

## Developing Policy Model Impact on Social and Cultural Tourism for the Community in Ujong Blang Lhokseumawe City

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### ABSTRACT

Because of the tourism development and the increasing of tourist amount visit to UjongBlang coastal area, because the tourism development and the increasing amount of tourist about visiting coastal area namely UjongBlang. The coastal area of UjongBlang has shown degradation according to various aspects like environmental live. This research is implemented in a coastal area of Lhokseumawe beach of Blang as broad as 3 areas such as: Hagu Utara Barat Village, JalanUlee Village, UjungBlang Village. The data analysis is done through cross tabulation method and mapping spread of coastal area users. It concludes that the management of coastal area of UjongBlang Beach implemented with traditional ways and hasn't effort of organization by related government. It is because of the natural process of a beach appearance. Because of this condition, it will impact on this tourism existence significantly on the economy growth of these local communities and there isn't condition manpower empowerment. The community lies in the UjongBlang Beach area which includes three villages namely (UleeJalan, UjongBlang, and Hagu Barat Laot) is still working as a fisherman. Generally those who provide services such as tourism trade are housewives and their daughters. The result of the organized government that doesn't give solutions to many problems, such as environmental damage, social pathologies, disorders of the security and convenience of travelers. Policy formulation in the effort of organizing management of tourism UjonBlang need to involve three components, it is City Government of Lhokseumawe and apparatus of three villages, local communities and the private sector. As well as the policies that protect the interests of the local community of entrepreneurs, protecting, comfort and security of tourists and protecting the environment from damage caused by tourism activities. With such policies, later UjongBlang area will lead to the natural attractions that will bring forth a tourism product that is produced by the local community.

**Keywords:** Policy Model, Coastal Area Tourism, Social Economy Dynamical, Cultural Social, and UjongBlang.

### INTRODUCTION

In the context of tourism development it is really needed regional independency on development implementation. The stakeholder existence is being able to support this city development absolutely for today. In the past time the high growth rate of the economy strongly supported by Government Spending, but for the moment, with increasing government budget, economic growth is expected from the investment. In fact, every investment activity always carried an enormous Multiplier Effect in terms of new jobs, the enlightenment for the development of industrial households (increased production of crafts, food, specific production/typical local communities), as well as other development sectors supporting tourism and trade. This condition will certainly give rise to positive competition of each local

Government to attract investors as much as possible to the respective regions.

This research aims to examine the linkages between socio-cultural, economic and physical coastal issues due to the tourism development and the role of communities and local governments in the tourism management area environmentally. The problems examined are:

- Is there any change in this kinds of jobs of these communities from a fisherman to tourism service provider because the tourism sector is developing continuity and what kinds of jobs that will be able providing another jobs satisfaction for the coastal communities?
- Are there both of negative and positive impacts appearing on to social cultural and local life style of these communities because of tourism activity?

- Are there negative impact because of the changing on land utilizing areas of another preserved area such as land utilizing aiming to develop accommodation and facilities of tourism activity as the result of coastal area tourism development in Lhokseumawe Jomblang?

This research aims to examine both of impact on occupation and income for local community especially in this coastal area as the result of their effort on tourism development and to criticize the social cultural impact and the life style's community as the result of this tourism development.

## **LITERATURE REVIEW**

### **Tourism Development and Environmental Impact**

Development is the effort to improve welfare in all areas and this process leads to social change and could be a process that can move ahead with its own power depends on the human and social order. Not a few communities who have improved their economic position after more and more and more travelers who arrived in the region of a tourist destination, as they tried in the field of tourism-related activities, ranging from selling goods souvenirs to business services. With increased economic capability, their lives also become better. Other changes are also easily known is a physical change in the tourist area, which usually is getting better, orderly, clean and convenient for tourists. The new facilities are usually built around the site, which was then supporting the social, cultural, and economic activities that exist in society. Besides the changes that are relatively easy to note, there are also other changes in society. This change is more difficult in mind because it cannot be seen in a short time or because they are abstract.

This changing occur among social and cultural aspects changing of the communities around this coastal area certainly although this changing is abstract naturally, it doesn't mean this changing isn't important in contrast does this development will impact on a changing or something that is called as successful development or not. The tourism development area recently can be focused correctly, if this development truly impact of living quality for these communities around this coastal area, as well as increasing social-economy aspects and socio-cultural aspects. Tourism development

and those social-cultural impacts occur into economical system relate to economic structure and economic conditions. The economic structure is defined as individual income, community income, economy growth and income retribution. These factors include onto economy condition is income and community's prosperity. The economy factor consists of two categories such as economy condition structure and economy condition.

This structural condition will emphasize life quality ad economy condition that will impact on live environmental. This occurs because the advantaging or decreasing income as well as production will impact on service and goods consumption. This small consumption is influenced by income or willing in consuming something goods. The greater of desire in consuming then the greater consumption are done and the greater part of income that must be removed. Part of the income received by the other party not only issued for consumption but also some issued for purchase of the goods to expand business and parts of other income which is held for the tube. The amount of income is received by a person affected by type.

## **PREVIOUS RESEARCH**

### **What Makes People Travel to Cultural Heritage Festival?**

Shin young Kang, Semyung University, South Korea; Kyoungbae Kim, Semyung University, South Korea; Chris Ryan, The University of Waikato, New Zealand; Sanghyeon Park, Hanyang Cyber University, South Korea.

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Heritage tourism is the fastest growing segment of the tourism industry and there is also a trend towards an increased specialization among travelers. More and more, well-educated and mature travelers seek interactive learning experiences. Festivals, a fast-growing tourism segments, can serve as a powerful tool to attract tourists during the off-season and create an image and awareness for an area. Therefore, to explore the relationship between visitor motivation and satisfaction with a local cultural heritage festival, this study investigated visitor motivation and satisfaction with Anseong Baudeogi Festival. Nineteen heritage festival motivation variables were organized and reduced to four dimensions by Factor analysis;

the cultural learning, escape everyday life, desire authenticity and sought enjoyment/socialization. Also, these motivation factors were examined to identify statistical differences by visitor characteristics using ANOVA and t-tests. Next, Cluster analysis categorized festival visitors into four segments with the largest groups being 'authenticity/history seekers' (30%) and 'enjoyment/socialization seekers' (29.4%). Finally, regression analysis identified a positive relationship between visitor motivation factors and satisfaction. Among the four motivation factors, 'Authenticity' showed the most effective relationship with visitor's satisfaction.

**International Journal of Culture, Tourism and Hospitality Research Emerald Article: North Atlantic island destinations in tourists' minds**

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This study seeks to investigate the image that tourists visiting Iceland in the summer months have of Iceland as a tourist destination, and whether the positioning of Iceland, the Faroe Islands, and Greenland together as one area in tourist markets is possible or feasible. The paper presents the results of two surveys. The first survey (unstructured) measures the holistic image of Iceland with a qualitative methodology. The second survey (structured) measures the attribute image of Iceland in comparison with five other countries – i.e. Norway, Scotland, Greenland, Finland and the Faroe Islands – with a perceptual mapping technique. – Results from the unstructured survey indicate that tourists have the strongest holistic image of Iceland as a scenic nature destination. Results from the structured survey indicate that tourists consider Iceland to be a safe place to visit, an opportunity for adventure, a friendly and hospitable destination, and a country of scenic and natural beauty. According to the results, Iceland, the Faroe Islands and Greenland seem to have a different image in tourists' minds. The surveys only report the perception of tourists visiting Iceland. Practical implications – It is hoped that the paper will contribute to a better understanding of how to measure image and how to market (position) the

North Atlantic Islands. The study shows the value that image can have in marketing island destinations and the importance for destinations in peripheral areas to cooperate in their marketing activities.

**TOURISM IN CHINA: A REVIEW OF RESEARCH IN LEADING JOURNALS**

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The Chinese tourism sector is experiencing one of the highest levels of growth, to the extent that China is set to become the leading world power in tourism within the coming decade. Therefore, studying this important sector deserves particular attention. The aim of this study is to analyze the state of the art of China tourism research by reviewing 95 academic papers published between 1997 and 2008 in the world's three leading tourism journals: Annals of Tourism Research, Journal of Travel Research and Tourism Management. We report the main topics analyzed as well as various rankings of journals, citations, individual and institutional contributions.

**RESEARCH METHOD**

**Research Type**

This research is a survey research, quantitative approach combined with a qualitative approach. This research was conducted through three stages, the first literature studies, second exploratory studies with related institutions and third field observations to get an overview of the area and population of the coastal tip at Ujung Blang Lhokseumawe. Observation data is obtained by conducting interviews with authorities and informal community leaders. The last stage is the collection of more complete information questionnaires and direct observations in the research area. The concept definition of the Research Area at Ujung Blang Lhokseumawe with some considerations that underlie the selection of beach area as the Tip Blang research, such as:

- Blang Tip beach at Lhokseumawe is a main tourist destination and the most favorite place for tourist at Lhokseumawe city.
- Around the coastal area has and is undergoing changes to form two way ring road and the residential areas and a domicile for tourists with accommodation such as hotels and restaurants built.

- Our knowledge about the situation and condition of the regional research Operational Variable will make it easier to provide a measure and analysis. It examined variables derived from the aspect of socio-cultural, socio-economic and physical from the beaches affected by tourism development. The main variables used in this study given the operational constraints as follows: 1. Main Job; 2. Side Job; 3. Income; 4. Environmental Impact; 5. Tourism; 6. Tourist Attraction; 7. Lifestyle; 8. Social and Cultural Impact; 9. Cooperation; 10. Similarities; 11. Disputes/Conflicts; 12. Traditions and Habits; 13. Religious Solidarity; 14. Land Ownership of the Area; 15. Lands Mastery of the Beach; 16. What Percentage of the Reduction in Land Use of this Coastal Area.

### **Sample and Population**

Its population is the numbers of Heads of households who are its characteristics are equally actors. According to the population found the sample to be taken so that a representative of the population. Respondents taken in this study is the head of the household. Characteristics of Heads of households who are members of the population in this study are: A. These residents living around Ujung Blang coastal area of the village covering the Northwest Hagu Village, the road of the Ulee village and Ujung Blang Village ends with at least domiciled for the last 10 years. B. Heads of households who are married or widow/widower either directly or indirectly. The main of collecting data to find out the number of eligible residents as the respondents it is by counting the special short in three villages. The research sample is a portion of the population that is received the same treatment in the research and overall have the same properties as the population. Sampling is done with simple random sampling.

### **Data Collection Technique**

To fulfill the data in discussing this issue there is a few techniques that are used, namely:

- Learning the data documentation and information required of researchers in this discussion is to find data that comes from the Government of City and Villages.
- Indirect observations, is the cornerstone of the theory of acquired through data from a

variety of books, literature, and articles directly related to the problem above.

- By disseminating a questionnaire with respect to the above issue. Data obtained in this research can be classified into two different types of data, namely:

a. The Primary Data, the data is taken directly by the researchers of the research respondents through questionnaires and interviews with residents and community leaders.

b. Secondary Data is data that is obtained from the relevant agencies such as the national land Agency, Regional Development Planning Board abbreviated as BAPPEDA of Lhokseumawe City, Public Works Office, the Tourism Office of Aceh, Lhokseumawe Sub-District Office of Statistics, Office of the Chief of the village and community leader locals who are considered incompetent. Secondary data used are related to the above mentioned source related demographics, about the various aspects of social life, economics, public health and culture about the change of the spatial area of the Blang Beach attractions.

### **Data Compilation**

After the data collection phase is complete, the next step is the stage of compiling the data. The compilation of data is the data processing stage of the raw data obtained from field survey results and survey institutional and then selected in accordance with the study of the physical, economic and socio-cultural and systematized so that it can be compiled into an informative data according to its necessity and can be used in the later stages of the analysis phase.

### **Data Analysis**

The data analysis phase aims to find out the impact of tourism development on the lives of local people in terms of the physical aspect, socio-cultural and economic. Technique of data analysis in this study conducted in a qualitative descriptive which is equipped with quantitative data. A descriptive analysis is qualitative analytic techniques.

## **RESULT AND DISCUSSION**

### **The Description of UjongBlang Beach**

This research has been implemented on tourism business community in three villages namely Hagu Barat Laut, JalanDesaUlee, Desa Ujung Blang, Banda Sakti District, Lhokseumawe City. Society of Lhokseumawe City on Aceh in

General and specifically mentioned three tourist villages with UjongBlang Beach. Geographically the location of UjongBlang area is facing directly to the shore, which is traditionally used by local people for bathing water in the afternoon, buying fish directly to the fishermen and doing a sport. Initially, the coast of UjongBlang Beach is used as a venue for various relaxation activities and commercial catches of fishermen. However, gradually the coast is crowded at ends of pecan pie and a public holiday by people around Lhokseumawe City and other outdoor community. As presented by the Secretary of the village of Hagu Barat Laot that is known as "Beginning of UjongBlang Beach is the area of mangroves and coastal far advanced a few kilometers, but due to the rising sea water resulting in abrasion numerous times.

At that time, people slowly come to bathe and play here. Some of them also have a fish shop. Because many people come, these researchers think local people opened snacks and (stall) of coconut at UjongBlang Beach taken from two syllables, i.e. "*Ujong*" meaning the End or corner and "*Blang*" which is mean rice field. According to a local speaker, before the beach have been abrasives for some time. This beach is the swamps and rice paddies rainwater. Sea level is before a few miles away from the side of the road and partially surrounded by mangrove trees. Felling of mangrove trees is one of the causes of the shore then widened to housing residents and the village. As delivered by the UjongBlang Geuchik Village "because it was in the beginning, before the beach like this (crowded by tourists and abrasion) lots of swamps and rice paddies. Then there are some mangrove species on the West Coast. But it has been cut down mangrove trees. The researchers think this is the cause of abrasion of the beach. So that the beach was likes these condition. Thank you also to the people who come here "Beach is located in three villages UjongBlang located in three villages (hereinafter called as Gampong), such as the street of UleeGampong, GampongUjongBlang and Gampong Hagu Barat Laot) in district of Banda Sakti and has a length of approximately 3 km.

In the western part of this beach is adjacent to the natural gas processing company namely PT Arun. Visitors to the beach not only enjoy the natural beauty, visitors also see bias of large ships bring gas to and from the beyond PT. Arun since the 80's when Lhokseumawe, and

North Aceh crowded by industry, UjongBlang Beach getting crowded by tourists. Construction of housing and other tourism facilities are also increasingly widespread. It's just tourism activities have been stopped for more than a decade, due to the armed conflict in Aceh and the destruction of tourism facilities. The post-war peace and until now this beach is crowded again visited by this tourist. It was the construction of tourism facilities are no longer the same as before many were built by private entities (companies). Currently development of tourism of UjongBlang done by residents by establishing a simple *Jamboe-Jamboe* (stall) leaf-roofed thatched. Residents utilize the visit of tourists by selling snacks such as *Rojak*, coconut and other culinary. Trading activities of citizens created a new spatial problem of Lhokseumawe. The buildings are built generally illegal buildings on Government land without the efforts of local governments and Gampong to curb building.

### **Tourism Problem in Ujong Blang Coastal Area**

As it has been explained previously that this tourist area birth is naturally, the development of tourism is slow and not planned. Giving rise to a variety of problems for the environment, ecosystems, abrasion, spatial planning, land conflicts, drugs, immoral and other social pathologies. The presence of the shabby huts and not organized that stretches along the coastline is a clear example of the Government messed up tourism in the area. Buildings built did not have permission from the local authority. The findings of the study also showed that the problem popped up and unconsciously tend to be ignored by the Government. Governance village (*Gampong*) in conducting the construction of illegal control and problem solving environment arising from tourism activities do not become full authority. This is caused by the ownership of land owned by individual communities, as well as the type of business. While the Government on this place (Lhokseumawe) does not have a clear policy about it. So that its growth does not controlled and will continue to cause other issues more complex.

The existence of UjongBlang Beach Tourism has added a new source of income for the communities in three Villages known as *Gampong*. They opened numerous culinary and other tourism services without leaving the main

work as fishermen. Tourist map of community-based strategic steps that can be taken by the Government of Lhokseumawe was to formulate a tourism policy that favors the interests of the local community. It can be done with a few approaches. First, community groups (communities) are targeted, rather than targeting individuals. Second, the management is implemented by *Gampong*. Because the coast of UjongBlang Beach located around these three villages known as *Gampong*, regulation/policy organized tourism should also be accommodating to the benefit of each *Gampong*. This management can also provide an opportunity to open up a number of community participation in the development of *Gampong*. Thirdly, the establishment of tourism-oriented businesses in the interest of the community. Lhokseumawe City already has some Regional Owned Enterprises abbreviated as (BUMD). Such as water management, hospitality, and some other form of business. However, some of these business entities, not even a single business entity that touches the tourism sector. And these fourth are opening opportunities for the private sector to invest in it. As mentioned above, the private sector plays an important role for the purpose of investment so that it can cover the lack of funds in the Manager itself. It's just this last approach requires exploration and regulation still favors the interests of the local community. That trend is happening in the tourism governance is managed by the private sector, raised various problems. For Example the growth of social is jealousy in the local community.

### CONCLUSION

The management of the tourist attraction at the coastal area of Ujong Blang Beach is done in the traditional way and there is not organizing efforts by the local government. This is because of the tourist coast was born from the natural process. Because the traditional tourism governance, its existence is not yet having a significant impact on local community economy towards growth and there has been no shift in workforce. The community is located in the tourist area of Ujong Blang Beach which includes three Villages (Jalan Ulee, Ujong Blang, and Hagu Barat Laot) are still working as a fisherman. Generally those who provide services such as tourism trade are housewives and their daughters. The results of these are organized government that does not give rise to many problems, including environmental

damage, social pathologies, Disorder of the security and convenience of travelers. Policy formulation in the effort of organizing management of tourism at Ujon Blang need to involve three components, it is City Government of Lhokseum we City and three apparatus in three villages, local communities and the private sector. As well as the policies that protect the interests of the local community of entrepreneurs, protecting, comfort and security of tourists and protecting the environment from damage caused by tourism activities. With such policies, later Ujong Blang Beach area will lead to the natural attractions that will bring forth a tourism product that is produced by the local community as well as Private-Government Community.

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