



RESEARCH ARTICLE

The Impact of Tourism Development in Pamah Simelir Hamlet Telagah Village, Langkat Regency

Ramses Ginting¹, Annisa Ilmi Faried^{2*}, Anggia Ramadhan³

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Abstract

This thesis examines the impact of tourism development in Pamah Simelir Hamlet, Telagah Village, Langkat Regency. This descriptive qualitative research involves interviews with various related parties to understand the changes that have occurred. The results show significant positive economic impacts, such as increased community income (up to 80% for MSMEs), creation of new jobs, and increased land prices. Socially, there has been increased access to education and health, as well as changes in more open social interactions. However, this development also has negative environmental impacts, including conversion of agricultural land, increased volume of unmanaged waste, and decreased water quality. In addition, coordination with investors is still a challenge. In conclusion, tourism in Pamah Simelir brings great benefits, but requires sustainable management and strong collaboration between the government, managers, and the community to minimize negative impacts and maximize the potential of the region.

Keywords: Tourism, Economic Impact, Social Impact, Environmental Impact, Pamah Simelir Hamlet

Introduction

The tourism sector contributes as a source of national income through taxes from various businesses that provide services to domestic and foreign tourists (Prasetyo B., & Suryoko, S., 2018). Tourism is also a sector that has great potential in encouraging economic growth and regional development (Damanik, et al., 2022). The development of the tourism sector is so rapid today and makes tourism one of the leading sectors in the national economy (Faried, et al., 2022). One of the real examples of the development of the tourism sector in Indonesia is Pamah Simelir Hamlet which is located in Telagah Village, Langkat Regency. This hamlet is one of the areas that is developing the tourism sector by relying on its wealth and natural beauty. This hamlet is known to have stunning natural beauty, including mountains, rivers and forests that are still natural so that it becomes an attraction for tourists. In addition, the location of Pamah Simelir Hamlet which is surrounded by the hills of the Gunung Leuser National Park (TNGL) adds to the selling value of tourist destinations in Pamah Simelir Hamlet, because tourists can also enjoy the beauty of tropical forests that are home to various endemic flora and fauna. The tourism concept in Pamah Simelir Hamlet is in the form of restaurants and lodgings with the marketability of the mountain leuser national park that surrounds Pamah Simelir Hamlet. The tourist concept is such as lodging, bathing and glamping while for culinary it offers a variety of typical dishes such as arsik fish, brown rice fried rice and also chicken tasak tiga.

The majority of tourists who come to Pamah Simelir hamlet come from Lalat regency, Karo regency, Medan city and several other areas in North Sumatra. Usually, tourist destinations in Pamah Simelir Hamlet will be more crowded, especially on weekends and national holidays. Usually, visitors start arriving from 10.00 WIB and the crowd continues until around 16.00

WIB. Since 2018, accessibility to Pamah Simelir Hamlet has improved thanks to the improvement of the cross road connecting Langkat Regency and Karo Regency. And in 2021 the Langkat Regency Government carried out the launching of a sustainable tourism village (DEWI KEJUT) which was decided by the Decree of the Head of the Langkat Regency Tourism and Culture Office Number 430-1128/K/DisparbudLKT/2021 as well as inaugurating and inaugurating 24 members of the tourism awareness group (POKDARWIS) of Telagah Village on Thursday, September 30, 2021. The purpose of the formation of Dewi Kejut and the Tourism Awareness Group (POKDARWIS) is an effort to explore natural potential, strengthen the management of tourist destinations, and promote better and sustainable tourism in Telagah Village, Sei District, Bingan, Langkat Regency. A year after the launch of the Sustainable Tourism Village (DEWI KEJUT) was carried out, the impact began to be clearly seen in Pamah Simelir Hamlet. Local communities and investors began to arrive and build various tourist attractions and convert fields and rice fields into tourist attractions.

With the existence of tourism in Pamah Simelir Hamlet, the impact of tourism development is very visible such as the development of local businesses where people have changed their profession from those who initially farmed to Micro, Small, and Medium Enterprises (MSMEs) traders. In addition, freelance daily workers who previously relied on odd jobs have now had the opportunity to work at various tourist attractions that have emerged. With the participation of investors and local communities in converting rice fields and fields to build tourist attractions, until now Pamah Simelir Hamlet has around 13 tourist attractions such as Sirulo Gazet, Pamah View, Sharia Tourism Park, Pancur Pagoh, Cemara Sabah, Villa Kaba-Kaba Si Mbulan, Svarga Simelir, Pamah Cottage, Heaven 9, Karona Sakti Pond, Leuser Bamboo Window, Sleeping Fields and Farm Houses. This means that through tourism development, people are now beginning to gain an understanding of how to utilize and manage tourism effectively and efficiently (faried et., al 2023).

Among the 13 tourist attractions in Pamah Simelir Hamlet. There are 6 tourist attractions built by investors, including Pamah View Tourism Objects, Sharia Tourism Park, Sabah Cemara, Pamah Cottage, Heaven 9, Leuser Bamboo Window, Farm House and 5 tourist attractions built by the people of Pamah Simelir Hamlet including the tourist attractions

Development Economics Study Program, Universitas
Pembangunan Panca Budi

**) corresponding author*

Annisa Ilmi Faried

Email: annisailmi@dosen.pancabudi.ac.id

Penetapan Sirulo, Pancur Pagoh, Villa Kaba-Kaba Si Mbulan, Svarga Simelir, Karona Sakti Pond, and 1 tourist attraction built by the Telagah Village BUMDES, namely the Sleeping Rice Field tourist attraction. With the existence of tourist attractions to date, in Pamah Simelir Hamlet there are various tourism support facilities such as villas, culinary places, and tent rental facilities for camping activities. All of this not only contributes to increased comfort for tourists, but also opens up employment opportunities for the surrounding community. With tourism, many people have switched professions to the tourism sector both as villa managers, tour guides, traders and other service providers. Indirectly, this contributes to reducing the unemployment rate and increasing the income and living standards of the people around tourist destinations (Mulia, 2021).

In terms of the economy, the welfare conditions of the community before the existence of this tourism, many people depended on the agricultural and fisheries sectors which often did not provide stable income. Erratic harvest seasons and fluctuations in commodity prices have left many families living on the poverty line (Faried, 2020). In terms of education, many children in the area do not have adequate access to formal education either due to the long distance to school and the high cost of education. With limited access to education, literacy rates among the community are also low which impacts their ability to get better information and job opportunities (Purba, et al., 2021).

In terms of health before this tourism, health facilities such as health centers or clinics were often unavailable or inadequate, making it difficult for people to get health care. In terms of infrastructure, inadequate transportation makes it difficult for people to mobility and the distribution of goods, thus hindering economic growth. Access to clean water, electricity and proper sanitation is often unavailable, impacting people's quality of life. This is the same as research conducted in Nglanggeran Tourism Village (Hermawan, 2016) found that tourism activities can run in the same direction as the development of existing local arts and culture. Culture that had once been lost reappeared with tourism activities in Nglanggeran Tourism Village. Art groups that had been vacant can work again and get economic benefits due to tourism. This shows that tourism has the potential to have a positive impact on the community to increase awareness of the values of local wisdom. The existence of tourism can have a significant positive impact on people's welfare, both in terms of economy, education, health, infrastructure and social. Communities that were previously isolated and disadvantaged can experience a noticeable improvement in the quality of life. While there are many benefits it is important to remember that tourism can also bring challenges such as the risk of resource exploitation, cultural change, and environmental impact.

Tourism in Pamah Simelir Hamlet still has challenges that must be faced in carrying out tourism activities. Pamah Simelir Hamlet in the development process still does not have readiness such as inadequate road infrastructure to destinations, weak internet networks, power outages and limited access to banking services such as ATMs and access to digital maps such as google maps which do not yet exist, making it difficult for tourists to know the way to tourist destinations. In addition, the lack of government support is as precise in terms of illegal quotations along the access road to tourism which is sworn by community members so that many tourists feel burdened by the situation which causes tourists not to visit tourist attractions again. These conditions are less than optimal and require government intervention for further improvements in terms of infrastructure and regulations to increase tourist attraction (Faried et., al 2024).

The intensity of quite a lot of visitors has a negative impact on the quality of the environment, as seen from the decline in water quality, increased air pollution, and the accumulation of garbage that has not been managed properly. In addition, land conversion for the construction of tourist facilities, such as lodgings and dining places has the potential to damage the natural ecosystem in the area. Based on this background, further

research is needed to evaluate the impact of tourism development on Pamah Simelir Hamlet. This study aims to identify the extent to which the impact of tourism development affects how proper management can be applied so that tourism can develop sustainably in tourism development.

Method

This research was conducted in Pamah Hamlet, Simelir Telagah, Langkat Regency, North Sumatra Province. This study uses a qualitative descriptive approach that aims to describe the phenomenon or empirical facts that occur in the field in detail and thoroughly by using various data collection methods such as in-depth interviews and questionnaires (Sugiyono, 2017). The number of population in this study is all people in Pamah Simelir Hamlet who are directly involved in tourism activities, including the oldest traditional Pamah Simelir Hamlet, tourist attraction managers, MSME actors around the tourist area, and tourists and related stakeholders, including Telagah Village Apparatus and Telagah Village Pokdarwis Management who are involved in tourism development in Pamah Simelir Hamlet, Telagah Village, Langkat Regency.

The sample of this study is related stakeholders and communities directly involved in tourism activities. The subjects in this study are the community in Pamah Simelir Hamlet, Telagah Village, Langkat Regency. The selection of subjects was carried out by purposive sampling technique. In this study, because considering the limited time and opportunities that the researcher has in collecting data, the researcher will take 6 research informants between relevant stakeholders and communities directly involved in tourism activities in Pamah Simelir Hamlet, Telagah Village, Langkat Regency. The data collection techniques in this study are by:

Interview

In this study, the technique used was a semi-structured interview. A semi-structured interview is an interview process that uses interview guidance derived from topic development and asks questions and uses more flexibly. The interview was conducted by asking the informant directly to dig up and get information related to the data needed. The criteria for informants to be interviewed are:

1. Telagah Village Apparatus
2. Telagah Village POKDARWIS Management
3. The oldest traditional of Pamah Simelir Hamlet
4. Tourist attraction manager in Pamah Simelir Hamlet
5. MSME actors who have been operating for at least 2 years
6. Tourists who come to the attraction

Observation

The observation process in this study takes place with an interview process with the reason that if there is some confusion or questions related to the theme being studied, it can be stated directly with information so that there are no data errors. The interviewer used the non-participation method to visit the research site directly and see the people involved in tourism activities in Pamah Simelir Hamlet, Telagah Village, Langkat Regency. In this case, the researcher found supporting findings that could strengthen the results of interviews that had been conducted previously.

Documentation

Documentation in this study is carried out by means of recording, which is a recording of the interview process which is then transcribed into a record of research data. The documentation used in this study is based on photos of activities in Pamah Simelir Hamlet. The photos and documents are then used as observation materials to better understand the research object and as a reference to obtain data on the general geographical location, the number of residents of Pamah Simelir Hamlet, the profile of the pokdarwis, and community activities around the tourist attraction.

The data analysis techniques carried out in this study are:

Transkrip Data

After conducting the interview, the first step is to transcribe the results of the interview into text. This is important to facilitate analysis and ensure that all information obtained is recorded accurately. Record the interview (with the respondent's permission) and then transcribe the recording into text format.

Coding

The process of organizing qualitative data by labeling or coding specific parts of the data. It helps in identifying themes and patterns that emerge from the data. Read interview transcripts and mark relevant sections with specific codes. For example, if the respondent is talking about an increase in income, the researcher can assign the "income" code to that section.

Thematic Analysis

Thematic analysis is a technique used to identify, analyze, and report patterns (themes) in data. This helps researchers to understand the deeper meaning of the data collected. After coding, the researcher will group similar codes into a larger theme. For example, all codes related to "income," "employment," and "investment" can be grouped under the theme "Economic Impact." The results of the thematic analysis can be presented in the form of a narrative explaining each theme, accompanied by quotes from respondents to support the findings.

Narrative Analysis

Identify and analyze how respondents recounted their experiences related to tourism. Researchers can pay attention to the structure of the story, characters, and context that affect the narrative.

Data Triangulation

Compare the results of the analysis from the interviews with the data obtained from observations and documentation. If there is consistency between the various sources, this can improve the reliability of the findings.

Preparation of Research Reports

Compile a report with a clear structure, including introduction, methodology, analysis results, discussion and conclusions. Be sure to include citations.

Results and Discussion

Overview of Tourist Attractions in Pamah Simelir Hamlet

Sabah fir

This tourist attraction offers the natural beauty of Pamah Simelir Hamlet which is very cool and calm. The attraction of this tourist attraction is a large swimming pool that is suitable as a recreational place. For tourists who want to stay, there are also villas that can be rented. Tourist attraction facilities are also available prayer rooms, huts, canteens, halls and bathrooms. Road access to the location of the main road across Langkat-Karo to tourist attractions is still rocky but can still be passed by two-wheeled and four-wheeled vehicles. The travel time from Medan City to the location is about 2 hours away. For the entrance fee for tourist attractions for children is quoted at 15,000/person and for adults is quoted at 20,000/person. This tourist attraction is open every day from 09.00 WIB to 21.00 WIB.

Heaven 9

One of the main attractions of Heaven 9 is the existence of a café with a spacious design located on top of a mountain adjacent to the boundary of Gunung Leuser National Park (TNGL). In addition, the glamping facilities available at Heaven 9

provide an alternative to a different stay experience from conventional lodging. Another facility that is no less important is the swimming pool that is divided for children and adults. Overall, the main attraction of Heaven 9 lies in the natural scenery that surrounds it, especially the rice field area owned by the people of Pamah Simelir Hamlet.

Leuser Bamboo Window

Dense bamboo, flowing rivers and fresh air are the main charms of Leuser Bamboo Window. One of the main attractions of Leuser Bamboo Window is its unique accommodation. Tourists can stay in bamboo huts built on trees. Trekking in the Leuser forest, walking along the river, and interacting with the local flora and fauna are some of the activities that can be done here.

Karona Sakti Pond

Karona Sakti Pond as the name suggests is a natural water pool in the middle which is decorated with various natural rocks. The water never dries up, even during long dry seasons, and tends to flow more heavily when the rainy season arrives. The pool is quite large, covering about half a hectare, and the water is clear and gives a cold sensation when it touches the skin, especially when it comes in the morning or evening. The entrance fee to the Semelir Pond is calculated along with the vehicle parking fee. For visitors who come by motorcycle, the cost is around IDR 15,000, while for four-wheeled vehicles, the cost is around IDR 20,000.

Pamah Cottage

Pamah Cottage also provides facilities such as lodging that has a concept like a traditional house and can also enjoy a swimming pool for free whose water flows directly from the mountains. Pamah cottage also provides a camping ground and hall package for tourists who want to condemn and make a big event. For tourists who want to pray, the cottage also provides a prayer room and also if tourists are hungry at the tourist attraction, the cottage also provides a canteen. Pamah cottage is open every day from Monday – Sunday from 08.00 WIB - 21.30 WIB.

Pamah View

The main attraction of Pamah View is the view of the rice fields of the Pamah Simelir Hamlet community, swimming pool, provided with camping-style lodging, glamping, and comfortable cabins at affordable prices. The pamah view also has a spacious parking lot and prayer room. The road access to the location is also very good that can be passed by two-wheeled and four-wheeled vehicles. Pamah View is located in the area of Jalan Lintas Namu Ukur Utara, Sei Bingai District, Langkat Regency, North Sumatra. The location is quite far from the center of Medan, so the travel time is quite long. From Medan City the distance is about 75 km or 2.5 hours by car.

Pancur Pagoh

The pancur pagoh tourist attraction is located in Pamah Simelir Hamlet, Telagarh Village, Langkat Regency, North Sumatra. The pancur pagoh tourist attraction offers nature-based tourism and a swimming pool, in the place there are also facilities such as the availability of a large parking lot, bathrooms, huts and canteens. The road to the tourist attraction is also good made of bricks that can be passed by two-wheeled and four-wheeled vehicles, but at some points there are still roads that are not put bricks. This tourist attraction is open daily and the entrance fee is charged 15,000/person.

Simelir Shallow Circumference

This gaze is in the form of an open area on the side of the road with several viewpoints that allow visitors to enjoy the beautiful landscape of hills and valleys. The atmosphere is calm, away from the hustle and bustle of the city, perfect for resting,

reflection, or simply enjoying nature. In the Sirulo Pamah Simelir Gazet, which is managed by local residents who sell food and soft drinks, such as instant noodles, coffee, tea, and fried foods. Several simple sitting spots are also provided by residents, such as wooden benches or small huts that face directly towards the natural scenery and rice fields of the Pamah Simelir Hamlet community. The facilities at the establishment also have bathrooms and parking spaces that are spacious enough for visitor transportation.

Farmhouse

In this treehouse, tourists can also stay overnight. In addition to offering lodging, visitors who want to camp are also located in darts and tracking to the eternal pool. Not to be left out, for tourists who like to take pictures. At Rumah Ladang, tourists can also enjoy coffee or culinary served at the tour. While enjoying culinary dishes, the preoccupation will increase when the sun starts to set.

At night, this place is very beautiful, tourists will see all the tree houses here will be circled by the light of lights. The color of the lamp is very suitable for the combination of the tree house buildings. The uniqueness of the Farm House is built from bamboo and is connected between one tree and another. Some facilities are also classified as complete such as public bathrooms, gazebo rest areas, homestays, places of worship, and large parking. Heading to this tour from the center of Medan, tourists will need about two hours of road travel with a distance of approximately 62 kilometers.

Svarga Simelir

The beauty of Svarga Simelir offers panoramic views of vast green hills, pristine tropical forests, and soothing scenery Svarga Simelir provides glamping facilities for visitors who want to enjoy a luxurious vacation in the middle of nature. Svarga simelir is also adjacent to the Lau Kulap river which is the largest river in Pamah Simelir Hamlet so tourists can enjoy a clean and clear river while enjoying the food sold at Svarga Simelir. For facilities, Svarga Simelir provides facilities such as cafes, stoves, cooking utensils, toilet facilities, prayer rooms, and tent rentals. Access to the svarga is easy, with road conditions that can be passed by two-wheeled vehicles or four-wheeled vehicles or buses

Sharia Tourism Park

The tourist attraction has an area of approximately 4 hectares built on a hill near the border of Gunung Leuser National Park (TNGL). Visitors can also find buildings resembling the Kaaba and reflections of the Prophet's Mosque to be photo spots, besides that in this place there is also a swimming pool provided for visitors who want to swim for free and beautiful scenery. There is a slight lack of roads to tourist attractions, lack of lighting and also steep roads, so tourists who visit at night must be careful heading to tourist attractions. The facilities here are quite adequate, such as the availability of a large parking lot, lodging and glamping, huts, halls, swimming pools, mosques, cafes, archery courts, and historical Islamic miniatures such as miniature Kaaba, the Prophet's Mosque, and also the histories of the building.

Sleeping Rice Fields

Pamah Simelir Rice Field Sleeping Tour in Telagah Village, Sei Bingai District, Langkat Regency, offers a unique experience of staying in a camp in the middle of the rice fields and with a beautiful view of Bukit Barisan. Visitors can also watch the pond at the tourist attraction as well as fish in the pond. This area is managed by BUMDes Arih Ersada and land owners with the concept of profit sharing. Tourists can enjoy cool air, facilities such as tents, swimming pools, and other facilities. Lodging tents (capacity of 15 tents), swimming pool, Wi-Fi, prayer room, clean water, canteen, etc.

The Town of São Paulo

Villa kaba-kaba si mbulan is a villa that offers a beautiful panorama of the forest of Gunung Leuser National Park (TNGL) and also rice fields. This villa is located not far from the Karo-Langkat dirt road and is in the middle of the community's rice fields. The villa has a triangular shape and has a large enough room that can accommodate 20 people. The villa's facilities are speakers, mats, bathrooms, and swimming pools. The cost to rent the villa for 1 day starts in the range of Rp.1000,000 / day.

Discussion

The results of this study present the impact of tourism development on the local community carried out in Pamah Simelir Hamlet, Telagah Village, Langkat Regency. The data obtained through interviews with informants including the head of Telagarh Village, members of the Telagah Village Pokdarwis, the oldest traditional of Pamah Simelir Hamlet, the manager of tourist attractions in Pamah Simelir Hamlet, MSME actors who have been operational for 2 years and tourists who will be presented in a descriptive form that emerges from data analysis. This research involves an eman informant consisting of various backgrounds who provide important insights into the impact of tourism development in Pamah Simelir Hamlet, Telagah Village, Lalat Regency.

In recent years, the area has seen a significant increase in tourism development that attracts tourists and creates new opportunities for the local community. The researcher aims to explore how local communities adapt and respond to changes that occur due to tourism development which will be discussed in depth.

Economic Impact

Increase in Community Income

Before the development of tourism, the majority of people in Pamah Simelir Hamlet depended on agriculture as the main source of income. With the presence of tourism, people now have the opportunity to diversify their sources of income. Elfida Br Sitepu as an MSME actor stated that since the existence of tourism, small business income has increased by almost 80%. Previously, revenue depended only on local customers and passers-by but with the presence of tourists, revenue from the sale of specialty foods and souvenirs increased significantly.

Before the development of tourism, the majority of people depended on the agricultural sector such as rice fields, kecombrang and cinnamon. Now with new business opportunities, people who previously only relied on agriculture can now sell along the road and also work in the tourism sector. This shows that people involved in tourism now have an additional source of income

Job Creation

Kolen Ginting as the Village Head said that after the development of tourism, many new jobs were created. Around 20% or around 21 households out of 108 households are now working in the tourism sector, either as tour guides, janitors or in small businesses that serve tourists. With tourism, people began to open small businesses. For example, food stalls and souvenir sales. The informant said that almost 50% or around 54 families out of 108 families in Pamah Simelir Hamlet are now involved in small businesses related to tourism.

Influence on Land Prices

The informant said that the price of land in Pamah Simelir Hamlet has increased significantly. Before tourism, land prices ranged from 10-13 million per chain. But now it has increased to 20-25 million per chain. This shows that tourism development has increased the value of land assets in the area. This price increase reflects a significant change in the economic value of the land as a result of increased tourism activities.

The Contribution of Tourist Expenditure to the Local Economic Turnaround

Based on the results obtained, the researcher identified three main categories of tourist visits that affect the amount of expenses, namely daily tours, overnight tours, and family or group tours. Daily tours are generally characterized by affordable entrance fees, cheap food and no accommodation facilities. Tourists in this category spend between IDR 50,000 to IDR 200,000, depending on additional facilities such as swimming pools or tent rentals. Tourist attractions such as Leuser Bamboo Window, pagoh shower, sirulo plantation, rice field tidru and Karona Sakti Pond, fall into this category and tend to attract local visitors or tourists with short visits. Attractions such as Heaven 9, Pamah Cottage, Pamah View, Svarga Simelir and Rumah Ladang are some of the most recommended attractions for travellers to stay in.

Tourist expenses in this category range from IDR 500,000 to IDR 1,500,000 per night. Family or group tours, which are characterized by facilities that support group visits, such as large-capacity lodging, open areas, and play or swimming facilities. Expenses in this category generally range from IDR 1,000,000 to IDR 3,000,000 per group, depending on the number of members and the facilities used. Objects such as, Pamah Cottage, Pamah View, Cemara Sabah, Rumah Ladang, and Sharia Tourism Park fall into this category and are often the choice of large families, communities, or educational tour groups. Overall, the number of tourist visits in Pamah Simelir Hamlet during 2024 will reach more than 70,000 people, spread across various categories and types of tourist attractions. The local economic turnaround resulting from tourist spending creates a multiplier effect, which not only increases people's direct income, but also encourages the growth of supporting sectors such as transportation services, MSMEs, and economic activities in the area around tourist attractions.

Contribution to PAD

Based on searches and interviews in the field, the researcher did not find any official reports or public data that recorded the receipt of Regional Original Revenue (PAD) from tourism activities in Pamah Simelir Hamlet. Although there is no open conflict between the village government and the tourism manager, there are challenges in coordinating with investors who build tourist attractions without a communication process or involvement with the local government. These investors feel that they have invested personal capital and are therefore reluctant to interfere in management matters, which ultimately hinders the establishment of a system of levies or official contributions to PAD.

In addition, information from the interview also revealed that until now there has been no institution that officially manages or collects levies from tourists who come to Pamah Simelir Hamlet. In fact, if this management goes well, the results of the levy can be used for waste management, maintenance of public facilities, and improving the quality of tourism services. With this condition, it can be concluded that although the tourism sector has developed rapidly physically and microeconomically, administratively and fiscally it has not made a direct contribution to Regional Original Revenue (PAD). Therefore, more structured regulations and policies are needed for tourism revenue management, including the creation of a levy, licensing, and reporting mechanism that can strengthen the role of the tourism sector as an official source of regional income without ignoring the interests of local business actors. As well as the need to establish a multi-stakeholder coordination forum involving representatives from the village government, investors, Pokdarwis, MSME actors, community leaders as a deliberation space to design development plans, resolve conflicts of interest, and ensure that development is carried out in a transparent and sustainable manner.

Social Impact

Education

Before the development of tourism, there were still children who were not in school. The informant stated that almost all children in Pamah Simelir Hamlet are now getting better education and the number of scholars from the village has also increased. With the increase in income, people are now more able to send their children to school. The informant stated that almost 90% of children in Pamah Simelir Hamlet are now getting a better education and the number of scholars from the village is also increasing. Previously, only a few children could continue their education to a higher level.

Health

The informant said that 70% of people are now more concerned about their health than before tourism. This shows that tourism not only has an impact on the economy, but also on the social and educational aspects of the community. The increase in income also contributes to increased access to health services. People are more able to pay for health costs and get better services. Although the health center has existed before, the increase in the economy allows people to pay more attention to their health. The increase in income also contributes to increased access to health services.

Changes in Social Interaction

The informant said that before tourism, people's interaction with outsiders was very limited. Now, with the increasing number of tourists, around 70% of the local community is involved in direct interaction with visitors. This shows that people have learned to communicate and adapt to various cultural backgrounds. This improves communication skills and a broader understanding of culture among the community. Interaction with tourists also encourages people to be more tolerant of cultural differences and customs.

Increasing awareness of local culture and identity

The presence of Sitepu as the Traditional Elder stated that community participation in cultural activities such as the annual "Kerja Tahun Merei Page" party increased. This activity is an annual party that not only attracts tourists but also strengthens the cultural identity of the community. The informant mentioned that 80% of parents are now more active in teaching cultural values to their children compared to only 40% previously. This activity is not only an attraction for tourists, but also strengthens the cultural identity of the community.

Increased Social Awareness

The informant stated that participation in cleaning activities increased, with about 75% or about 81 households out of 108 households engaged in garbage collection programs and keeping tourist areas clean. Previously, only 30% of the community participated in similar activities. Community involvement in tourism management has also increased. The community is now involved in tourism awareness groups (Pokdarwis) that function to educate and manage tourism activities.

Increase in population and investors

The increase in the number of immigrant population in the last 5 years is still relatively small, which is around 9% of the total population in Pamah Simelir Hamlet. The arrival of these immigrants shows that there is a new economic attraction in the hamlet due to the growth of the tourism sector, which opens up new jobs and business opportunities. In addition, the development of tourist attractions in Pamah Simelir Hamlet involves outside investors and local communities. It is recorded that there are 13 tourist attractions that have been built, of which 7 of them are developed by investors, such as Pamah View, Sharia Tourism Park, Cemara Sabah, Pamah Cottage, Heaven 9, Rumah Ladang and Leuser Bamboo Window.

Meanwhile, the people of Pamah Simelir Hamlet have also built 5 other tourist attractions, such as Sirulo Gazet, Pancur Pagoh, Villa Kaba-Kaba Si Mbulan, Svarga Simelir, and Karona

Sakti Pond. In addition, the Telagah village government through the Telagah Village BUMDes also plays a role in building the Sleeping Rice Field tourist attraction. The presence of investors contributes greatly to the provision of capital and the development of larger-scale tourism facilities, while local communities are building more tourist attractions with limited scale and resources. Although it brings economic benefits and opens up job opportunities, this pattern also has the potential to cause social inequality if there is no equal distribution of benefits.

Lifestyle Changes and Social Values

The informant said that 65% of the community or around 70 families out of a total of 108 families are more open to changes and adaptations to the needs of tourists, compared to only 25% previously. With the increase in interaction with tourists, the social values of the community have also changed. Around 70% or as many as 265 people out of a total of 379 community residents now appreciate good service and friendly attitude towards visitors, compared to 30% previously. This creates new dynamics in the social life of the community.

Environmental Impact

Changes in land use

The informant said that many rice fields that were previously used for agriculture have now been converted into lodgings, restaurants, MSMEs, and other tourist facilities. The development of infrastructure to support tourism such as roads and public facilities has increased by about 40% in recent years. These changes have an impact on land use, economy and the environment of the local community. Of all the tourist attractions in this hamlet, on average, most of them used to be agricultural fields and rice fields. The total amount of land that was converted was 33 hectares with 6.5 hectares of rice fields and 26.5 hectares of agricultural fields.

This has a positive economic impact but while this increases accessibility, unplanned development can damage local ecosystems. This can reduce the productive land available for agriculture which has the potential to affect local food security. To support tourism, infrastructure development such as roads, parking and other public facilities is also increasing. While this can improve accessibility, unplanned infrastructure development can damage local ecosystems and disrupt natural habitats.

Impact on Environmental Quality

With the increase in the number of tourists, the volume of waste produced also increases. The informant stated that the amount of waste produced in tourist areas increased by up to 200% compared to before tourism. Previously, the daily volume of waste was only about 30 kg, now it has increased to 89 kg per day. This assumption is almost the same as the data on the number of tourist visits in 2024 with the number of tourist visits recorded at around 65,064 visits.

Although the village has provided a landfill (TPS), only about 40% or as much as 35.6 kg of the total daily waste generated is managed properly. The rest, around 60% or as much as 53.4 kg of waste is often disposed of carelessly, which causes garbage accumulation in public areas. The use of TPS is mostly carried out by individuals who have environmental awareness, while most others have not complied with the applicable waste disposal rules. Therefore, it is recommended to implement an integrated waste management system that includes the provision of sorted waste bins, routine waste transportation, and environmental education to tourists and residents. In addition, it is necessary to monitor the quality of the environment periodically, especially water and soil, by involving related agencies or academic partners to ensure that tourism development remains within the limits of the carrying capacity of the ecosystem.

Community Environmental Awareness

People are beginning to understand that cleanliness and environmental sustainability are very important to attract tourists. Despite the negative impacts, tourism development also increases public awareness of the importance of protecting the environment. Based on the results of direct interviews with key informants, namely out of a total of 108 households, the people of Pamah Simelir Hamlet around 81 households now have environmental awareness. This means that 75% of people are now involved in cleaning and caring for nature, up from only 30% before tourism. Communities began to participate in environmental conservation programs, such as tree planting. The informant said that around 50% or around 54 community families are now involved in tree planting activities and natural habitat conservation. The informant mentioned that they were involved in activities to maintain cleanliness and take care of nature such as the garbage collection program.

Climate Change

Changes in weather patterns can affect the agriculture and tourism sectors. Key informants revealed that waste from restaurants and tourist facilities can contaminate local water sources. Around 50% or as many as 54 families or about 190 people from the community reported that the water quality around tourist areas is declining which can affect public health and ecosystems that depend on clean water resources. Increased tourism activities can also affect soil quality. The informant said that 30% of the land that was previously fertile is now experiencing a decrease in fertility due to the use of fertilizers and waste that is not properly managed

Community Engagement

Participation in planning

Local communities are involved in the tourism development planning process. The informant stated that in every development agenda, village stakeholders invite the community to provide input and ideas. This involvement creates a sense of ownership and responsibility for the success of the tourism project. The community formed groups such as Pokdarwis which functioned as a tourism awareness mover.

Economic Empowerment Through Small Businesses

The informant revealed that many residents are now selling fried specialties, retail gasoline, to tourists. This venture not only increases an individual's income, but also creates jobs for other family members. The community also receives training from the government and related institutions on business management and services to tourists.

Evaluation of the Suitability of Theory with Research Findings

In this study, the theories used in Chapter 2 such as Gretchen Daily's theory of the social impact of tourism and M.J. Stabler's theory on tourism sustainability have been used as a basis for analyzing the phenomenon in Pamah Simelir Hamlet. However, after analysis in Chapter 4, it was found that not all parts of the theory are fully in accordance with the conditions in the field. Daily Theory states that tourism can strengthen social structure and community participation. This can indeed be seen from the strengths found, such as community involvement through Pokdarwis and increasing family income.

However, in practice, it was found that some investors from outside the village did not coordinate with the local government, feeling that there was no need for the village to intervene because they had invested independently. This shows the inequality of roles and communication, which is contrary to the collaborative spirit assumed by Daily's theory. Meanwhile, M.J. Stabler's theory emphasizes the importance of tourism sustainability, including environmental management and local economic governance. Weaknesses such as poor waste management, limited infrastructure and the absence of a tourist

levy system, show that the principle of sustainability has not been realized optimally in the field.

In fact, with the high number of tourist visits, there is a great opportunity to build a system that supports Regional Original Revenue (PAD) and environmental sustainability. This discrepancy shows that the theory of sustainability is still unattainable in the implementation of tourism at the village level, and concrete steps are needed so that tourism is not only economically profitable, but also socially and environmentally sustainable. Research findings that tourism development that is not balanced with strengthening local community governance and participation can cause potential inequality of benefits, conflict risks, and environmental damage (faried et., al 2022).

SWOT Analysis

Table 1. Results of Analysis of Strengths, Weaknesses, Opportunities from Tourism Development in Pamah Simelir Hamlet, Telagah Village, Langkat Regency

Swot Analysis	Aspects	Information
strength	Diversity of attractions (13 locations) Strategic location near TNGL Local government support Improved transportation access Active Pokdarwis support	There are more than 13 tourist locations with diverse natural and cultural attractions Close to the iconic Gunung Leuser National Park area Local governments actively encourage the development of tourist villages Improving the road to tourist sites makes it easier for visitors to access Tourism awareness groups play an active role in management and promotion
Debillitation	Dependence on the season of visit Limited skilled human resources Low management capacity Limitations of Digital Promotion Supporting infrastructure is inadequate	Tourist visits are only high during the holiday season or weekends Lack of local workforce with skills in the field of tourism Tourism management has not been professionally structured Lack of use of social media and online platforms in tourism marketing Public facilities such as toilets, parking, and information boards are still lacking
Chance	Post-COVID nature tourism trends Tourism village government program Potential	Nature and open tourism are increasingly in demand post-pandemic Program and budget support is available

	cooperation with tour operators Digitization of promotions Eco-tourism trend	from the central and local governments Opportunities to establish partnerships with travel agents Technological advances open up wider and cheaper promotional opportunities Increasing tourist interest in the concept of eco-friendly tourism
Threat	Climate change Risk of over-tourism Land conflicts Inflation Competition from online booking platforms	Extreme weather and environmental damage can disrupt the comfort of tourists An uncontrolled surge in visits can damage the local environment and culture Potential land disputes between communities and investors Price increases have an impact on operational costs and tourist purchasing power Rivals from other destinations promoted through major digital platforms

Table 2. SWOT Strategy Matrix

Internal Factors & External Factors	Strength (Strenghts)	Weaknesses
Opportunities	Tourism villages can develop attractive natural and cultural tourism packages based on ecotourism by utilizing the diversity of 13 tourist attractions as well as the support of Pokdarwis and the government. Digital promotion can be enhanced by leveraging content from these unique locations and	Training and capacity building of local human resources in the field of digital marketing and tourism management is very important in order to take advantage of natural tourism trends and tourism village programs from the government. In addition, partnerships with tour operators can help in improving the

	partnering with tour operators to expand market reach.	quality of services, while cheap digital technology can be used for effective promotion of tourism villages and the support of tour partners.
Threats	To avoid the negative impact of over-tourism and climate change, tourism villages can implement a quota-based visit system and environmental education, with active support from Pokdarwis and the government. Its strategic position near Gunung Leuser National Park can also be a differentiating attraction from other digitally competing destinations.	Governments and communities need to strengthen land management and tourism regulations to prevent conflicts and environmental damage. On the other hand, more professional management must be built to overcome the challenges of inflation and dependency on the visiting season, as well as diversify promotions so as not to be inferior to the major online booking platforms.

support			
Improved transportation access	0.08	3	0.24
Pokdarwis are active	0.08	4	0.32
Local culture	0.07	4	0.28
Season of visit dependency	0.08	2	0.16
Limited tourism human resources	0.08	2	0.16
Less digital promotion	0.07	2	0.14
Supporting infrastructure is inadequate	0.07	2	0.14
Sum	1.00		2.58

Table 4. Assessment of External Factors

Factor	Weight	Ratings (1-4)	Score
Post-COVID nature tourism trends	0.12	4	0.48
Government tourism village program	0.10	3	0.30
Potential cooperation with tour operators	0.10	3	0.30
Eco-tourism trend	0.08	4	0.32
Digitization of promotions	0.07	3	0.21
Climate change	0.10	3	0.30
Risk of over-tourism	0.08	2	0.16
Land conflicts	0.08	3	0.24
Inflation and economic crisis	0.07	2	0.14
Online booking platform competition	0.10	2	0.20
Sum	1.00		2.65

Based on the results of the assessment of external and internal factors obtained through SWOT analysis, a number of development strategies have been formulated that aim to optimize the strengths and opportunities possessed and overcome various weaknesses and threats faced in tourism development in Pamah Simelir Hamlet. The determination of strategic priorities is carried out by referring to the level of urgency, relevance to the needs of the community, and the potential impact on economic, social, and environmental development.

Assessment of Internal & External Factors

Weighting

The weight of each factor is given a weight between 0.05 to 15 based on the level of importance of these factors in the context of tourism development of Pamah Simelir Hamlet. The total weight of all internal and external factors is added up to 1.00. Weights were obtained from limited consultations with key sources and relevant literature.

Rating Each factor is rated 1-4 according to its impact

- 1 = Very Weak (no effect)
- 2 = Weak (low influence)
- 3 = Strong (big enough to have an effect)
- 4 = Very Strong (very influential)

Table 3. Assessment of Internal Factors

Factor	Weight	Rating (1-4)	Score
Diversity of tourist attractions	0.12	4	0.48
Strategic location near TNGL	0.10	4	0.40
Local government	0.10	3	0.30

Table 5. Development Strategy Priorities for 2025 – 2027

Priority Strategy	Detailed Implementation Steps	Implementation Timeline	Source of Funds / Partners

Build a 5 km paved access road to major tourist attractions	- Survey of current road conditions - Licensing and budgeting management - Implementation of road paving	January 2025 – December 2026	Regency Budget, Corporate CSR
Building parking facilities with a capacity of 200 vehicles at 3 strategic points	- Identification of strategic parking locations - - Parking lot design - Land development and supporting facilities	March 2025 – November 2026	Village Fund, CSR, Non-Governmental Organizations
Build public toilets and sanitation facilities in 5 tourist locations	- Facility needs survey - Preparation of design and hygiene standards - Development and management	April 2025 – December 2027	APBD, CSR, Pokdarwis

Conclusions and Recommendations

The development of tourism in Pamah Simelir Hamlet, Telagah Village, Langkat Regency has become an important initiative that aims to improve the local economy and introduce regional tourism potential. With abundant natural beauty and rich local culture, the village has great potential to attract tourists. The tourism development process involves the active participation of the community who play a role in planning, managing and implementing tourism activities. The establishment of tourism awareness groups (Pokdarwis) and training for local communities is a strategic step to improve the quality of services and products offered to tourists.

Economically, tourism development has significantly increased people's incomes, with an increase in small business income reaching 80%. The creation of new jobs in the tourism sector provides opportunities for 20-30% or around 75-83 people to get involved, while land prices have also doubled, reflecting higher economic value.

Socially, tourism has changed the pattern of social interaction of the community, with 70% or around 265 people out of a total of 379 people now interacting more actively with tourists. Local cultural preservation is increasing, with 60% or about 227 people involved in cultural activities. Social and environmental awareness also increased with 75% or around 284 people participating in cleaning activities.

Environmentally, although there are positive impacts such as increasing environmental awareness, tourism development also brings challenges. Conversion of agricultural land reached 30%, and the volume of waste increased. Only 40% of the waste or about 35 kg of daily waste is managed properly, and water quality is deteriorating.

However, the long-term impact of tourism development is economic impact such as economic dependence on the tourism sector, which can become a problem if there is a decrease in the number of tourists. Socio-cultural impacts such as changes in the lifestyle patterns and social values of local communities, which can lead to a loss of cultural identity. Environmental

impacts such as increased use of natural resources, environmental pollution, and destruction of natural habitats.

Overall, tourism development in Pamah Simelir Hamlet provides significant economic and social benefits but also requires attention to the environmental impact it causes. It is therefore important to manage tourism development in a sustainable manner by involving the community and maintaining a balance between economic growth and environmental conservation.

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