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## **The Impact of the development of the tourist object of the *Pantan Terong* in Enhancing the Local Economy**

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***Abstract.** The study discusses the impact of developing Pantan Terong Tourism Objects in Improving the Economy of Local Communities. This type of research is descriptive with a qualitative approach. Base this research in Daling Village, Bebesen District, Central Aceh District, Aceh Province. The results of the study note that the impact of the development of the attractions of the Pantan Terong has the potential to improve the economy of the local community, this can be seen from the increasing volume of tourist visits that increase from year to year. The level of development of the attractions of the Pantan Terong has been able to improve the economy of the local community. From this research it shows that the development of the tourist object of Pantan Terong has a positive impact on improving the economy of the local community.*

**Keywords:** Development, tourist attraction, Community Economy

### **INTRODUCTION**

At this time the tourism industry has become one of the potentials that can be developed to become a driver or a driver of the community's economy, especially specifically to the community around the existing tourist attractions, with the development of the tourism industry which is expected to be able to contribute greatly to the level of public welfare local.

Tourism is one of the industrial sectors that has a bright prospect and has very promising potential if it is well developed, but it must also be supported by natural conditions such as the position and geographical conditions of an area, such as its natural state, its acceleration, its attractiveness. Of the three potentials, they have a great opportunity to be developed.

Islam that always glorifies and respects all forms that Allah has created on earth. The Word of God Almighty in al-Qur'an Surat al-Imran verses 190-191 about all God created has the potential and great benefits for all living things, especially humans:

Meaning Truly in the creation of heaven and earth, and the alternation of night and day there are signs for intelligent people, 191. (ie) people who remember Allah while standing or sitting or in a state of lying down and they think about the creation of the sky and the earth (while saying): "O our Lord, Thou hast not created this in vain, Thou hast holy, Then protect us from the torments of hell.

From the above letter, it is obtained that Allah did not create the heavens and the earth (and all that is in it / between the two) in vain, it shows that all of God's creations must be useful for humans. Departing from this paradigm, a society must be able to exploit

the existing potential or open the potential itself, both potential originating from nature or the environment, the potential of economic resources and human resources.

Central Aceh is one of the regencies surrounded by stretching hills that are rich in natural beauty and have a tourist attraction that attracts visitors. When we look at the tourist attractions of the Pantan eggplant, you will see the beauty of nature in the world's best coffee-producing district.

Based on the background and problems, the writer is interested in conducting research, namely the Impact of Developing Artificial Tourism Villages in Improving the Economy of Local Communities. The purpose of this study is to determine how the Impact of Artificial Tourism Village Development in Improving the Economy of Local Communities.

## **LITERATURE REVIEW**

Tourism is a variety of tourism activities supported by various facilities and services provided by the community, business people, the Central Government and Local Governments. Tourism is an activity that is carried out differently from daily activities. People who travel are usually referred to as tourists. Tourists are an important element in tourism because without tourists, tourism objects will not function.

Tourism is as a change in the temporary residence of someone outside of their residence for a reason and not to conduct activities that generate wages. Thus it can be said that the journey undertaken by someone or more with the aim, among others, is to get pleasure and fulfill the desire to know something. It could also be because of interests related to sports activities for health. Tourism is a phenomenon of the movement of people, goods, and very complex services. It is closely related to the organization, institutional and individual relations, service needs, service provision needs, and so on.

The more tourists visiting tourist destinations, the more prosperous the surrounding community will be. tourism is a temporary transfer carried out by humans with the aim of getting out of routine work, out of their residence. Tourism activities are multidimensional activities, not only related to technology, but also very closely related to social, religion, culture, art, beauty, culture and environment, so that tourism activities are not only needed high human resources knowledge and always keep abreast of technological developments quickly, but touch needs and preservation need to be considered.

Basically the development of tourism has three dimensions, namely: 1. The economic dimension, views the development of tourism in terms of economic benefits in terms of increasing income and the welfare of the community, local government, and the private sector. The economic benefits generated from tourism development should be felt primarily by the local community. The government functions as a provider (enabler) for the community and facilitator for entrepreneurs, who direct the development of tourism so that economic and business activities can run smoothly. 2. Dimensions of regional development, means that tourism planning must support and support each other for the progress of the regions that exist as a whole. Tourism becomes a tool in regional development, as a driver of regional economic activity, and contributes to the solution of regional problems, including regional development imbalances. 3. The cultural dimension, part of the cultural development of the community. This dimension sees the historical and cultural relevance of the community as binding in tourism development. Tourism is one of the tools in an effort to preserve culture.

The three dimensions are a system that cannot be separated, and have the same level of importance. In Law No. 32 of 2004, it was stated that the authority of the Provincial Government in the tourism sector was limited to tourism promotion. Thus, the management of tourism objects has become the authority of the respective cities or regencies.

## **RESEARCH METHODS**

This research was conducted in a tourist object in the area of Pantan Terong which is a qualitative descriptive study with a focus of research on the impact of the development of the Pantan Terong tourism village on the economy of the local community. The local community in question is the resident who runs a tourist attraction in the Pantan Terong and surrounding areas. The method of finding data uses interviews, discussions and observations of business actors in the tourist attraction area of Pantan Terong.

## **RESULTS AND DISCUSSION**

To find out the impact of the development of tourism on the economy of the local community, there must be indicators needed, one of which is the increasing volume of tourism visits and the expansion of employment opportunities and increasing the level of income management of tourist attractions. Pantan Terong tourism object is one of the tourist destinations with the most visitors after Lake Lut Tawar because of its strategic location at the height of 1360 meters above sea level, it will look beautiful if you see the capital city of Central Aceh and Bener Meriah Regency.

The number of visits of travelers continues to show encouraging development to the tourist attraction of Pantan Terong, this is driven by the better access or infrastructure to travel to the tourist attraction of Pantan Terong and also the more beautiful tourist attractions.

The impact of tourism on the economy arises because of what is offered is a tourist attraction there will be a relationship between demand and supply in the tourism industry where due to the presence of attractions that can be sold to the wider community there will be patterns of expenditure from tourist visitors, and will have an impact on increasing levels the income of the people who manage the tourist attraction because of the many things that can be offered to visitors such as snacks - no less important is Gayo arabica coffee which is the main source of income for the local community, and also Gayo filigree souvenirs.

With the development of attractions that are above the mountain *terun terun* it will provide employment opportunities for local people, we can see this with the retail trade around the tourist attraction, will cause a multiplier secondary effect on the economic and social life of the local community. With the development of Pantan Terong tourism object, there is not only one tourist attraction, but there are also several newly created tourism objects which are directly managed by the community and will open jobs in Pantan Terong tourism objects and will have an impact on the economy of the community. The managers of many attractions presenting a variety of models that are *bibuat* to attract visitors.

### **Impact on local people's income**

The development of the attractions of the Pantan Terong has a positive impact on people's income. Increased income from some community livelihoods such as selling, tourism service workers and others. The development of the attractions of the Pantan Terong gives a new opportunity for the community to get additional income besides farmers.

Gradually the community began to feel the impact of the perceived benefits. The perceived benefits, such as the better infrastructure of the road leading to the area of tourist attractions, can market community agricultural products to visitors and can also promote community agricultural products. People realize that tourism can produce other than the agricultural sector.

The development of attractions contributes positively to the increase in people's income, both directly and indirectly. The benefits of the development of the tourist object of Pantan Terong can be felt directly by the community in the form of increased sales income for residents who sell, as well as additional income for residents who work in the tourism object of Pantan Terong. While the indirect impact is the increasingly high price of land which is one of the promising investments for the community. The price of land in the area around the tourist attraction of Pantan Terong which was once a very cheap price, but after the existence of a tourist attraction the price becomes very expensive.

### **Impact on employment and business opportunities**

The development of tourism objects has contributed positively to increasing employment opportunities as well as reducing unemployment in the communities around the tourist attraction and providing great opportunities to open up employment opportunities and the increasing number of people opening new tourist attractions in the tourist area of the Pantan Terong course will certainly have an impact on opportunities work for tourism object businesses.

the impact of the development of tourism villages on employment opportunities in the area of tourist attractions can increase employment opportunities, tourism development has also given rise to several types of new businesses both in the tourism sector, as well as other forms of business.

### **CONCLUSION**

The impact that arises from the development of tourist attractions in the area of the pantan Terong will contribute to the economy of the community around the attraction of tourism objects managers to do tourism facilities and game rides that become tourist attractions. And the growing development of tourist attractions in the area of tourism will certainly open up employment opportunities and increase the income of the managers of tourism objects that are around the attractions.

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