

# Strategy and Efforts for Environmental Management at *Situmandi* tourist attraction in North Tapanuli Regency

Ronal Siregar<sup>1</sup>, Robert Sibarani<sup>2\*</sup>, Solahuddin<sup>3</sup>

<sup>1,2,3</sup> Universities Sumatera Utara, Medan, Indonesia

## Abstract

This study aims to describe the Strategy and Efforts of Environmental Management in *Situmandi* tourist attractions, and efforts to participate in environmental management in *Situmandi* tourist attractions with an approach to Environmental Studies. The method used in this study is a qualitative descriptive method of data collection techniques is the most strategic step in research, because the main purpose of research is to obtain data. There are several data collection techniques used in a study. Data collection techniques used in this study include: Field research researchers. The theoretical framework used is with the approach of environmental management is an effort to use resources, but the characteristic is an integrated effort to preserve the function of living environment which includes policies of structuring, utilization, development, maintenance, recovery, supervision, and environmental control. Environmental Management is indispensable in the development of *Situmandi* tourism, it is very necessary to be approached with environmental governance, where this legend of *Situmandi* lives in the middle of the collective memory of the community in the village.

## 1. Introduction

The emergence of the phenomenon of environmental management of tourism based on local wisdom is environmental management by maintaining local cultural values and involving the community as the driver of environmental management. (Sibarani, Robert. *et al.*2020; Octavianna, Yessi. *et al.*2020) Community-based tourism (CBT) is a concept of tourism management by promoting active participation of the community with the aim to provide welfare for them while maintaining the quality of the environment, as well as protecting their social and cultural life. The concept of community-based tourism is in accordance with sustainable tourism that requires community participation. The application of community-based tourism is considered to be able to provide a variety of benefits for the community, namely improving welfare, protection of the environment, and protection of their social and cultural life. Tourism management involving the community, does not occur in conventional tourism that prioritizes the number of visitors by ignoring or paying less attention to the participation of local communities. The phenomenon also occurs in the management of the environment of tourism villages based on local wisdom: *Situmandi* tourist attraction in North Tapanuli Regency. (Sibarani, 2020; Sibarani, 2021a; Sibarani, *et al.*2021b).

One of the natural attractions owned by Taput Regency, namely *Situmandi* tourism object is still lacking promotion and neglect. In fact, *Situmandi* tourist attraction located in Hutabarat Partali Village, Tarutung Sub district, deserves to be a tourist destination because of its beauty. The condition of both places is now very concerning. Where the river cliffs have been landslides and the location is no longer maintained, aggravated by the amount of garbage scattered. The road to the location was also badly damaged due to the lack of attention of the manager. *Situmandi* River and *Natumandi* Cave

In recent years, the government's attention to the natural attractions of *Natumandi* Cave has been reduced. This can be seen from the minimal means and promotions done. The number of visitors who come the more days the fewer. Even if anyone comes, they are only the surrounding residents or the farthest are residents or people who live in Taput. The government's attention to the development of *Situmandi* tourist area is minimal. Because the tourist attractions are very suitable to be developed into tourist areas and can increase regional revenues. So the natural attractions that have a historical story are less well known in the world of tourism (Sembiring *et al.*, 2019). Whereas *Situmandi* tourist attraction can be developed into a tourist destination and has a history that is trusted by the surrounding community. So it is necessary to escape the environment based on local wisdom in managing it into a cultural tourist attraction.

Environmental Management is indispensable in the development of *Situmandi* tourism, where this tourist attraction has a water attraction called *Situmandi* tourist attraction is very necessary to be approached with environmental governance based on local wisdom. (Silaban, *et al.*2020; Halimatussakdiah, *et al.* 2020)

It is interpreted so that the traditional impression in this tour that is full of cultural and historical value is not lost, where the legend of *Situmandi* lives in the middle of the collective memory of the people in the village. Environmental management is necessary to increase tourist visits and involve the community where the local community wants activities to maintain environmental sustainability by prohibiting all forms of pollution of tourism waste due to the construction of tourism facilities. (Marbun, et al.2018).

## 2. Method

This study uses qualitative paradigm with Descriptive model. Qualitative research seeks to describe, explain the strategies and efforts of environmental management in *Situmandi* tourist attraction to increase tourism visits in *Situmandi* object village. The approach that can be used in this study is Environmental Studies. Environmental study approach to answer the problem formulation in this study is about the form of environmental management based on local wisdom in *Situmandi* tourist attraction. Environmental management is intended to maintain, protect, and maintain a clean, friendly, free environment from environmental destruction in the attraction.

The research method used in this study is descriptive method. Through research, humans can use the results, in general the data that has been obtained from research can be used to understand, solve and anticipate problems. According to Sugiyono (2014) said that: "In general, research methods are interpreted as a scientific way to obtain data with specific purposes and uses". The type of research used in this study is descriptive and comparative research. Sugiyono (2014) said that descriptive research is research conducted to determine the existence of independent variables, either one variable or more variables (stand-alone variables) without making comparisons or looking for variable relationships with each other. Descriptive research in this study aims to describe the efforts of community participation in environmental management in the village of *Situmandi* tourist attraction.

## 3. Result and Discussion

Tourism that has a unique culture, distinctive souvenirs and beautiful panorama can give a good impression for every tourist so that it will cause a sense of love for nature, a love for culture and love of the Indonesian homeland. Efforts to maintain its sustainability is to make the environment rich in biodiversity and natural potential into a conservation area. One of them is a nature conservation area managed by a zoning system and used for research, science, education, supporting culture, tourism and recreation, one of which is *Situmandi* Village Tourism in Hutabarat Village, North Tapanuli Regency, North Sumatra Province. *Situmandi* tourist attraction has the potential of cultural and natural wealth where in the tourist motorcycle taxi there is a *Situmandi* Cave that is believed to have sacred value / cultural wealth that is trusted by the local community and also the potential of natural beauty in the form of caves, interesting rivers to visit. (Wanda Kuswanda, et al.2020; Izwar, et al. 2020).

Environmental Management is indispensable in the development of *Situmandi* tourism, where this tourist attraction has a water attraction called *Situmandi* tourist attraction is very necessary to be approached with environmental governance based on local wisdom. It is interpreted so that the traditional impression in this tour that is full of cultural and historical value is not lost, where the legend of *Situmandi* lives in the middle of the collective memory of the people in the village. Environmental management is necessary to increase tourist visits and involve the community where the local community wants activities to maintain environmental sustainability by prohibiting all forms of pollution of tourism waste due to the construction of tourism facilities. To improve the beauty of *Situmandi* tourist attraction, there needs to be strategic measures and environmental management efforts in this area of the attraction. The solutions offered in this study are:

### 3.1 Strategies and efforts to manage the environment in *Situmandi* tourist attraction based on *Sapta Pesona*

*Sapta Pesona* concept is a sense of security, order, clean, cool, beautiful, friendly, and memories. So as to realize a tourist village that gives harmony, welfare, happiness to its visitors. This will give an idea of the harmonious relationship between man and God, between human beings, and humans with their

environment. The process of community empowerment through the development of tourist attractions through three stages, including the awareness stage, the capacity stage and the last stage of power delivery. The first stage is the awareness stage where at this stage the socialization of the formation of the management team to the village community (Perbawasari et al., 2019). The socialization process is carried out by village leaders through village meetings by providing understanding to the community about the establishment of tourist attraction managers in their neighborhoods. Hutabarat village is a conservation village, which is a village that strives to preserve culture, *Situmandi* tourist attractions, natural charms and ordinances of daily life and the environment to be passed on to the next generation so as not to fade over time so that things like this can be enjoyed by visitors who come to *Situmandi* tourist attraction through the application of *Sapta Pesona* by the Community and Manager.

### 3.2. Environmental Management of *Situmandi* attractions

Environmental management is an integrated effort in the utilization, structuring, maintenance, supervision, control, recovery, and development of the environment. The environment is generally interpreted as a place that can affect human growth, whereas according to the dictionary the environment is interpreted as something related to the environment or atmosphere. Efforts made in environmental management in *Situmandi* tourist attractions are:

#### 1) Holding Organic and non-organic trash cans

Procurement of organic and non-organic waste bins at *Situmandi* tourist attractions aims to reduce soil pollution caused by food waste, plastic wrap, non-recyclable waste such as plastic, bottles so as not to pollute the soil.

This activity is very interesting for visitors by providing a trash can that matches a large writing that contains an appeal so that it will be easy to read and do by the community.

#### 2) Conducting a campaign on the importance of maintaining environmental cleanliness

People campaign in public places or in electronic media to encourage the importance of maintaining environmental cleanliness.

Create a poster together to call for maintaining the cleanliness of the environment Community together in one group to make a large poster containing invitations and understanding of the importance of maintaining environmental cleanliness for all of us. Posters can be placed in tourist attractions or in public places with permission from local leaders. Joint service work cleaning the environment Other activities are the community can do devotional work around their environment to do clean - clean environment together - together with the surrounding community or tourists who are visiting.

The application of Environmental Management in *Situmandi* tourist attractions, is often one of the problems that interfere with tourist areas. That was we can stab the beautiful scenery but because of the garbage beauty of tourist attractions can be reduced. Finally, visitors also blame the management, not infrequently also blame the government for the inconvenience they feel. Though this also comes from the visitors themselves. With the reason of the location of the trash that is far away the visitors are willing to throw garbage anywhere or if they do not want to be seen they also tuck it in an area that is not easily reachable by the eye (Perbawasari et al., 2019). The problem of cleanliness and garbage is actually simple, if there is awareness of dumping garbage in its place or storing it first until it is found in a garbage place, perhaps the phenomenon of piling up garbage in tourist attractions is no longer felt.

Environmental education to the Community and *Situmandi* tourist attraction managers aims to raise awareness, concern about the environment with all its problems, and with the knowledge, skills, attitudes, motivations, and commitment to work individually and collectively on problem solving and maintaining the sustainability of environmental functions. By paying attention to these objectives, the things that need to be done in the environmental education process are

- a) Provide opportunities for every community and manager of *Situmandi* tourist attraction to obtain a basic understanding of the environment, its problems and human roles and responsibilities in efforts to preserve the functions of the environment
- b) Helping the Community and *Situmandi* tourist attraction managers develop the skills needed in management, maintain the sustainability of environmental functions and solve environmental problems
- c) Kholis (2020) state that awareness and sensitivity to the environment and its problems, through counseling to individuals or communities about the appropriate value system, strong sensitivity to environmental concerns and motivation to actively participate in the preservation of environmental functions and prevention of environmental damage

The concept of sustainable tourism development to support environmental conservation efforts (nature and culture), increase community participation in management so as to provide the necessary benefits of community participation in environmental planning, utilization, and control activities by respecting the socio-cultural and religious values of the community around the *Situmandi* tourist attraction area. Related to this, of course also supported by education for the community related to environmental management. The government is responsible for developing environmental development by providing knowledge and education related to the environment as well as for visitors, and related to improving the economy of the community, especially those living around the tourist attraction development area. Thus, everyone's right to an environmental education is also fulfilled. The presence of educated visitors can automatically provide benefits in environmental conservation efforts as well as generate income and improve the welfare of the local community. If the goal can be achieved optimally, of course visitors and the public will continue to maintain the sustainability and sustainability of the environment.

#### 4. Conclusion

Environmental management is one of the tourism activities that are environmentally sound with the priority of nature conservation aspects. This effort began when there was a negative impact on conventional tourism activities. This negative impact is not only expressed and proven by environmentalists but also culturalists, community leaders and tourism businesses themselves. The impact of environmental damage, uncontrolled influence of local culture, reduced role of local communities and business competition are beginning to threaten the environment, culture and economy of local communities. This effort is included in the concept of environmental management, environmental protection and management can only run well if there is cooperation between the parties and each party must carry out its role optimally. The development of *Situmandi* tourist attraction should pay attention to the continuity between the environment, the community and in addition, in the implementation and management of this tourist attraction area, should pay attention to the elements of education, protection, involvement of local communities, supervision, and conservation. Local involvement should be maximized with the aim of improving the economy of the local community.

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