Implementation Model of Tourism Village Policy to Enhance Community Participation at Meat Tourism Village Toba Samosir North Sumatra

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The aim of the study was to analyse an implementation model of tourism village policy to enhance Community Participation at the Meat Tourism Village Toba Samosir, North Sumatra. The specific purposes of this study were to analyse the influence of the content of the policy and the environment policy of a tourism village on community participation. The research methods of the study were quantitative and qualitative . The samples of the study were the community (head of family). The informants were the bureaucratic apparatus, tourists, tourism activists, community leaders at Meat Tourism Village Toba Samosir North Sumatra. Data collection was by documentation study, research instruments, observations, interviews, focus group discussions and triangulation. The data analysis used descriptive techniques and multiple linear regression analysis, data organisation, reduction, interpretation and finally conclusions of the study were made. The results showed that there was a positive and significant influence between the implementation content of tourism village policy and policy environment on the community participation at Meat Tourism Village Toba Samosir, North Sumatra. The implementation model of tourism village to enhance community participation was made up of content of policy, policy environment, sense of belonging, the willingness of policy implementors, and the commitment of policy implementors.

Key words: *Implementation Model, Tourism Village, and Community Participation.*

Introduction

Tourism is a potential program to reduce community poverty. Tourism village is one of the tourism programs developed to build a village through tourism. In general, there are several benefits of tourism, such as reducing poverty, creating jobs and preserving the environment. In law number 10 of 2009 (2009), it is stated that the purposes of tourism are promoting economic growth, improving people's welfare, eradicating poverty, overcoming unemployment, preserving nature, the environment and resources, promoting culture, enhancing the nation's image, fostering a sense of love for the motherland, strengthening national identity and unity, and strengthening friendship between nations.

Most Indonesian people live in the village. Therefore, building tourism villages is a strategic program. A tourism village is a tourism-based village governed, managed and owned by the community. The implementation of the tourism village not only increases the income of the community but also improves the quality of life, the environment and the beauty of the village. A developed tourism village will invite both local people and investors from within and outside the country to invest. Village tourism in rural areas offers a whole atmosphere that reflects the authenticity of the countryside, from socio-economic life, socio-culture, customs, daily life, with unique architectural buildings and spatial structures of the village, or unique and interesting economic activities. It has the potential to develop various components of tourism, such as attractions, accommodation, food and beverages, and other tourism needs.

Priasukma and Mulyadi (2001) stated that tourism village was a rural area that offers a whole atmosphere that reflects the authenticity of rural areas both from socio-economic life, social culture, customs, daily life, having unique architectural buildings and spatial structure of the village, or unique and interesting economic activities, and had the potential to develop various components of tourism, such as attractions, accommodation, food-drinks, souvenirs, and other tourism needs.

On the other hand, Nuryanti (1993) argued that the tourism village was a form of integration between attractions, accommodation, and supporting facilities that were presented in a community life structure that integrated with the applicable rules and traditions. According to the expert opinion, it was concluded that the important elements at the tourism village were the integration of attractions, accommodations and the natural beauty of the tourist village. The development of tourism villages depends on the community participation. Revida (2018), concluded that there was a significance and influence of community participation on tourist visits. This statement can be accepted by common sense, because community participation is very important for tourism, and especially for tourism villages.

Conyers (1982), stated that there were three main reasons why community participation was so important, namely 1) community participation was a measuring tool to obtain information about the conditions, and needs of the local community, without which the development programs and projects would fail. Secondly, that the community will trust the project or development program more if they feel involved in the preparation and planning process, because they will know more about the project. Thirdly, there is an assumption that it is a democratic right if the community is involved in the development of the community itself. While, Cohen and Uphoff (1977), emphasised that community participation in the development process consisted of 1) participation in decision making, 2) participation in implementation, 3) participation in benefits and 4) participation in evaluation. In fact, there have been many programs and activities carried out in the framework of the implementation of tourism villages and community participation.

Community participation was the driver of the implementation of tourism village policy. This was because the community was the subject and object of the tourism village itself. Therefore it needed a model for implementing tourism villages on the community participation at Meat Tourism Village Toba Samosir North Sumatra. But in reality, the implementation of the tourism village policy and the community participation has not been as expected yet.

Most of the tourism villages have not utilised the tourism potential of the village yet. This was the reason why it was necessary to do the research titled, "Implementation Model of Tourism Village Policy To Enhance Community Participation at Meat Tourism Village North Sumatra." The implementation of tourism village policy was indicated by the content of the policy, and policy environment of the tourism village policy. The reason for choosing the location at Meat Tourism Village Toba Samosir, North Sumatra was because it was determined by President Joko Widodo as a strategic area for national tourism in Indonesia.
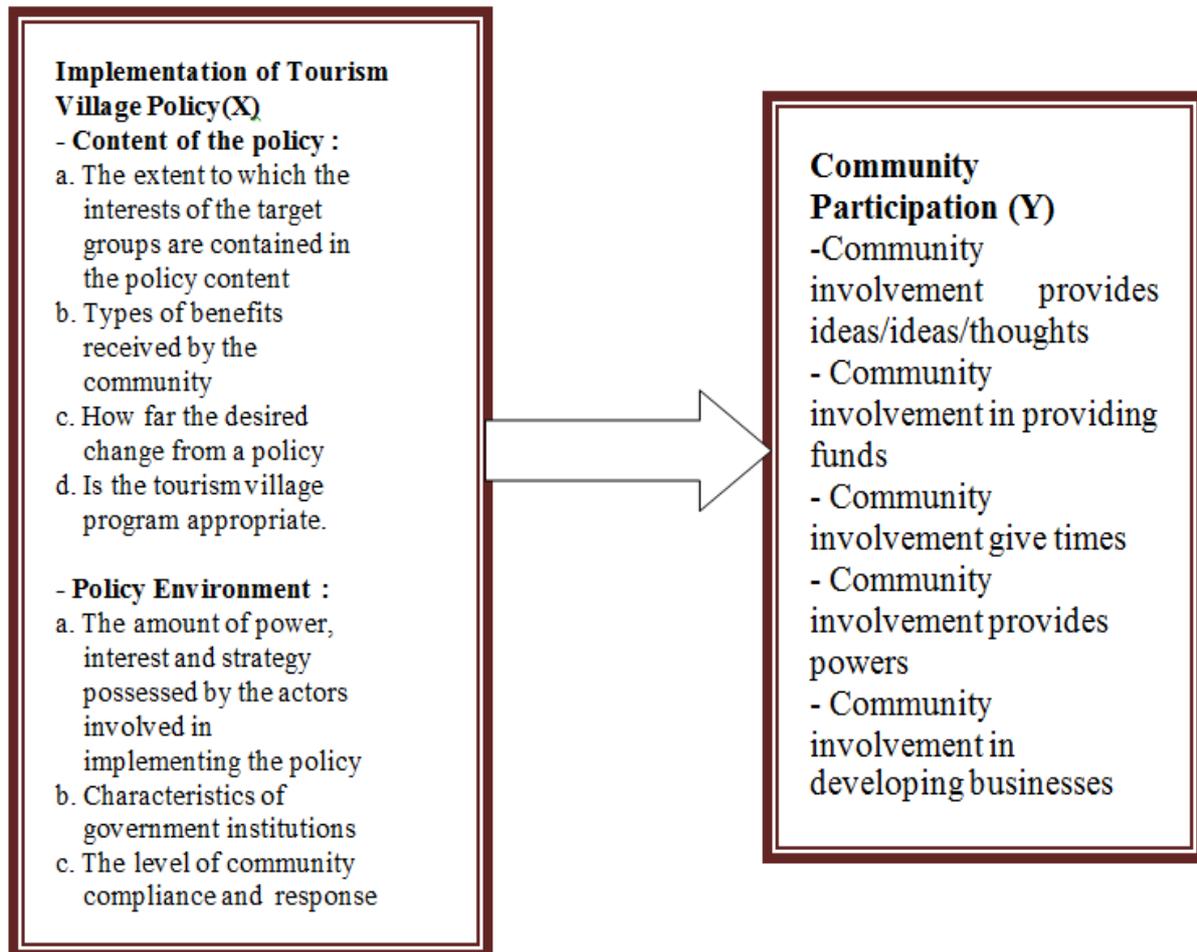
Research Method

This research used a combination of quantitative and qualitative research methods (Crewell, 2015). The first research method was the quantitative research method, to test the influence of the implementation of tourism village policy (content policy and policy environment) on the community participation at Meat Tourism Villlage Toba Samosir North Sumatra, followed by the use of qualitative research methods to find the model of implementation of tourism village policy on the community participation at Meat Tourism Village North Sumatra.

The research samples were 148 people (family heads). The informants of this research were the bureaucratic apparatus, tourists, tourism activists and community leaders at Meat Tourism Village Toba Samosir North Sumatra. The data collection techniques used were documentation study, research instruments, observation, interviews, Focus Group Discussion (FGD) and

triangulations. Quantitative data analysis techniques used in this study were descriptive statistic and multiple linear regression analysis, while the qualitative data analysis techniques that were used were data organisation, reduction, interpretation and drawing conclusions on the results of the study. The research implementation model of tourism village policy to enhance community participation at Meat tourism village Toba Samosir North Sumatra is described as follows :

Figure 1. Research Paradigm

Implementation of Tourism Village Policy(X)
- **Content of the policy :**
a. The extent to which the interests of the target groups are contained in the policy content
b. Types of benefits received by the community
c. How far the desired change from a policy
d. Is the tourism village program appropriate.

- **Policy Environment :**
a. The amount of power, interest and strategy possessed by the actors involved in implementing the policy
b. Characteristics of government institutions
c. The level of community compliance and response

Community Participation (Y)
-Community involvement provides ideas/ideas/thoughts
- Community involvement in providing funds
- Community involvement give times
- Community involvement provides powers
- Community involvement in developing businesses

Result and Discussion
a. Description of Research Results

Description of the results of the study between the variables of Implementation of Tourism Village Policy (X) and Community Participation (Y) was presented as follows: data collection was conducted on 148 respondents to find out respondents' answers about the Implementation of Tourism Village Policy (X) and Community Participation (Y), which were summarised in the descriptive analysis description in Table 1.

Table 1: Summary of Calculation of Descriptive Analysis of Each Research Variable

Description	Implementation of Tourism Village Policy (X)	Community Participation (Y)
N	148	148
Mean	104,80	107,64
Median	104	108
Mode	104	108
Std. Deviation	7,92	11,15
Variance	62,87	124,50
Range	40	54
Minimum	85	86
Maximum	125	140
Score Ideal Minimum	28	30
Score Ideal Maximum	140	150
Mean Ideal	84	90
St Deviation Ideal	18,67	20

The score data of the Tourism Village Policy Implementation score (X) was arranged in the frequency distribution based on the Sturgees (1926) formula at eight classes, with a class length of five intervals. The frequency distribution table for the score group of the Implementation of Tourism Village Policy (X) was presented as the data in Table 2.

Table 2: Frequency Distribution of Policy Implementation Scores (X)

Class	Class Interval	Absolute Frequency	Relative Frequency (%)
1	85 – 89	2	1,35
2	90 – 94	13	8,78
3	95 – 99	27	18,24
4	100 – 104	33	22,30
5	105 – 109	35	23,65
6	110 – 114	19	12,84
7	115 - 120	16	10,81
8	121 - 125	3	2,03
Total	148	100,00	

Based on the frequency distribution table, it is indicated that the most scores were in the 105-109 (23.65%), followed by the 100-104 (22.3%), the 95-99 (18.24%), the 110-114 (12.84%), 115-120 (10.81%), 90-94 (8.78%), 121-125 (2.03%), and the smallest were at 85-89 (1.35%). The average value was in class four, around 50.67% of the respondents' answers were below the average value and about 49.33% of the respondents' answers were in the average value and

above the average value. Next, the form of variations in the frequency distribution of scores for the Implementation of Tourism Village Policy histogram are shown in Figure 2.

Figure 2. Histogram of the Implementation of Tourism Village Policy
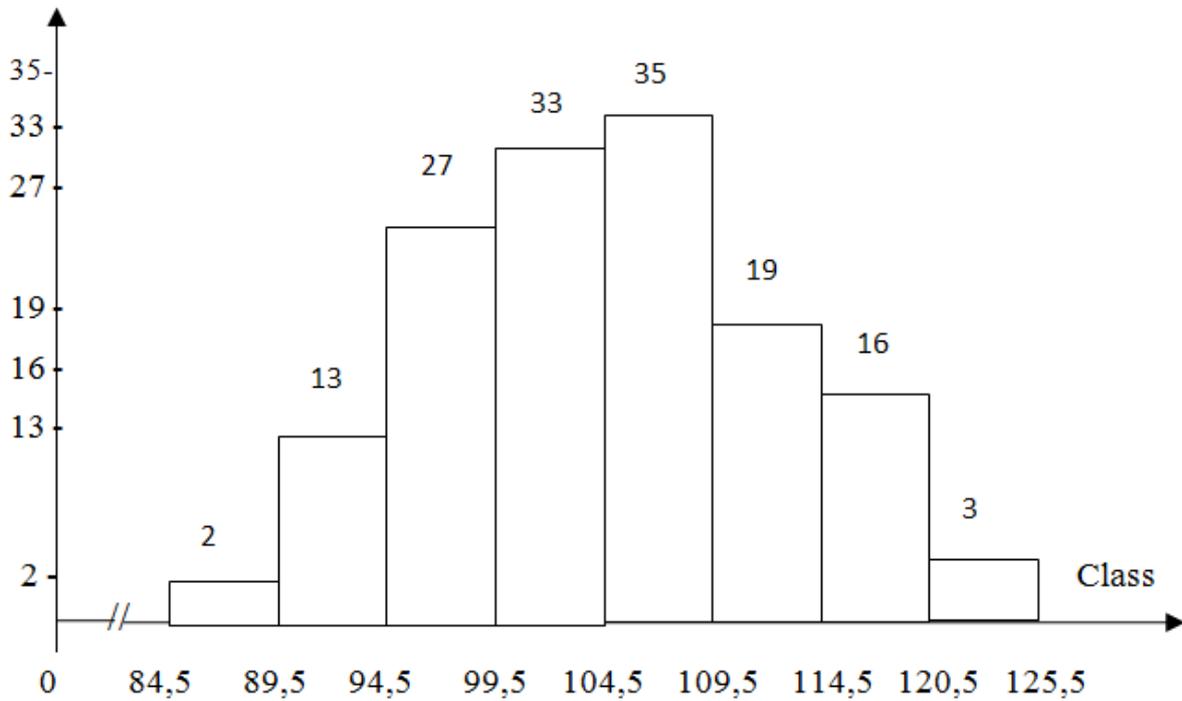
The degree tendency of the Implementation of Tourism Village Policy (X) is shown in four categories, presented in Table 3.

Table 3: The Degree Tendency of Implementation of Tourism Village Policy (X)

Class	Interval Class	Frequency Observation	Relative Frequency (%)	Category
1	114 - 140	23	15,54	Good
2	85 - 113	125	84,46	Sufficient
3	56 - 84	-	-	Less
4	28 – 55	-	-	Low
Total		148	100.00	

From Table 3, it is seen that 23 (15.54%) respondents stated that the Implementation of Tourism Village Policy (X) was in the good category, and 125 (84.46%) respondents stated that they were in the sufficient category, so that it could be concluded that the degree tendency of Implementation of Tourism Village Policy was in the good category. Furthermore, the data description of the Community Participation (Y) variable was presented in the table of frequency

distribution by using the Sturgess (1926) obtained by eight classes with the seven interval length shown in Table 4.

Table 4: Frequency Distribution of Community Participation (Y)

Class	Class Interval	Absolute Frequency	Relative Frequency (%)
1	86 – 92	11	7,43
2	93 – 99	30	20,27
3	100 – 106	26	17,57
4	107 – 113	43	29,06
5	114 – 120	23	15,54
6	121 – 127	7	4,73
7	128 - 134	4	2,70
8	135 - 141	4	2,70
Total		148	100,00

Based on the frequency distribution at Table 4, the highest scores were in the 107-113 range (29.06%), followed by 93-99 (20.27%), 100-106 (17.57%), 114-120 (15.54%), 86-92 (7.43%), 121-127 (4.73%), 128-134 (2.70%), and the smallest group were at 135-141 (2.70%). The average value was at class four, about 45.27% of the respondents 'answers were below the average value and around 54.73% of the respondents' answers were in the average value and above the average value. Next, the histogram of variation of the distribution frequency of Community Participation (Y) is shown in Figure 3.

Figure 3. Histogram of Community Participation (Y)
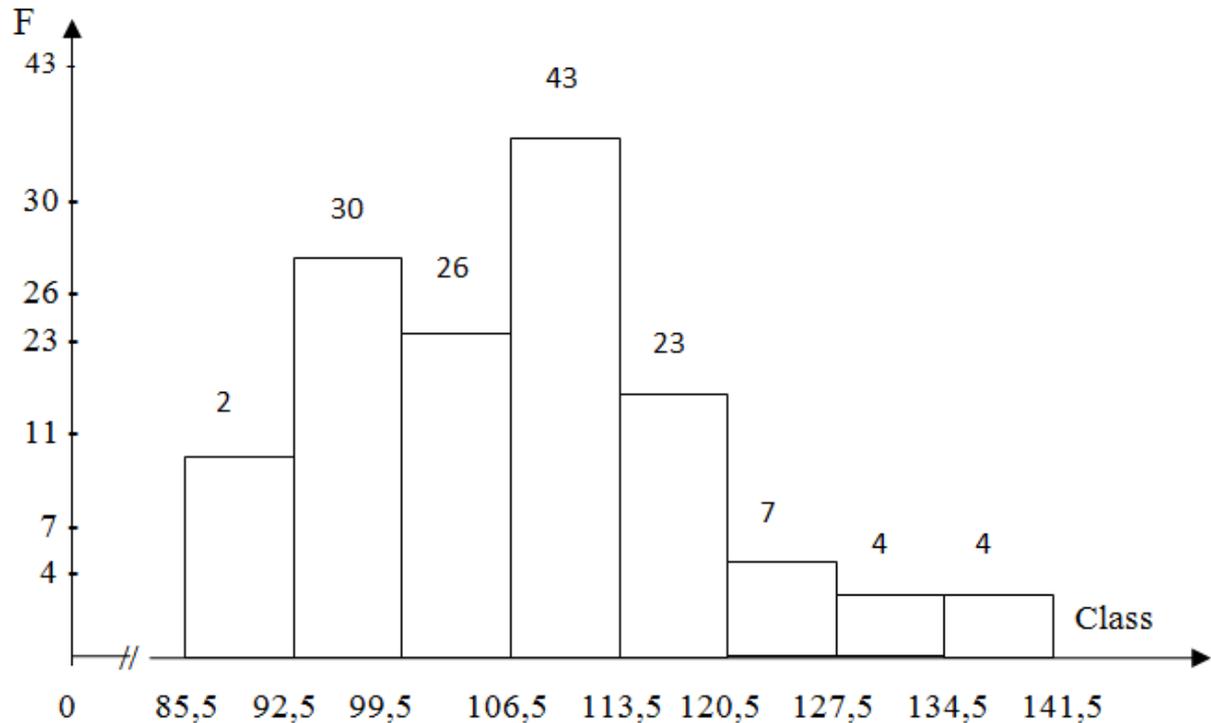
Next, the degree tendency of Community Participation (Y) made in four categories is presented in Table 5.

Table 5: Degree Tendency of Community Participation (Y)

Class	Class Interval	Observation Frequency	Relative Frequency (%)	Category
1	122 - 150	14	9,46	Good
2	91 - 121	130	87,84	Sufficient
3	60 - 90	4	2,70	Less
4	30 – 59	-	-	Low
Total		148	100.00	

Based on Table 5, 14 (9.46%) respondents stated that the Community Participation was in the good category, as many as 130 (87.84%) respondents stated that the Community Participation was in the sufficient category, and four (2.7%) respondents stated Community Participation was in the less category. So it can be concluded that Community Participation was in the good category. Next, before testing the hypothesis, a normality and linearity test was carried out as shown in Table 6.

Table 6: Test for Normality using Kolmogorov-Smirnov

		Implementation of Tourism Village Policy (X)	Community Participation (Y)
N		148	148
Normal Parameters[a,b]	Mean	104.80	107.64
	Std. Deviation	7.929	11.158
Most Extreme Differences	Absolute	.059	.066
	Positive	.059	.066
	Negative	-.048	-.043
Kolmogorov-Smirnov Z		.712	.808
Asymp. Sig. (2-tailed)		.692	.532
a. Test distribution was Normal. b. Calculated from data			

Furthermore, the calculation results shown that the Asymp value. Sig (2-tailed)> 0.05, so it can be concluded that the distribution of Implementation of Tourism Village Policy (X) and Community Participation (Y) data did not deviate from the normal distribution. Next, the summary of linearity and meaning test result is shown in Table 7.

Table 7: The Summary of Linearity and Meaning Test Results

No	Relationship between Variables	Linearity Test			Test the Significance of Regression		
		F_h	Sig.	Status	F_h	Sig.	Status
1	Y over X	1,372	0,117	Linier	82,848	0,000	Significant

Based on the calculation results for the linearity test, the significance value (sig) of Fh> 0.05, or 0.117> 0.05 was obtained, so that the two pairs of variables had a linear relationship, and for the significance of the regression test, the significance value (sig) of Fh was obtained <0.05 or 0.00 <0.05 so that the form of the relationship between meaningful variables can be stated. Thus, the linearity assumption had been fulfilled.

After testing the analysis requirement, the hypothesis testing was performed. The research hypothesis stated that Implementation of Tourism Village Policy had a positive and significant influence on the Community Participation at Meat Tourism Village Toba Samosir North Sumatra.

Table 8: Coefficient of Regression Equation $\hat{Y} = 18,90 + 0,84X$

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.909	9.776		1.934	18.909
	Implementasi Kebijakan	.847	.093	.602	9.102	.847
	a. Dependent Variable : Community Participation					

Table 9: Analysis Variance of Significance (ANAVA) of Regression Equations Y=18.90 + 0.84X.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6625.750	1	6625.750	82.848	.000ᵃ
	Residual	11676.270	146	79.974		
	Total	18302.020	147			

a. Predictors: (Constant), Implementation of Tourism Village
b. Dependent Variable: Community Participation

Based on the results of the calculation of table 9, ANAVA showed that the value of F_{count} = 82.84. This value was greater than F_{table} = 8.96, or 82.84> = 0.01. Meanwhile, the large correlation coefficient R_{yx} = 0.602. When compared with the value of r_{table} at α = 0.01 of 0.210, it turned out that $r_{count} > r_{table}$ or 0.602 > 0.210. The significance of the correlation coefficient was carried out by t_{test}, and obtained a t_{count} at 9.10. By comparing the t_{count} with the t_{table} at α = 0.01 obtained 2.36, the $t_{count} > t_{table}$ or 9.10 > 2.36, so it can be concluded that the correlation coefficient was meaningful, and the hypothesis Ho was rejected and Ha accepted, or Implementation of Tourism Village Policy had a positive and significant influence on The Community Participation at Meat Tourism Village Toba Samosir North Sumatra. The contribution of Implementation of Tourism Village Policy (X) to Community Participation (Y) was obtained by squaring the correlation coefficient, which was the coefficient of determination, namely R_{yx}^2 = $(0.602)^2$ x 100% = 36.2%. This shows that 36.2% of variations at Community Participation (Y) can be explained by variations in the Implementation of Tourism Village Policy (X), and the 63.8% was determined by other variables.

Furthermore, to find out the more influential indicators relating to the implementation of tourism village policy on the community participation, the effect of each indicator was calculated. The results of the descriptive analysis calculation of each indicator of the implementation of tourism village policy variable are presented in Table 10.

Table 10: Summary of Descriptive Analysis of Each Indicator of Implementation of Tourism Village Policy

Description	Implementation of Tourism Village Policy (X)		Community Participation (Y)
	Content of Policy	Environment of Policy	
N	148	148	148
Mean	52.85	51.95	107.64
Median	53.00	52.00	108.00
Mode	52	54	108
Std. Deviation	5.13	5.75	11.15
Variance	26.37	33.09	124.50
Range	23	25	54
Minimum	41	41	86
Maximum	64	66	140

A causal relationship showing the Indicators of the Implementation of Tourism Village Policy and Community Participation is shown in Figure 4.

Figure 4. Empirical Causal Relations between Indicators of Implementation of Tourism Village on the Community Participation
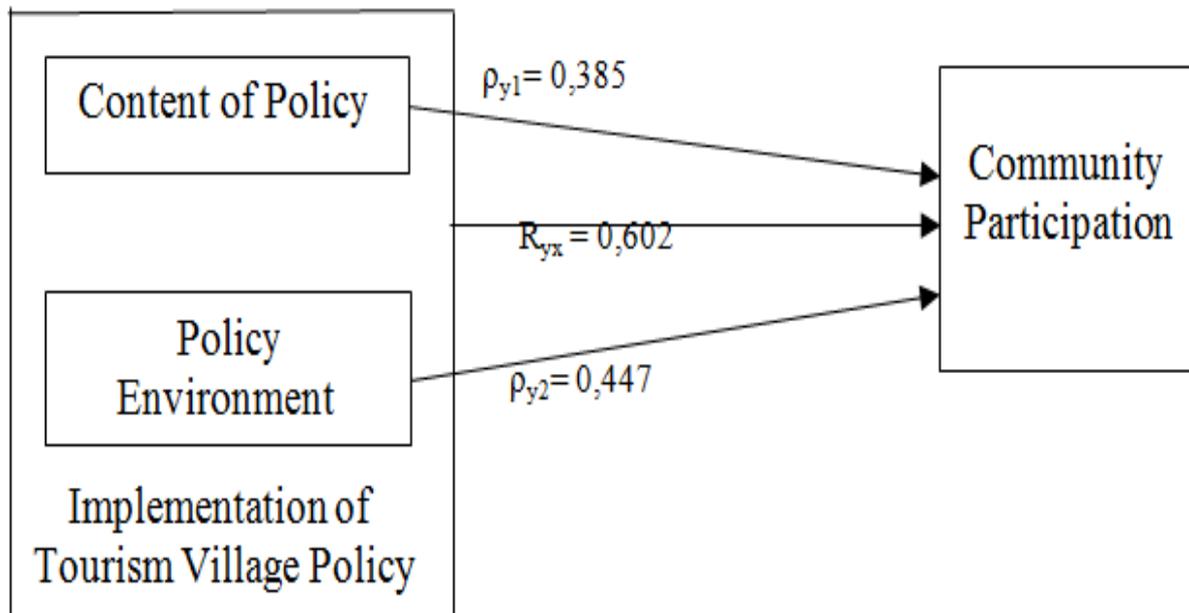
Next, the magnitude of the influence of each indicator of the Implementation of Tourism Village Policy on The Community Participation is shown in Table 11.

Table 11: Multiple Regression Equations $\hat{Y} = 17,55 + 0,74X_1 + 0,97X_2$

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	17.556	9.841		1.784	.077
Content of Policy	.747	.128	.385	5.823	.000
Policy Environment	.970	.144	.447	6.750	.000

a. Dependent Variable: Community Participation

From Table 11, it is seen that the influence of the indicator of Implementation of Tourism Village Policy, namely the Content of the Policy on The Community Participation was 0.385, the magnitude of the influence of the Policy Environment Indicator on The Community Participation was 0.447. The influence of indicators of Implementation of Tourism Village Policy on The Community Participation is indicated by the multiple correlation coefficient (R_{yx}) at 0.602. The amount of direct contribution from each indicator of Implementation of Tourism Village Policy on The Community Participation is presented in Table 12 below.

Table 12: Summary of Direct Contribution of Each Indicator of Implementation of Tourism Village Policy on the Community Participation

Indicators	Amount of Influence	Amount of Direct Influence	Rank
Content of Policy	0,385	$(0,385)^2$ x 100 % = 14,82 %	2
Policy Environment	0,447	$(0,447)^2$ x 100 % = 19,98 %	1

 The two indicators of Implementation of Tourism Village Policy show that policy environment had a stronger influence on The Community Participation followed by Content of Policy.

Based on observations, interviews, focus group discussions (FGD) and triangulation conducted, it is shown that the Implementation model of tourism village policy to enhance community participation at Meat tourism village Toba Samosir North Sumatra results were as follows.

Figure 3. Implementation Model of Tourism Village Policy to enhance Community Participation
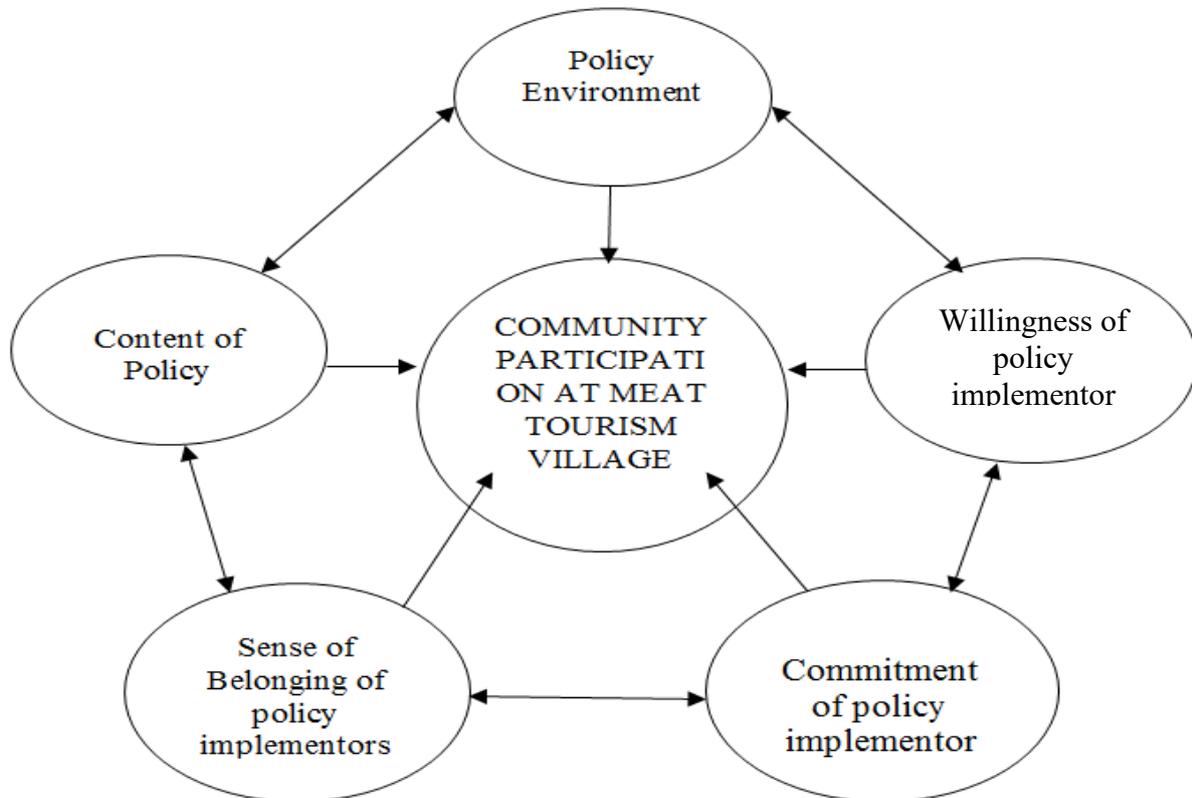

Figure 1 shows that the implementation Model of Tourism Village Policy on The Community Participation to enhance community participation needs the content of policy, policy environment, the willingness of policy implementors, commitment of policy implementors, and sense of belonging of policy implementors. This is acceptable common sense considering the many factors that influence community participation, including content of policy, policy environment, willingness of policy implementors, commitment of policy implementors, and sense of belonging of policy implementors.

Tourism in Batu, a city in East Java, has developed rapidly and requires involvement from various stakeholders. Hardianto, et al (2019), stated that tourism in Batu, a city in East Java, has developed rapidly and requires involvement from various stakeholders, including policy implementors (government, society, and private sector). Revida (2018), also concluded that community participation based on social capital is very important to enhance the quality of tourism service.

Conclusions

Based on the results of the research, the conclusions of the research are formulated as follows:

1. There was a positive influence of content of tourism policy on the community participation at Meat Tourism Village Toba Samosir North Sumatra.
2. Based on the study, the policy environment of the tourism village policy had a stronger influence on The Community Participation, followed by the content of tourism village policy. The policy environment factors in this case were the power, interests and strategies possessed by the actors involved in policy implementation, the characteristics of government institutions and the level of community compliance and response.
3. Implementation model of tourism village policy on the community participation factors were the policy environment of tourism village policy, the content of tourism village policy, sense of belonging, willingness of policy implementors, and commitment of policy implementors.
4. The contribution of Implementation of Tourism Village Policy on The Community participation at Meat Toba Samosir Tourism Village in North Sumatra was 36.2%, 63.8% was determined by other variables.

According to the conclusions of the study, the suggestions of the research were:

1. It was necessary to improve the quality of policy environment and the content of tourism village policy to enhance the community participation at Meat Tourism Village Toba Samosir North Sumatra by giving more power to the implementors of tourism village.
2. It is necessary to enhance sense of belonging of the implementors of tourism village policy at Meat Tourism Village Toba Samosir North Sumatra.
3. It is necessary to enhance the willingness of the implementors of tourism village policy at Meat Tourism Village Toba Samosir North Sumatra.
4. It is necessary to enhance the commitment of the implementors of tourism village policy at Meat Tourism Village Toba Samosir North Sumatra.

Acknowledgment

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