

**ANALYSIS OF THE DEVELOPMENT OF THE CROSS OF LOVE (SALIB KASIH) TOURISM OBJECT TOWARDS INCREASING COMMUNITY WELFARE IN SIATAS BARITA – TAPANULI UTARA**

*<sup>1</sup>Galumbang Hutagalung*

*<sup>1</sup>Universitas Prima Indonesia*

**ABSTRACT**

*Tourism is one of the most important sectors of North Tapanuli Regency. One of your main tourist sites is the Salib Kasih Tourism Area which has the potential to be developed. For this, we need an appropriate and effective strategy. With the strategy of developing the Salib Kasih Tourism Area in terms of tourism objects, tourism infrastructure and facilities as well as tourism markets and promotion, it is hoped that the welfare of the community can be increased as seen from the level of income, health and education of the community. This research was conducted in the tourist area of the Salib Kasih. This type of research is descriptive using statistical analysis, which means the writer does not use hypothesis testing, but only describes the data obtained in the field, then interprets the data, and finally analyzes and discusses the data and SWOT analysis, which means the writer identifies the strengths, weaknesses, opportunities and threats then determine the internal factors and external factors to get the development strategy. The results of this study indicate that the conditions for the development of the Salib Kasih tourism area can still be improved. The main strategy in the development of tourism areas is a strategy that utilizes and explores the potential of the community in carrying out activities that promote the unique value of the Salib Kasih tourism area through the government's policy of making an annual tourism calendar for North Tapanuli Regency and the tourism industry is advised to involve the community in the development of tourism areas so that by If the community is actively involved, the community will receive a steady income so that their welfare increases.*

*Keywords: Tourism Development, Community Welfare*

## 1. INTRODUCTION

Tourism is a significant aspect for local governments, as it has the potential to generate regional financial income. This can be achieved if there is an increase in the community's desire to engage in tourist activities. Additionally, one of the key benefits of tourism is that it allows individuals to enhance their creative abilities, overcome boredom, relax, engage in shopping, business, and the exploration of a particular ethnic group's historical and cultural heritage. It also facilitates the growth of tourism for health and spiritualism purposes.

The Indonesian province of North Sumatra boasts a plethora of tourist attractions, collectively drawing in visitors from across the globe. One such attraction is the Cross of Love (Salib Kasih), a site of historical and religious value located in the Siatas Barita subdistrict of North Tapanuli Regency. From a geographical perspective, North Tapanuli Regency boasts a number of advantages, including its proximity to Lake Toba and Samosir Island, as well as the presence of Silangit Airport. This renders it an appealing tourist destination for both foreign and domestic tourists. Furthermore, the natural beauty and climate of North Tapanuli Regency, particularly the Salib Kasih tourist attraction, situated in a mountainous region, constitute an additional point of interest. The location of the Salib Kasih tourist attraction is very easy to reach and the distance is about 30 minutes from Tarutung city. Salib Kasih is usually visited on national holidays, school holidays and weekends such as Saturday and Sunday. Tourists who visit Salib Kasih can enjoy the natural beauty of the mountains that are still natural and preserved.

The Salib Kasih tourist attraction was established to commemorate Nommensen's evangelizing mission in the Batak area, which commenced in 1863 and concluded in 1918. In 1985, the HKBP (Huria Kristen Batak Protestan) and the German Nortestand Church erected a modest cross on a rock in Siatas Barita, which is believed to be the place where Nommensen first rested. This modest cross subsequently served as the basis for the establishment of the Salib Kasih, which has since become a prominent structure. In October 1993, the government of North Tapanuli Regency commenced construction of a 31-meter-tall monument dedicated to the Salib Kasih at the summit of Dolok Siatas Barita.

The government of North Tapanuli Regency recognizes the potential for the Salib Kasih to become a prominent religious tourist attraction, thereby establishing Tarutung City as a hub for spiritual tourism. This represents a viable strategy for promoting the Salib Kasih. The Indonesian government's efforts to develop the tourism industry are supported by Law No. 9 of 1990, which states that the presence of tourism attractions in a given area can have a beneficial impact on the local population. These benefits include an increase in public income and the standard of living, an expansion of employment opportunities, an enhancement of environmental awareness, and the preservation of natural resources and local culture. It is crucial to ensure that tourism development efforts are not merely aimed at increasing regional income, but rather, they should genuinely provide benefits, particularly for those residing in the vicinity of the tourism object in question.

It is evident that, in addition to the material benefits that can be achieved, the rapid development of the tourism industry often gives rise to a variety of new challenges that cannot be ignored. These challenges can be categorically divided into three main sectors: economic, environmental, and social. With regard to the economic sector, a key challenge is whether the tourism industry is able to improve the welfare of the local population. Another important question is to what extent local residents are able to take an active role and enjoy the benefits of tourism industry development, taking into account their individual and institutional readiness.

The challenges inherent to the environmental sector pertain to the substantial capital investment required, which in turn motivates entrepreneurs to pursue the greatest possible material profit. Does the pursuit of material profit result in an equivalent level of damage to the environment? The socio-cultural challenges pertain to the extent to which the population is prepared to capitalize on the opportunities that are available to them and engage in activities that will enhance their quality of life.

In light of the aforementioned analysis, it can be posited that the tourism sector in Siatas Barita presents a significant opportunity for advancement and improvement. The tourism sector has the potential to emerge as a leading sector in addition to the agricultural sector and other

existing sectors. It is anticipated that an increase in the tourism sector will have a multiplier effect on the welfare of the surrounding community. It is therefore evident that regional planning is required in order to utilize existing strengths and opportunities, while simultaneously minimizing any weaknesses and threats that may arise. In consideration of the aforementioned background, a research project was initiated with the objective of analyzing the development of the Salib Kasih tourist attraction, with a view to enhancing community welfare.

## 2. LITERATURE REVIEW

### 2.1 *Tourism Development*

The concept of development has been under discussion for many years and has been given numerous interpretations. Friedmann (1980, p.4) and Oppermann and Chon (1997) observe development as one of the ‘more slippery terms in our tongue’ and suggests development as ‘an evolutionary process’ with ‘positive connotations’.

Ingham (1993) views development in a similar manner to Friedman by attributing to development a dual nature, consisting of both a process and a goal. Todaro (1994) sets three goals of development: human survival needs (mainly food and shelter), standards of living (such as education and health), and human rights (such as social justice and political sovereignty).

Despite pervasive tourism growth over the last decades and the use of tourism by many countries and islands as a development strategy, development literature has almost neglected tourism as a development approach (Apostolopoulos, 1994; Gunn, 1994; Sinclair, 1998). However, development through tourism is a strategy utilised by governments to improve residents’ welfare through income and employment generation, and to help a destination to move from a position of ‘poverty’ or ‘under-development’ to a position of ‘wealth’ or ‘more-development’.

Rostow (1960) identifies a natural path to economic growth (process) which all societies or nations have to follow if they want to become modern. This path includes five stages beginning with the traditional society and progressing through the stages of the preconditions for take-

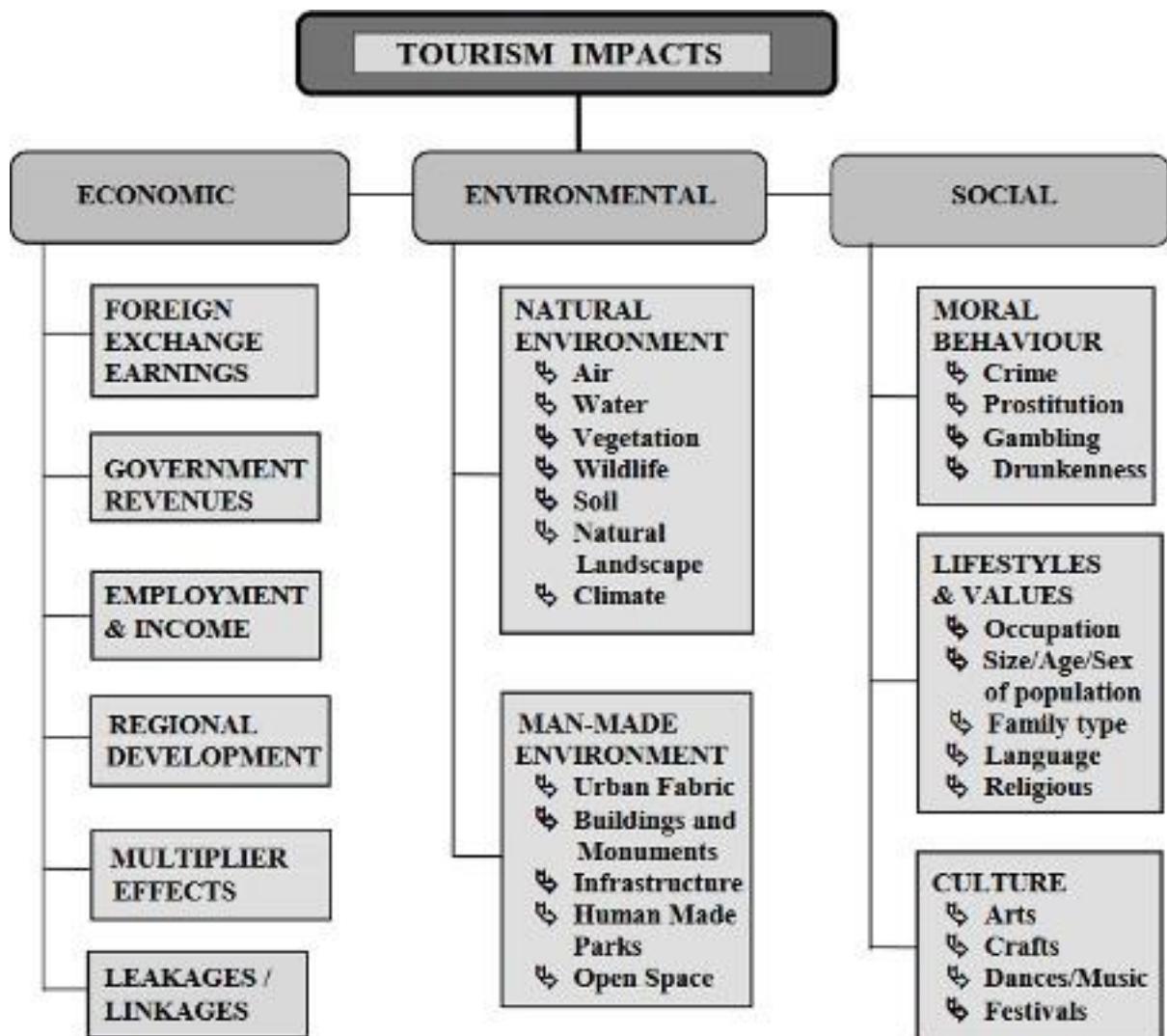
off, the take-off, and the drive to maturity, before reaching the final stage of high mass consumption. Rostow (1960) recognized that for a quicker and better development of a country a major role is played by a free and dynamic private sector in partnership with an efficient public sector. However, he identified the danger of detouring, when some countries depart from capitalist development to the deviant route of socialism-communism.

For the implementation of the above development approaches, there are various options available to developers and planners wishing to expand the tourism industry of a region, which concern mainly the process and/or funding of development, and frequently refer to issues, such as • type of production (capital versus labor); degree of control and ownership (endogenous/local versus exogenous/foreign); scale (small versus large); and forms of tourism (alternative/soft/sustainable versus mass/hard/non-sustainable).

The above development options when adopted by a government for a destination's tourism development, result in various outputs. What appears on the ground from a destination's tourism development can be divided into life cycle explanations, morphological output and the type of enclave or spread-out development.

Many outcomes emerge for receiving destinations from the implementation of tourism development. To obtain a full understanding of development outcomes from tourism it is considered convenient to make them more distinct by introducing a framework to be followed in this survey. In this framework, tourism outcomes, or in other words impacts, are grouped into three categories: economic, environmental and social (Figure 1). Within each of these categories individual impacts can be identified.

**Figure 1: Tourism Impact**



Based on the impact sub-categories shown in Figure 1, Figure 2 summarizes some of the most salient impact studies found in the tourism literature. For each impact sub-category, several authors are identified, but it should be acknowledged that overlap between studies is common, with many studies covering more than one sub-category.

**Figure 2: Key impacts of tourism identified by various researchers**

IMPACTS	W R I T E R S
<b>Economic</b>	
<i>Foreign Exchange Earnings</i>	Airey (1978); Baretje (1982); Hughes (1983); Singh (1984); Anastasopoulos (1989); Buckley and Geyikdagi (1993); Sinclair and Bote Gomez (1996); Sinclair (1998).
<i>Government Revenues</i>	Mathieson and Wall (1982); Edgell (1990); Katsouris (1993); Gould (1994); WTTC (1995); Jenkins (1997).
<i>Employment and Income</i>	Vaughan and Long (1982); Vaughan (1986); Vaughan and Wilkes (1986); Lever (1987); Ball (1988); Williams and Shaw (1988); Ankomah (1991); Iakovidou (1991); Choy (1995); Cukier (1996); Kontogeorgopoulos (1998).
<i>Regional Development</i>	Brownrigg and Greig (1976); Duffield (1977); Loukissas (1977); Braden and Wiener (1980); Loukissas (1982); Komilis (1994); Lankford (1994); Tosun and Jenkins (1996).
<i>Multiplier Effects</i>	Archer (1982); Liu et al. (1984); Ruiz (1985); Jackson (1986); Archer and Fletcher (1988); Oosterhaven and van Der Knijff (1988); Wanhill (1988); Archer and Fletcher (1990); Khan et al. (1990); Archer (1995).
<i>Leakages/Linkages</i>	Seward and Spinard (1982); Belisle (1983); Richards (1983); Teye (1987); Archer (1988); Sinclair (1991); Taylor et al. (1991); Smith and Jenner (1992); Cox et al. (1995); Brohman (1996); Telfer and Wall (1996); Kontogeorgopoulos (1998).
<b>Environmental</b>	
<i>Natural Environment</i>	Cohen (1978); Romeril (1985a); McGoodwin (1986); Agarwal and Biswas (1989); Prunier et al. (1993); Kavallinis and Pizam (1994); Buhalis and Fletcher (1995); Doggart and Doggart (1996).
<i>Man-made environment</i>	Romeril (1985b); Liu et al. (1987); ETB (1991); Gratton and van der Straaten (1992); EC (1993a); Green and Hunter (1993); Sharpley (1994).
<b>Social</b>	
<i>Moral Behaviour</i>	Akaula et al. (1980); Cohen (1982a); Pizam et al. (1982); Pizam (1985); Smith (1988); Elliot and Ryan (1993); Kelly (1993); Zhang (1994); Hall (1995); Prideaux (1995); Lankford (1996); Pizam and Mansfeld (1996); Muroi and Sasaki (1997); de Albuquerque and McElroy (1999); Dimanche and Lepetic (1999).
<i>Life Styles and Values</i>	Collins (1978); Stott (1978); Getz (1986); Ahmed (1987); Cohen (1988); Kousis (1989); Kinnaird and Hall (1994); Harvey et al. (1995); Stonich et al., (1995); Dana (1999).
<i>Culture</i>	De Kadt (1979); Cohen (1982b); Nunez (1989); Browne (1993); McNulty (1993); Cralk (1995); Burns and Holden (1995); Boissevain (1996); Richards (1996).

### Economic Impacts of Tourism

The effects of tourism on the balance of payments are probably one of the most widely publicized economic considerations (Airey, 1978). The positive effects of tourism expenditure have encouraged many developing countries and islands to actively promote tourism in an attempt to increase foreign exchange earnings and improve the invisible component of the balance of payments

Governments incur certain costs for the development of tourism. They spend high amounts of money annually on maintaining a National Tourism Organization (NTO) for the promotion of the country as a tourism destination, they own and manage much of the infrastructure upon which tourism depends and provide a wide range of services for the development of tourism. Many of the costs borne by governments for the tourism industry, such as police and fire protection, hospitals, sewage and refuse disposal, water supply, electrical power and communication, lighting, airports, harbors, railways, road network, and development and maintenance of national assets, also serve the needs of the locals.

One of the most important problems for many governments is the achievement of equal tourism development throughout the country. Evidence in most countries shows that development usually exists in the big cities and the problem is how to diffuse economic development to the small towns and villages. Schumacher (1974, pp.146-147) has formulated the following propositions to achieve this objective: (1) workplaces should be created in areas where people live, and not primarily in metropolitan areas into which they tend to migrate, (2) these workplaces must be, on average, cheap enough so that they can be created in large numbers without calling for an unattainable level of capital formation and imports, (3) the production methods employed must be relatively simple, so that the demand for high skills is minimized; and (4) production should be mainly from local materials.

During the initial stage of tourism development, tourism offers the opportunity for the use of locally produced building materials and equipment in the construction of tourist facilities and the manufacturing of furnishings for the supply of tourism enterprises. Later tourist demand has the potential to stimulate and strengthen local agriculture and fishing and those sectors associated with them (Cox et al., 1995; Telfer and Wall, 1996), as well as support other sectors, such as retailing, manufacturing, wholesaling, transport, handicrafts and services.

### ***Environmental impacts of tourism***

In previous decades, developers and governments often neglected the importance of environmental issues. More recently they have realized that tourism and the environment are inseparable and attempts are made to ensure environmental preservation (Davidson, 1989;

Archer and Cooper, 1998). However, with the expansion of tourism the threats to environmental resources have become more serious. Modern tourists are becoming more discerning, seeking a high-quality physical and cultural environments and are willing to pay a premium price (Romeril, 1985a; Inskeep, 1987; Hunter and Green, 1995).

Tourism can be an important means to encourage and help to pay for conservation of the man-made environment. Historic sites, monuments and buildings can be major tourist attractions and tourism itself frequently stimulates their protection, conservation, and renovation for the benefit of the local community and beyond (Buhalis and Fletcher, 1995; Hunter and Green, 1995). Many existing attractions would never have survived without tourists' contributions through admission fees. With tourist demand, buildings and sites have been completely renovated and transformed into new tourist facilities.

Many researchers have acknowledged the positive impacts of tourism on the man-made environment. Travis (1982); Kendal and Var (1984); Holder (1988); Papadopoulos (1988) and Archer and Cooper (1998) report the following positive impacts which enhance residents' living: more and better leisure, recreational, shopping and health facilities, greater recognition of the importance of saving historical buildings, improved communication systems and transportation.

Despite the negative impacts of tourism development on the environment, it is claimed that damage caused by tourists and tourism development is not as harmful as the import of industrial development revealed that water contamination is caused not only by the discharge of inadequately treated sewage but also by industrial waste, sedimentation from agricultural erosion and contamination from fertilisers and pesticides. Similarly, Mathieson and Wall (1982) and Berno (1999) pointed out that tourism does not involve the movement of large quantities of raw materials and manufactured goods, or the transformation of one into the other, but involves only the movement of people and consequently it pollutes the environment less than most other industries.

### ***Social impacts of tourism***

Nowadays, governments have realized that by opening their countries to tourists they are offering not only natural and man-made features of their environment, in exchange for income and employment, but also the culture and hospitality of their people. When international tourism is of any significance in a country, it becomes an agent of change that brings irreversible consequences for social structure, values and traditions (Pizam et al., 1982; Murphy, 1985; Jenkins, 1997). As a consequence, the majority of social impact studies concentrate on the host-guest relationship (Gould, 1994).

Many studies have stated that tourism is a vehicle for injecting enthusiasm and an economic boost into cultural activities, such as dances, music and theatre, and encourages the preservation and sometimes revitalization of handicrafts, native art, folklore, local fairs and festivals (Brownrigg and Greig, 1976; Ahmed, 1987; Cater, 1987; Long, 1991; Gould, 1994). For example, in Malta tourism has revived dying indigenous arts and crafts, such as lace making and filigree (Boissevain, 1977). On the other hand, the literature expresses the view that tourism is responsible for cultural pollution with many tourists concerned more about the exotic rather than the authentic. For many tourists, the lack of authenticity of cultural events does not matter. Consequently, host communities, in order to provide the maximum possible variety in entertainment, remodel their cultural activities (Prasad, 1987). Tourist demand for insights into local culture may be unimportant for some residents as long as tourists are paying. For example, in Torremolinos, the old, authentic culture has been overtaken by British-style pubs and fish and chip shops (Phillips, 1994).

## **2.2 Community Welfare**

In accordance with the stipulations set forth in Law No. 11 of 2009 concerning Community Welfare, the term "community welfare" is defined as a condition wherein the material, spiritual, and social needs of citizens are met in a manner that enables them to live a satisfactory and fulfilling life, while also affording them the opportunity to develop themselves and fulfill their social roles. In light of the aforementioned legislation, it becomes evident that the degree of welfare can be gauged by the capacity of an individual or collective to satisfy their material and spiritual requirements. The fulfillment of material needs is

contingent upon income, which subsequently enables the satisfaction of basic necessities such as food, clothing, shelter, and healthcare. Subsequently, spiritual needs are associated with education, security, and peace of mind. As posited by Malayu S.P Hasibuan (2002:185), employee welfare can be defined as a complementary service (material and non-material) provided based on policy, with the objective of maintaining the physical and mental condition of employees, thereby increasing their work productivity. In order to ensure a return on the services provided by workers to the company, the higher the number of working hours and the greater the production, the higher the wages received.

The concept of welfare can be divided into two distinct categories: individual welfare and social welfare. Individual welfare represents a methodology for objectively linking welfare to individual choices. This approach entails evaluating the choices made by individuals in a given situation and comparing their individual welfare. In contrast, social welfare is a methodology for linking welfare by aggregating the satisfaction of all individuals in a given society.

Nasikun posits that the concept of welfare can be formulated as the equivalent meaning of the concept of human dignity, which can be seen from four indicators: security, welfare, freedom, and identity. These indicators are employed to ascertain the degree of welfare, which engenders a sense of security, welfare, freedom, and identity for an individual in fulfilling their needs.

As posited by the World Bank, the extent of human development can be gauged by examining the following indicators: poverty reduction (as evidenced by an increase in property ownership), improvements in literacy, reductions in infant mortality, increases in life expectancy, and decreases in income inequality. As stated by Kolle (1974) in Bintarto (1989), community welfare can be evaluated from a multitude of perspectives, encompassing various aspects of life. One may consider the quality of life in terms of material aspects, such as the quality of housing, food, and so forth. Another option is to examine the quality of life in terms of physical aspects, such as physical health, the natural environment, and so on. The

quality of life can also be evaluated in terms of mental aspects, such as the availability of educational facilities and the cultural environment. Additionally, the quality of life can be assessed in spiritual terms, including the presence of moral, ethical, and harmonious values, as well as the capacity for individual and collective adaptation.

According to the Central Bureau of Statistics (BPS), several indicators can be used to determine the welfare of the community:

a. Income

Income or earnings are indicators that the welfare of the community. What is meant by income is the total cash receipts received by a person or household during a or household during a given period of time (one year). Income consists of work, income from property (such as rent, interest and dividends) and benefits from dividends) and government grants.

b. Housing and settlements

Housing and settlements, in addition to being basic human needs, also have a very strategic function in their role as a center for family education and improving the quality of future generations. In addition, housing is also a determinant of public health, where a healthy and comfortable home is a home that is able to support the health conditions of each occupant.

c. Health

Health is one of the indicators of the well-being of a population, as well as an indicator of the success of a development program. A sick society will find it difficult to fight for its own welfare, so development and various efforts in the health sector are expected to reach all levels of society and not be discriminatory in their implementation. Health is an indicator of prosperity, which can be seen by whether or not the community is able to fully finance the necessary medicines.

d. Education

Education is a human right and every citizen should be able to develop his or her potential through the learning process. Every Indonesian citizen has the right to receive quality education in accordance with their interests and talents, regardless of social status, economic status, ethnicity, religion and geographical location. Based on the above welfare indicators, the economic growth process is a growth that supports the development of

higher quality human beings.

### **3. RESEARCH METHODS**

This study employs a SWOT analysis, which is a systematic method of identifying various factors to develop a strategy designed to address a specific problem. The analysis is based on the premise that strengths and opportunities can be optimized, while weaknesses and threats can be mitigated through a logical approach. As proposed by Yoeti (2013), SWOT analysis is an analytical tool based on the assessment of four key factors: strengths, weaknesses, opportunities, and threats. The objective of a SWOT analysis is to ascertain the level of preparedness of each component of the overall function in order to achieve the predetermined goals. Consequently, the level of preparedness of the function is contingent upon the level of readiness of each factor involved in each function. A SWOT analysis is conducted on all factors within each function, encompassing both internal and external factors. An adequate level of readiness is indicated by the fulfillment of the requisite measures for achieving the target. This is expressed as a strength for factors classified as internal and an opportunity for factors classified as external. In contrast, an insufficient level of readiness is indicated by the inability to meet the requisite readiness measures for achieving the target. This is indicated by a measure of weakness for factors classified as internal or a threat for factors classified as external.

### **4. ANALYSIS AND DISCUSSION**

#### *SWOT Analysis*

This study employed the SWOT analysis approach, a strategic planning method utilized to assess the inherent strengths, weaknesses, opportunities, and threats associated with a given study. These four factors are collectively represented by the acronym SWOT, which stands for strengths, weaknesses, opportunities, and threats. To facilitate a comprehensive examination of the interrelationships between these elements, a table is constructed on a large sheet of paper. This approach permits a systematic examination of the particular objectives of a study and the discernment of internal and external factors that either facilitate or impede the realization of those objectives.

**Table 1. SWOT Analysis**

## **Strengths**

1. An extraordinary account of the evolution of civilization and spiritual history, presented in a comprehensive and meticulous manner.
2. The region is home to a multitude of distinctive, diverse, and aesthetically pleasing natural and tourist attractions.
3. The Toba caldera geopark represents a significant feature of this region.
4. The region is home to a number of protected areas and forests, which provide habitat for a diverse array of flora and fauna, including species that are rare or endangered.
5. The Batak people possess a rich and distinctive cultural heritage, which is characterized by a strong sense of identity.
6. The region is home to a multitude of historical sites, including missions and sites of national significance.
7. It is home to a rich and diverse living culture, offering insights into the experiences and daily lives of farmers.
8. There is considerable enthusiasm among the private sector, the local community, and the regional government for the planning of tourism development.
9. A number of tourist attractions have been developed, including the Cross of Love tourist attraction.
10. The presence of investor interest and activity is a noteworthy phenomenon.

## **Weaknesses**

1. The local area is currently experiencing restricted accessibility and transportation due to damage to the road network.
2. The utilization of air and land transportation to support tourism is inadequate.
3. The area is deficient in the requisite amenities, including hotels and restaurants.
4. The infrastructure supporting tourism is underdeveloped at all levels, including government, private enterprise, and community organizations.
5. The current zoning arrangements have not adequately addressed the interests of the cultural community.
6. There is a paucity of local personnel with the requisite expertise in the field of tourism.
7. Community involvement in tourism initiatives remains constrained.

<ul style="list-style-type: none"> <li>8. The marketing strategy is not yet sufficiently robust.</li> <li>9. There is currently no regional regulation governing the tourism sector.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>1. The advancement of a sustainable approach to mountain area development.</li> <li>2. The role of Ripparnas direction in shaping tourism development.</li> <li>3. The availability of business investment opportunities in numerous sectors.</li> <li>4. The potential for tourism to drive the growth of other sub-sectors, including marine fisheries, agriculture, plantations, animal husbandry, and more.</li> <li>5. The implications of the free trade pact/AEC.</li> <li>6. The significance of regional autonomy.</li> <li>7. The impact of technological advancement.</li> </ul>
<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>1. Competition with other regions that have comparable potential.</li> <li>2. Some tourist destinations have yet to achieve recognition.</li> <li>3. The region's development remains contingent upon the actions of travel agents based in Medan who specialize in tourism.</li> </ul>

In light of the findings of the SWOT analysis presented in Table 1, the researcher proceeded to conduct a further SWOT analysis, with a view to formulating a development strategy for the Salib Kasih tourist attraction and its relationship to community welfare, as illustrated in Tables 2 and 3 below.

**Table 2. A SWOT analysis of the Salib Kasih Tourism Object Development Strategy**

**Strengths**

1. The provision and improvement of infrastructure.
2. The utilization of information technology for the purposes of marketing and promotion.
3. The development of amenities, including hotels and restaurants.
4. The strengthening of institutions.
5. The development of tourism schools and training programs for the younger generation.
6. The utilization of the image of agrotourism for the purposes of marketing.
7. The establishment of regulations (Perda) in the field of tourism development.
8. The strengthening of public security and order.

**Weaknesses**

1. The formation of networks with the primary destinations of tourist attractions in the cross-love tourist area.
2. The establishment of cross-institutional and cross-regional tourism promotions, whether manual or online.

The dissemination of the concept of developing tourism at the Salib kasih tourist attraction.

**Opportunities**

1. The development of a combination of tourism, history, and culture products for both foreign and domestic tourists.
2. The excavation, development, and preservation of the richness of Batak customs and culture.
3. The establishment of cooperation with national and foreign investors.
4. The establishment of strategic plans.
5. The preparation of varied tourism packages.

Formulation of a marketing and promotional strategy in collaboration with other regions

**Threats**

1. The utilization of investors for the purpose of facilitating tourism promotion.
2. The establishment of a collaborative effort with South Tapanuli Regency, other regencies situated within the Lake Toba region, and Sibolga City, with the objective of consolidating the Salib Kasih tourist attraction as a unified tourism destination.
3. The leveraging of local investors and the expansion of their role.
4. The allocation of resources for the advancement of strategic tourism initiatives.
5. The advancement of nature and cultural conservation.

**Tabel 3. A SWOT analysis of community welfare****Strengths**

1. The Cultural Heritage of Spiritual Tourism
2. The Origins of Christianity in Batak Land
3. The Graves of German Permits in Batak Land

**Weaknesses**

1. There has been no discernible enhancement of the cross-love tourist attraction.
2. Those engaged in the tourism industry evince less sympathy for tourists.
3. The costs associated with facilities and infrastructure are considerable.

**Opportunities**

1. The practice of spiritual tourism, which involves veneration of the cross of love, has gained considerable popularity among a significant number of individuals.
2. The souvenirs of the cross of love serve as a promotional tool.
3. A place of worship for Christians.

**Threats**

1. A plethora of tourist attractions can be found in other areas.
2. Inadequate facilities and infrastructure have led to a decline in tourist interest.
3. The individual in question did not participate in the Wonderful Indonesia program.

As evidenced by the data presented in the table above, the strengths and opportunities inherent to tourism development in North Tapanuli Regency are considerable, while the identified weaknesses can be effectively addressed and the threats are not insurmountable. In light of the aforementioned findings, it can be concluded that the prospects for tourism development in North Tapanuli Regency are promising. The primary strategy for the advancement of the Salib Kasih tourist attraction is as follows:

1. The development of tourism products must be based on the sustainability of mountain area resources and community participation.
2. The development of natural and cultural tourism products for both international and domestic tourists.
3. The establishment of a tourism travel network is proposed as a means of facilitating the development of the Salib Kasih tourist attraction.
4. The provision and improvement of infrastructure.
5. The objective is to facilitate collaboration between domestic and foreign investors in the promotion of tourism.

### ***Discussion***

The findings of the aforementioned research will be discussed in greater detail in the subsequent section, which will present a detailed account of the research results.

Primarily, the cross-love tourist attraction is distinguished by its natural beauty, which is particularly striking due to the surrounding verdant landscape. The green rice fields that can be observed on the cross-love hill are a notable feature of the landscape. The aesthetic appeal of the site is enhanced by the natural processes that shape its landscape. The cross-love tourist attraction contributes to the aesthetic appeal of religious tourism sites, which can serve as educational resources for younger generations, providing insight into the history of the Indonesian nation. It is beneficial for educational purposes for schoolchildren.

In order for a tourist attraction to be deemed successful, it must meet a number of criteria. Primarily, the presentation must be appropriate and effective. A tourist attraction can be considered successful if it leaves a positive impression on visitors, leading to a sense of

satisfaction. The level of satisfaction experienced by tourists is not solely contingent on the intrinsic qualities of the tourist attraction itself, but also on the manner in which it is presented to them. In order to achieve an effective presentation, it is essential to ensure that visitors leave with a positive impression. The longer tourists are able to enjoy a particular tourist attraction, the more favorable their overall experience is likely to be. Thus, efforts are made to ensure that the impression left by the tourist attraction on tourists lasts as long as possible. One strategy for achieving this is to increase the number of objects that are not easily damaged and can be taken home. This allows tourists to revisit the objects and recall their experiences each time they do so.

The term "strength" refers to the inherent capabilities of the existing cross-of-love tourist attraction. The strength of the attraction is a key factor that contributes to its overall resilience and ability to withstand market pressures and compete in the tourism sector. (Freddy, 2014).

Secondly, the existing tourist area is deficient in several respects. Firstly, the manager has been remiss in maintaining the area, as evidenced by the absence of supporting facilities for tourists. Secondly, the level of accessibility is inadequate, with damaged bridges and rocky roads. Thirdly, the tourist location is remote, which deters visitors. The tourist area is still not sufficiently promoted, which results in a lack of demand from visitors and investors who have the capital to support its development. This is in accordance with the opinion of Yoeti (2013), who states that a

tourist attraction will not be of significant value if accessibility to the attraction is difficult, whether by land or by air. For tourism to develop in a sustainable manner, a destination must be accessible, meaning that it must be possible to visit. It is therefore essential to consider the accessibility of tourist objects and locations. In this context, accessibility pertains to the availability and quality of roads and transportation infrastructure. The Salib Kasih tourist attraction is characterized by a number of inherent weaknesses.

These weaknesses can be broadly classified as factors that either impede or facilitate the development of the attraction itself. As postulated by Freddy (2014), these factors can be broadly classified as either beneficial or detrimental to the attraction's growth.

Thirdly, the establishment of a cross-love tourist attraction can facilitate the creation of new employment opportunities for local residents. These may include roles in the food and beverage industry, as well as in the provision of services designed to enhance visitors' understanding of the attraction. Furthermore, the potential exists for local entrepreneurs to establish businesses focused on serving the needs of tourists in the area. Facilities and infrastructure are all forms of companies that can provide services to tourists. This is in accordance with the opinion of Pitana & Diarta (2009), who state that the accommodation sector is the provision of temporary housing (lodging) and services related to it, such as the provision of food and beverages. This sector is typically situated in tourist destinations and transit areas, offering potential for regional development with supporting facilities.

These opportunities represent conditions that may facilitate future growth and development. They encompass external factors, such as competitors and policies, that can influence the cross-love tourist attraction and its surrounding area (Freddy, 2014).

Fourth, the cross of love tourist area is vulnerable to a number of natural threats. The rainy season, for instance, has the potential to disrupt road access and cause landslides, which could negatively impact the area's tourism industry. It is possible that unforeseen events may have a detrimental impact on the community, government, and other parties, which could cause concern among visitors or local residents. This is in accordance with the opinion of Jamaris (Anjela, 2014) who stated that tourist attractions are defined as any site, structure, or feature that can be seen, enjoyed, and create a special impression, provided that it is supported by adequate facilities and infrastructure. In the event that the facilities are inadequate, it will result in damage and endangerment to visitors, objects, and attractions. These attractions are often associated with the understanding of "products" of the tourism industry, specifically tourist objects and attractions. The term "tourist products and attractions" encompasses all services obtained, experienced, or enjoyed by tourists from the moment they leave their place of residence to the moment they reach their chosen tourist destination.

Threats are conditions that pose a potential danger from external sources. Such threats have

the potential to disrupt the very organization, project, or business concept itself (Freddy, 2014).

### ***The Concept of the Development of the Salib Kasih***

The following concepts are presented for consideration:

a. Sustainable Development Concept

In light of the current state of nature-based tourism potential (mountains, forests, rivers, unique geology, and lakes) and culture, which are facing threats to sustainability, it is imperative to reorient the development of tourism in the Siatas Barita subdistrict towards a regional development model that prioritizes community empowerment and sustainability principles. In order to achieve this goal, it is essential to adopt a regional approach that facilitates the integration of sectors with a view to optimizing their contribution to regional development.

b. Integrated Regional Development Concept

Tourism activities are fundamentally human activities that are driven by curiosity and the desire to experience tourist attractions and destinations without regard for administrative boundaries. In light of the above, the concept of integrated regional development can facilitate the harmonization of disparate administrative structures across sub-districts, thereby enabling a unified regional planning and development approach that incorporates tourism activities in the Siatas Barita District.

c. Product Development Concept

The conceptualization of the primary tourism product of the Siatas Barita District is centered upon four key elements: the religious process and history, the inherent potential and appeal of the region's natural beauty, the distinctive characteristics of its mountainous landscape, and the singularity and distinctiveness of its historical and cultural heritage. The religious atmosphere, the potential for appreciating natural beauty and charm, and the appeal of cultural history can be developed into a central theme of tourism products. This approach permits the participation of a diverse array of societal actors as stakeholders in the development of tourism. Similarly, it is anticipated that tourism will facilitate the advancement of natural conservation and encourage the growth of cultural and community welfare initiatives. It is crucial to integrate the dynamism of culture with the diversity and

allure of natural beauty. In the process of developing tourism, it is of the utmost importance to consider the carrying capacity and environmental limits. The interrelationship between culture and nature is such that the development of tourism products must consider the characteristics of each and the interaction between them.

**d. Marketing and Investment Development Concept**

Tourism image is important in promotion and marketing. Therefore, it is necessary to build a self-identity and image that is the main theme of tourism marketing and promotion in Siatas Barita District. This image is like a magnet that is invisible but has a very strong attraction, without an image, the tourist destination is less able to absorb the potential of the tourist market. Therefore, the tourism image must be found, processed and built continuously. The self-identity built in the highlands or mountains of Siatas Barita District is the devotion to worship, customs and arts and culture of Tapanuli which have noble values combined with the life line of the ancestors of the religious Tapanuli community plus a blend of beauty and the majesty of nature that stretches out.

**e. Institutional Development Concept**

The establishment of tourism institutions, particularly in regional areas, is a crucial undertaking with a number of underlying justifications. These can be succinctly outlined as follows (1). It is imperative that all elements of tourism be integrated into a unified, holistic entity. The optimal functioning of the tourism system is contingent upon the implementation of an institutional mechanism that encompasses all relevant tourism actors, (2) A partnership is a collaborative arrangement between two or more entities, typically within an institutional framework, with the objective of achieving a common goal, (3) The formation of identity is contingent upon the establishment of a tourist attraction by the local community. In conjunction with an institutional framework, this can facilitate the development of a regional tourism identity. The Tapanuli tribe is distinguished by its profound religious devotion, distinctive cultural heritage, and profound local wisdom. These attributes offer a compelling basis for elevating the tribe's identity as a primary guiding principle in the establishment and functioning of institutions, and (4) Assisting Cooperation: Public and private institutions (tourism stakeholders) can collaborate to achieve shared objectives if they are all represented within an organizational framework.

**f. Environmental Development Concept**

It is often observed that the administrators of tourist attractions in the Siatas Barita District demonstrate a lack of awareness regarding the significance of environmental management practices in mountain forests. Indeed, the extensive exploitation of mountain forest resources has resulted in a range of adverse consequences for local communities. The adverse effects of excessive and unregulated exploitation of mountain natural resources have been keenly felt by these communities. The process of forest area destruction due to exploitation and illegal logging has resulted in the occurrence of landslides in multiple locations. The process of erosion of germplasm is a natural phenomenon; however, it is accelerated by human activities that result in the destruction of forests and the loss of biodiversity. This is, in essence, a natural process; however, the occurrence is intensified by human activities that have resulted in the felling of forest wood, either for the purpose of exploiting its economic value or for the conversion of land into plantations, settlements, ponds, or illegal building locations. The destruction of mountain forests has additional adverse consequences that are directly experienced by the local community. These include a reduction in forest products, an increasing difficulty in obtaining large-diameter wood, a difficulty in obtaining honey, frankincense resin, rattan, and water sources. In addition to the destruction of mountain forests, pollution has also played a significant role in the deterioration of mountain and water environments. This is due to the discharge of both liquid and solid waste from industrial and domestic sources.

#### ***A strategy for the development of Salib Kasih***

The strategy for developing socio-cultural aspects for tourism purposes is based on the principles of utilization, preservation, and development. In the context of tourism, socio-cultural aspects are employed for two distinct purposes: the first is to provide economic benefits, and the second is to ensure their preservation and continued development in a manner that maintains their authenticity and sustainability. A variety of strategies may be utilized, including:

1. It is crucial to foster social cohesion and awareness within the community regarding the significance of preserving Tapanuli customs and culture for the purpose of tourism.
2. The socio-cultural aspects are developed in a manner that preserves the traditional characteristics and uniqueness of the area, ensuring that the cultural heritage of the region

is not compromised.

3. It is imperative to identify the existing issues pertaining to order, security, and comfort within the socio-cultural environment of North Tapanuli Regency in order to develop appropriate solutions.
4. The maintenance of traditional customs and cultural practices is of paramount importance. This objective may be accomplished by engaging with existing traditional institutions, such as the Batak Toba Traditional Institution.
5. It is estimated that enhancing the comfort of the social and cultural environment of North Tapanuli Regency, which already exists, would be a marketable proposition to the tourist market.

## 5. CONCLUSION

The findings of the analysis and discussion allow for the drawing of several conclusions, which are presented below.

1. The government of North Tapanuli Regency, particularly the Tourism and Culture Office, has demonstrated considerable support for the development of the Salib Kasih tourism object.
2. The advancement of this tourism object has the potential to enhance the well-being of the people of Siatas Barita District, including those from North Tapanuli in general.

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