

ANALYSIS OF THE IMPACT OF TOURISM ON THE ECONOMY OF THE COMMUNITY IN THE COLORFUL VILLAGE OF PARAPAT

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Abstract:

This study aims to analyze the impact of tourism development on increasing community income in Kampung Warna Warni Parapat and to identify the factors influencing this impact. The method used is qualitative descriptive, with data collection techniques including observation, interviews, and documentation. The results show that tourism development in Kampung Warna Warni provides a significant economic impact for the local community, evidenced by an increase in the number of tourists, the emergence of micro-business opportunities, and community involvement in managing homestays and digital promotion. Factors influencing this impact include active community participation in tourism activities, community-based homestay development, optimization of social media use, infrastructure improvement, entrepreneurship strengthening, and enhancement of local economic circulation. All these factors contribute to improving the welfare of the local community. However, besides the positive impacts, challenges such as increased waste volume and the risk of environmental pollution also arise and need to be anticipated with appropriate strategies. Therefore, a sustainable tourism development approach based on local wisdom is essential to maintain the balance of economic, social, and environmental aspects in the tourist village.

Keywords: Tourism, Community Income, Homestay, Local Economy, Kampung Warna Warni Parapat.

INTRODUCTION

Tourism is a travel activity undertaken by individuals or groups from one region to another with the goal of achieving temporary happiness. According to Wahid (2015), tourism is understood as a temporary journey, undertaken either alone or in groups, in order to seek harmony, balance, and happiness through interaction with the social, cultural, natural, and scientific environment.

The tourism industry plays a crucial role in attracting tourists to specific destinations. Increasing the number of tourists indirectly impacts the well-being of local communities surrounding tourist areas. Furthermore, the development of the tourism sector contributes to increased regional income, stimulates economic growth, and brings about social change, both positive and negative. The utilization of natural resources to support the tourism sector also contributes to the national economy, one of which is through increasing foreign exchange (Oka, 2008).

Economic growth is an important indicator in assessing the dynamics of economic activity, both at the regional and national levels, over a specific period. Hasyim (2017) defines economic growth as a process of continuous change in a country's economic conditions toward a better state. Sukirno (2015) added that in macroeconomic analysis, the level of economic growth of a country can be measured through changes in community welfare, which in this context is strengthened by field data collected directly by the author based on work experience in tourist areas, as well as references from various mass media.



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According to Ismayanti (2018), tourism is a dynamic activity that involves many parties and supports various business sectors. The presence of tourists in destination areas encourages increased activity in the government, private sector, and local communities. The government plays a role in regulating the arrival and departure of tourists through bureaucratic channels, while the private sector provides accommodation, entertainment, and culinary services. Meanwhile, local communities participate by acting as tour guides and providing souvenirs.

In general, economics is related to the production, distribution, exchange, and consumption of goods and services. Economics is also defined as the management of resources to optimally meet community needs. In practice, a community economy is a form of economic system based on local strengths, where communities independently manage resources for small and medium enterprises (SMEs), particularly in the agriculture, plantation, livestock, crafts, and food sectors. The goal of these economic activities is to improve welfare and meet basic needs, thereby supporting the community's productive livelihoods.

One of the leading tourist destinations around Lake Toba is Parapat City. Parapat has long been known as the main gateway to tourism in the Lake Toba region and North Sumatra. Tourism in this area is growing rapidly due to the presence of various attractive attractions and the availability of adequate tourism facilities and amenities. One of Parapat's new tourist destinations is Kampung Warna Warni, located on the hillside of Parapat City, specifically in Tigarihit Village, Girsang Sipangan Bolon District, Simalungun Regency. This tourist village is strategically located only about 200 meters from the Parapat City gate and the public open space of Parapat Free Beach, making it accessible by walking in approximately five minutes. This tourist village offers enchanting views of Lake Toba, authentic Parapat cuisine, a jogging track, and 30 homestays for visitors to enjoy overnight stays.

The uniqueness of Kampung Warna Warni lies in the multi-story layout of its residential areas, a result of the hilly topography. Furthermore, this village demonstrates a high level of religious tolerance, with two different houses of worship, a mosque and a church, standing side by side, reflecting harmony, mutual respect, and appreciation among religious communities in the area.

This study aims to examine two research questions: (1) how tourism impacts community income growth in Kampung Warna-Warni Parapat, and (2) what factors influence the impact of tourism on economic growth in Kampung Warna-Warni Parapat. The objectives of this study are to analyze the impact of tourism on community income growth, identify the factors influencing this impact, and strive to improve community welfare through the development of sustainable, community-based tourism in Kampung Warna-Warni Parapat.

METHODS

The research method applied in this study is descriptive qualitative. According to Moleong (2018), a qualitative approach aims to gain an in-depth understanding of the experiences of research subjects, including their behavior, perceptions, and actions in a natural context. Meanwhile, descriptive methods are used to describe a phenomenon or fact based on actual conditions. The main focus of this study is to analyze the impact of tourism activities on the economic conditions of the community in Tigarihit Village. The data used consists of primary and secondary data. Primary data was obtained through in-depth interviews, observation, and documentation, while secondary data was obtained from written documents, photographs, videos, and various other relevant sources. The researcher directly interviewed the manager of the Colorful Village Tourism Village in Tigarihit Parapat and the Head of the Tourism Awareness Group (Pokdarwis), Mr. Suganti L. Sipahutar, as



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key informants, to obtain accurate and contextual information regarding the development and impact of tourism in the village. Data collection techniques included observation, interviews, and documentation. To ensure data validity, source triangulation was employed.

In qualitative research, data analysis is generally carried out in stages and simultaneously from the time the data collection process takes place, which includes data reduction activities, data presentation and drawing conclusions based on findings in the field.

RESULT AND DISCUSSION

Based on observations and interviews, the development of the Colorful Village Parapat tourist attraction has had a significant economic impact on the local community. The increase in tourist visits directly creates new job opportunities, reduces unemployment, and increases household income. Overall, this has had a positive impact on improving living standards and local economic growth. The community benefits economically from tourism activities, primarily through increased income and increased local consumption resulting from tourists' purchases of local products. Local specialties such as saok peanuts and dorung fish, for example, are top-selling commodities and serve as a mainstay for supplementary income for residents. The community of Huta Tigarihit, where Colorful Village is located, has long played an active role as a tourism operator. Their participation is increasingly strengthened in the development of a participatory tourism sector, where the community is not only a beneficiary but also a key implementer of tourism activities. Rapidly growing micro-enterprises include food stalls, the sale of refreshing drinks, handicrafts, and the provision of local souvenirs. It demonstrates that the emergence of tourist attractions contributes to the growth of entrepreneurship and the diversification of the local economy.

One of the key elements in the development of community-based tourism in this village is the presence of homestays. There are at least 30 homestays managed directly by residents, which not only provide accommodations for tourists but also serve as a means of cultural exchange and an introduction to the local lifestyle. Homestays are even the main attraction of Kampung Warna Warni Parapat, as they offer authentic experiences not found in conventional accommodations, such as tourist involvement in the daily activities of residents, serving authentic dishes, and participating in local traditional activities. The presence of homestays significantly contributes to increasing family income, creating jobs, and strengthening the community-based service sector. Furthermore, in terms of promotion, the community is also actively involved in promoting this tourist destination through social media such as Instagram and Facebook. Visual promotion through digital platforms has proven effective in attracting tourists, especially among school children, families, and domestic and international tourists.

In terms of accessibility, the community has been working together to improve road infrastructure to ensure comfortable and easy access to tourist sites. This initiative not only facilitates the flow of tourists but also strengthens the community's sense of ownership in local tourism development. Government support is also provided through various forms of skills training for the community, aimed at improving the quality of services and professional management of tourism businesses (Heykal et al., 2024). However, it is important to recognize that tourism activities also have the potential for negative impacts, such as disruption to community comfort, increased waste volume, and the risk of environmental pollution if not accompanied by good governance. Therefore, efforts to diversify businesses and strengthen community capacity through ongoing training are crucial to prevent dependence on the tourism sector from becoming a weak point in the local economy, especially in the face of crises such as the pandemic. With active community involvement,



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government support, and sustainable management that prioritizes local wisdom, tourism development in Kampung Warna Warni Parapat has great potential to become a model tourism village that not only boosts the economy but also strengthens the cultural identity and social solidarity of the local community.

Factors Influencing the Impact of Tourism on Economic Growth in Kampung Warna Warni Parapat:

1. **Community Involvement in Tourism Development.** The active participation of local communities plays a crucial role in the development and success of the tourism sector. In Kampung Warna Warni Parapat, the community is actively involved in promoting tourist destinations through social media platforms such as Instagram. This form of involvement not only increases the destination's exposure widely but also strengthens a sense of ownership and collective responsibility for the sustainability of tourism.
2. **Community-Based Homestay Development.** Providing accommodation in the form of homestays managed by residents provides an alternative place to stay for tourists while contributing to increased community income. According to Decree of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2014, a homestay is a rental business where tourists can stay for a certain period of time and participate directly in the daily lives of the residents. The presence of homestays not only has an economic impact but also strengthens social and cultural ties between tourists and the local community.
3. **Optimizing Social Media as a Promotional Tool.** The use of social media platforms such as Facebook, Instagram, and TikTok by local communities and tourism communities has proven effective in attracting tourists, particularly among the younger generation. Visual promotion through social media creates a unique appeal and broadens the reach of information about destinations. It aligns with the findings of Wulandari and Luthfi (2018), who emphasized that digital promotion is a crucial strategy in increasing visits to thematic tourist destinations.
4. **Improving Accessibility and Supporting Infrastructure.** Ease of access to tourist destinations is a crucial factor in supporting the growth of the tourism sector. In the Colorful Village of Parapat, the community has independently improved roads and other basic infrastructure to improve visitor comfort. Infrastructure improvements not only support tourist mobility but also directly benefit the quality of life of the local community.
5. **Entrepreneurship Development and Local Economic Diversification.** Tourism growth creates opportunities for communities to develop micro and small businesses such as food stalls, selling refreshing drinks, handicrafts, and local souvenirs. The increase in tourist numbers expands the market and directly increases the income of local businesses. Research conducted by Azizah and Saino (2021) shows that developing tourist destinations positively contributes to community income and encourages economic diversification at the local level.
6. **Income Growth and Local Economic Turnover.** The increase in tourist visits is directly proportional to the increase in community income. Money spent by tourists flows directly to local businesses such as homestay owners, food stalls, and souvenir shops, creating a dynamic local economic cycle. Hermawan (2016) stated that the development of tourist villages plays a significant role in strengthening the community's economic structure and improving the welfare of residents.

CONCLUSION



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Tourism development in Kampung Warna Warni Parapat has had a significant economic impact on the local community through active community involvement in various aspects such as digital promotion, homestay management, micro-enterprise development, and self-help infrastructure improvements. Strong community participation drives increased income, job creation, and a dynamic local economy. Furthermore, the presence of homestays strengthens cultural exchange and enriches the tourist experience. However, challenges such as increased waste and potential environmental pollution still need to be addressed through sustainable management. With government support and a local wisdom-based approach, Kampung Warna Warni Parapat has the potential to become a model for an independent, competitive, and sustainable tourism village.

Tourism development in Kampung Warna Warni Parapat must continue to be carried out in a participatory and sustainable manner, by strengthening community capacity through training in entrepreneurship, homestay management, and professional tourism services. Furthermore, improved environmental management is needed to mitigate negative impacts such as waste and pollution, as well as diversifying economic activities to reduce the community's dependence on the tourism sector alone. Regional governments are also expected to continue providing support in the form of infrastructure, promotions, and regulations that support the growth of tourism villages based on local wisdom, so that the economic, social, and cultural sustainability of the community can be well maintained.

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