation of local needs and potential and community resistance to program implementation.

4. Weak Government Supervision

The inability to fulfill legal commitments to tourism potential can also arise due to the lack of supervision by the Medan City Government, especially the Medan City Tourism Office. The lack of government supervision of compliance and non-compliance of economic actors has caused the application of criminal law norms in the UUPK for both individual economic actors and business entities to still not be well understood.

CONCLUSION

The development and expansion of the tourism sector in Medan City includes various leading destinations, such as Medan Zoo, Al-Mashun Grand Mosque, Tjong A Fie House, Maimun Palace, and other tourist attractions that have historical, cultural, and natural values. This effort is supported by tourism policies that are oriented towards sustainable development and improving the quality of destinations. However, challenges such as lack of promotion, limited funds, lack of infrastructure, low public awareness, and weak government supervision are significant obstacles in managing this sector. Collaborative solutions between the government, community, and private sector are needed to overcome these obstacles and maximize Medan's tourism potential. Suggestions in this study 1) For the Medan city government to further develop tourism by utilizing existing technology. 2) For further researchers, hopefully they can provide more solutions and discuss tourism in Medan City in more detail.

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