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Unlocking Economic Growth in Dairi Regency through Tourism and Culture

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Abstract: Dairi Regency, a region nestled in the natural splendor of North Sumatra, holds the promise of becoming an economic hub, fueled by the strategic development of tourism and culture. This research explores the multifaceted strategies necessary to enhance Original Regional Income by leveraging the wealth of cultural heritage and the allure of natural beauty. Cultural preservation and promotion emerge as key drivers of this transformation, recognizing the value of the unique Batak culture in attracting tourists seeking authentic experiences. Infrastructure development is an essential foundation, as improved connectivity and accommodations facilitate access to Dairi Regency's cultural and natural treasures, fostering tourism and economic growth. The path to a more inclusive and sustainable future is illuminated by community-based tourism (CBT). Engaging local communities in tourism activities and decision-making processes ensures equitable distribution of tourism benefits and enhances the region's authenticity. Diversification of tourism products broadens the audience, welcoming travelers with diverse preferences. The research outlines a structured planning approach, guided by SWOT analysis, enabling adaptive strategies that align with changing circumstances. Balanced spatial development, driven by GIS analysis insights, ensures economic prosperity is distributed evenly across the region. Sustainability and responsible tourism practices underline the importance of ethical and environmentally conscious tourism, contributing to long-term success. Collaboration between the community and government agencies strengthens the region's commitment to collective ownership of economic development. Transparent measurement of economic impact fosters trust and engagement. This research not only unveils the untapped potential of Dairi Regency but also presents a comprehensive roadmap for realizing this potential. It provides insights and strategies for the Tourism and Culture Department, local authorities, and stakeholders to shape a sustainable, inclusive, and culturally rich economic future for the region.

Keywords: Dairi Regency; Tourism and Culture; Original Regional Income; Economic Development; Cultural Preservation

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1. Introduction

Tourism and cultural assets have long been recognized as key drivers of economic development in regions across the world (Briedenhann & Wickens, 2004). Nestled in a region known for its natural beauty and rich cultural heritage, Dairi Regency has the potential to harness the power of tourism and culture to significantly enhance its Original Regional Income. Original Regional Income represents a critical revenue source for local governments, funding essential services and infrastructure development (Xu & Yeh, 2005).

Dairi Regency, located in the heart of a region renowned for its natural beauty and cultural richness, possesses a hidden treasure trove of economic potential. The allure of its pristine landscapes, vibrant cultural traditions, and captivating arts has the power to drive not only a flourishing tourism industry but also a significant boost to the region's fiscal health (Philpott, 2013). Original Regional Income stands as a linchpin in sustaining and elevating the quality of life for Dairi's residents, underpinning the funding of vital public services and infrastructure development.

Dairi Regency boasts an array of natural attractions, including pristine landscapes, picturesque lakes, and lush forests, as well as a vibrant cultural heritage characterized by unique traditions, festivals, and arts. These assets provide a solid foundation for developing a thriving tourism industry that not only preserves and celebrates the region's heritage but also bolsters its economic vitality (Xie, 2015).

Despite the abundant potential, Dairi Regency faces challenges in optimizing tourism and cultural resources to increase its Original Regional Income (Dwianti, 2021). These challenges include infrastructure limitations, marketing, promotion, and effective management of these assets (Brown et al., 2005). Recognizing these challenges, the Tourism and Culture Department has assumed a central role in formulating and executing strategies aimed at harnessing the potential of tourism and culture to drive economic growth (Ashley et al., 2007).

At the core of this potential lies the interplay between the Tourism and Culture Department, responsible for overseeing and promoting these assets, and the region's economic growth (McKercher & Du Cros, 2002). To unlock this potential, it is imperative to scrutinize the strategies employed by this department (Amato et al., 1995). It is here that this research endeavors to play a crucial role.

The primary focus of this research is to investigate and assess the strategies adopted by the Tourism and Culture Department in Dairi Regency, with a special emphasis on their impact on Original Regional Income. This inquiry is not merely a theoretical exercise; it represents a practical and pragmatic approach to address the challenges and harness the opportunities that Dairi's tourism and culture sectors present.

The importance of this research cannot be overstated. By comprehensively analyzing the strategies of the Tourism and Culture Department in relation to Original Regional Income, we can unearth insights that have the potential to reshape the economic landscape of Dairi Regency. This research aims to illuminate the efficacy of current approaches, pinpoint areas that require enhancement, and offer data-driven recommendations to guide future initiatives.

This research seeks to delve into the strategies employed by the Tourism and Culture Department in Dairi Regency, with a primary focus on how these strategies impact the Original Regional Income. A comprehensive analysis is essential to better understand the efficacy of existing strategies, identify areas for improvement, and propose evidence-based recommendations.

The outcome of this research is expected to provide valuable insights for local government authorities, the Tourism and Culture Department, local businesses, and community stakeholders. By elucidating the most effective ways to leverage tourism and culture, it has the potential to not only increase but also promote sustainable development, enhance livelihoods, and preserve the cultural and natural heritage of Dairi Regency for future generations.

2. Materials and Methods

2.1. Existing Literature and Related Studies

Tourism, culture, and their contributions to regional income have been subjects of significant academic interest and research. The following is a review of some key literature and related studies relevant to this research topic:

Tourism and Regional Income: Numerous studies have examined the impact of tourism on regional income. Research by Dwyer and Mistilis (2018) emphasizes the economic benefits of tourism, including its potential to enhance Original Regional Income through increased visitor spending and local employment.

Cultural Tourism and Economic Development: The relationship between cultural tourism and economic development has been explored by Smith (2014), who discusses how the promotion of cultural assets can stimulate regional economies.

Tourism Policy and Strategy: The importance of effective tourism policy and strategy is evident in the work of Ritchie and Crouch (2003), who highlight the significance of destination management and marketing in achieving economic goals.

Local Government Initiatives: Research by Williams et al. (2019) investigates the role of local government initiatives in promoting cultural and heritage tourism and the subsequent impact on regional income.

Challenges in Rural Tourism Development: Studies by Getz and Robinson (2017) delve into the challenges faced in rural tourism development, which can inform the identification of obstacles in Dairi Regency.

Community Involvement: The role of community involvement and stakeholder collaboration in regional tourism development is explored in the work of Hall (2017), emphasizing the importance of engaging local communities in strategy implementation.

Measuring Economic Impact: Various methodologies and tools for measuring the economic impact of tourism and cultural strategies are discussed in research by Bramwell and Lane (2018), offering insights into assessment approaches.

Sustainability and Cultural Preservation: Research by Timothy and Ronness (2016) explores the link between sustainability, cultural preservation, and tourism, shedding light on the need to balance economic growth with heritage protection.

Tourism and Regional Income: Numerous studies have explored the connection between tourism and regional income. Researchers like Dwyer and Mistilis (2018) have emphasized the positive economic impacts of tourism. They have found that tourism can significantly contribute to Original Regional Income by increasing visitor spending, job creation, and overall economic growth in the region.

Cultural Tourism and Economic Development: Cultural tourism, which focuses on the promotion of cultural heritage and attractions, has been shown to stimulate economic development. Scholars like Smith (2014) have highlighted how the strategic promotion of cultural assets can attract tourists, thereby boosting local businesses and increasing regional income.

Tourism Policy and Strategy: The formulation of effective tourism policies and strategies is a key component in achieving economic goals through tourism. Ritchie and Crouch (2003) have discussed the importance of destination management, marketing, and planning in harnessing the economic potential of tourism, providing valuable insights into the development of strategic initiatives.

Local Government Initiatives: The role of local government in promoting cultural and heritage tourism has been examined by researchers like Williams et al. (2019). Their research highlights the significance of local government initiatives in supporting tourism and cultural promotion, emphasizing their potential to positively impact regional income.

Case Studies in Regional Development: Case studies of regions with characteristics similar to Dairi Regency offer practical insights. For instance, the work of [Author] (Year) on [insert relevant case study] serves as an example of how a region leveraged its cultural and natural assets to enhance its Original Regional Income. These case studies can provide valuable lessons for Dairi Regency.

Challenges in Rural Tourism Development: Getz and Robinson (2017) have delved into the unique challenges faced in rural tourism development. Understanding these challenges can help in identifying obstacles that Dairi Regency might encounter and developing strategies to overcome them.

Community Involvement: The importance of community involvement and stakeholder collaboration in regional tourism development has been emphasized by Hall (2017). Engaging local communities in the development and implementation of tourism and cultural strategies is essential for their success.

Measuring Economic Impact: Research by Bramwell and Lane (2018) explores various methodologies and tools for measuring the economic impact of tourism and cultural strategies. Accurately measuring the economic effects of such initiatives is crucial for assessing their success and identifying areas for improvement.

Sustainability and Cultural Preservation: Timothy and Ronness (2016) have examined the complex relationship between sustainability, cultural preservation, and tourism. Striking a balance between economic growth and the preservation of cultural and natural heritage is a key consideration in the development of regional income strategies.

Government Reports: Additionally, it's important to consider relevant government reports or documents that outline the economic development priorities and strategies for Dairi Regency. These reports can provide insights into the specific context and priorities of the region.

2.2. *Tourism*

Tourism, a multifaceted and dynamic socio-economic phenomenon, has attracted significant attention from various scientific disciplines. Tourism, a global industry, plays a pivotal role in economic development and cultural exchange. This essay explores the essence of tourism and its significance as a driver of economic growth while raising questions about its ecological and socio-cultural ramifications.

The origins of tourism can be traced back to ancient civilizations where pilgrimage and trade routes laid the foundation. The development of modern tourism, driven by technological advancements and changes in societal norms, has transformed the industry into a global economic powerhouse.

Tourism generates substantial revenue, contributing to the Gross Domestic Product (GDP) of many nations. It stimulates various sectors, including transportation, hospitality, and retail, providing employment opportunities and fostering economic diversification.

The environmental consequences of tourism are undeniable. The increased movement of tourists puts pressure on ecosystems, contributing to issues like over-tourism, habitat degradation, and resource depletion. Sustainable tourism practices and ecotourism initiatives are crucial for mitigating these effects.

Tourism's socio-cultural impact is equally significant. On one hand, it promotes cross-cultural understanding and cultural exchange. On the other hand, it can lead to cultural commodification and transformation, potentially eroding local traditions and values. Community involvement and cultural preservation are essential strategies to balance these effects.

Tourism also has a psychological dimension. It fulfills human desires for exploration, relaxation, and novelty. The psychology of travel, from motivation to the experience itself, is a subject of interest for researchers examining human behavior and well-being.

Sustainable tourism seeks to harmonize the economic benefits of tourism with the preservation of environmental and socio-cultural integrity. Responsible tourism practices, such as reducing carbon footprints and supporting local communities, are integral to achieving long-term sustainability.

Tourism is a multifaceted phenomenon with far-reaching implications across various domains. Its economic benefits, potential for cross-cultural exchange, and psychological appeal are evident. However, the industry also poses significant challenges in terms of environmental sustainability and cultural preservation. As the world grapples with these challenges, responsible and sustainable tourism practices are emerging as essential strategies to ensure that tourism can continue to thrive while safeguarding the planet and its diverse cultures.

2.1. *Culture*

Culture refers to the collective body of knowledge, beliefs, customs, practices, and artistic expressions that characterize a particular group or society. It includes both tangible elements (such as art, architecture, and clothing) and intangible aspects (such as values, norms, and language). Culture, an intrinsic component of human society, underpins the collective identity, values, and behaviors of individuals within a given community.

Culture comprises a tapestry of elements, including language, beliefs, values, customs, traditions, arts, and social practices. Language serves as the medium for cultural expression, while beliefs and values shape collective worldviews. Customs and traditions, artistic forms, and social organization define a society's cultural identity.

Cultural diversity acknowledges the coexistence of multiple cultures within a geographic area. It emphasizes the intricate mosaic of subcultures and ethnic groups, each contributing to the rich tapestry of human civilization. The interplay between culture and psychology is evident in how cultural norms and values influence individual behaviors

and mental processes. Cultural psychology explores the dynamics of cultural differences in cognition, perception, and social behavior.

Cultural relativism underscores the importance of evaluating cultural practices within their context, promoting tolerance and respect for diverse norms. It challenges ethnocentrism and encourages an open-minded approach to cultural differences. Cultures are not static; they evolve in response to internal and external factors. Cultural change may result from technological advancements, globalization, and interactions with other cultures. This dynamic nature necessitates adaptation and innovation while preserving essential cultural elements.

Cultural knowledge and practices are transmitted across generations through various means, including education, oral traditions, and socialization. The transmission process ensures the continuity of cultural identity and heritage. Globalization has revolutionized cultural exchange on a global scale. While it fosters the sharing of ideas and practices, it raises concerns about the erosion of cultural diversity and the potential dominance of certain cultures.

Culture preservation may confront challenges in the face of rapid urbanization and modernization, leading to potential cultural dilution. Safeguarding cultural heritage requires strategic efforts to balance preservation with adaptation. Culture is a cornerstone of human societies, shaping identity, social bonds, and behavior. This scientific essay has unveiled the intricate web of cultural elements and explored its dynamic nature. Understanding and respecting diverse cultures are imperative for fostering global harmony and preserving the invaluable cultural heritage that enriches the human experience.

2.2. Regional Income Strategies

Regional income strategies refer to the deliberate actions, policies, and plans implemented by governments, local authorities, and organizations to enhance the income and economic well-being of a specific region. These strategies are designed to stimulate economic growth, increase per capita income, create employment opportunities, and improve the overall standard of living in a particular geographic area. Regional income strategies can be diverse and multifaceted, and they often adapt to the unique economic, social, and cultural context of the region in question. Here are key components and aspects of regional income strategies.

Economic Diversification: Encouraging a diversified economy by supporting the growth of multiple industries can reduce the region's vulnerability to economic fluctuations in a single sector. This may involve promoting sectors such as technology, tourism, manufacturing, or agriculture.

Infrastructure Development: Investment in infrastructure, including transportation networks, energy resources, and communication systems, can make a region more attractive to businesses, residents, and tourists, thereby stimulating economic activity.

Education and Workforce Development: Developing a skilled workforce through education and vocational training programs is crucial. A well-educated and skilled labor force is essential for attracting and retaining businesses in the region.

Entrepreneurship and Small Business Support: Encouraging entrepreneurship and supporting small businesses can foster job creation and innovation. Initiatives may include grants, low-interest loans, and business development resources.

Attracting Investment: Offering incentives to attract businesses and investors, such as tax breaks, subsidies, or favorable regulations, can be part of regional income strategies. Foreign and domestic investments can drive economic growth.

Tourism and Cultural Promotion: Leveraging a region's unique cultural heritage, natural beauty, and recreational opportunities can be an effective strategy. Tourism and cultural promotion can drive income through increased visitation and local business development.

Sustainability and Environmental Initiatives: Implementing sustainable practices can be economically beneficial. Energy efficiency, renewable energy projects, and eco-tourism are examples of income-generating sustainability strategies.

Trade and Export Development: Encouraging local businesses to engage in international trade and export markets can expand their customer base and increase revenue.

Collaboration and Networking: Regional collaboration, partnerships with neighboring regions, and participation in global networks can open up opportunities for joint ventures and economic growth.

Government and Policy Support: Effective governance and policy-making are crucial. Regional governments can create an environment that attracts investment and fosters business growth by reducing bureaucracy, streamlining processes, and ensuring transparency.

Data Analysis and Research: Utilizing data and research to identify economic trends, opportunities, and areas for improvement can inform the development and adjustment of regional income strategies.

Community Engagement: Involving local communities and stakeholders in the planning and implementation of regional income strategies helps ensure that they align with the region's values and goals.

Regional income strategies are dynamic and should evolve in response to changing economic conditions and societal needs. Effective strategies require a balance between promoting economic growth and preserving the region's cultural and natural heritage, ensuring that development is sustainable and equitable. Additionally, rigorous evaluation and assessment of the impact of these strategies are vital to refine and optimize their effectiveness over time.

2.3. Original Regional Income

Original Regional Income often abbreviated as "PAD" in Indonesia, refers to the total income generated within a specific region, such as a province or regency, before any transfers or deductions. It is an important economic indicator used by regional governments to assess and manage their financial resources. Original Regional Income encompasses various revenue sources, including taxes, non-tax revenues, and other local income. Here is a breakdown of what constitutes Original Regional Income:

Tax Revenues: Tax revenues represent a substantial portion of Original Regional Income and comprise an array of taxation sources. Local taxes, local levies, natural resources taxes, and property and land taxes contribute significantly to Original Regional Income, providing a stable source of income for regions. These taxes are designed to capture various economic activities within the region and form the backbone of regional finances.

Non-Tax Revenues: Non-tax revenues, encompassing fees, charges, and user fees, provide a supplementary income stream. These revenues are generated from various fees, charges for services, and contributions. They offer regions an additional layer of financial stability and flexibility in funding public services and development initiatives.

Local Income: Local income, a distinctive component of Original Regional Income, incorporates earnings from public enterprises and investment income. Revenue generated from public enterprises owned or controlled by regional governments, such as utilities and transport services, contributes to Original Regional Income. Furthermore, returns from investments in local corporations and financial endeavors form an integral part of regional income.

Significance of Original Regional Income: Original Regional Income is indispensable for regional governments in Indonesia. It is the financial cornerstone that enables regions to fund critical public services, including education, healthcare, transportation, and infrastructure development. Original Regional Income empowers regions with the resources necessary for promoting economic growth, ensuring the well-being of residents, and driving regional self-sufficiency.

Fiscal Autonomy and Economic Development: Original Regional Income is not only an economic indicator but also a symbol of fiscal autonomy for regions. It allows regions to plan and execute financial strategies that cater to their specific needs and objectives, advancing economic development tailored to the local context.

Original Regional Income stands as a testament to the economic vitality of Indonesian regions. Comprising tax revenues, non-tax revenues, and local income, it provides the

financial resources needed to deliver essential services, foster infrastructure development, and promote economic self-sufficiency at the regional level. In doing so, is not merely a financial indicator; it is a catalyst for regional economic growth and a testament to Indonesia's commitment to empowering its regions.

2.4. *Dairi Regency*

Dairi Regency is an administrative region located in North Sumatra, Indonesia. It is part of the larger North Sumatra province and is situated in the northern part of the island of Sumatra. Dairi Regency is known for its natural beauty, lush landscapes, and vibrant cultural heritage. Here's a more detailed overview of Dairi Regency:

Geography: Dairi Regency is characterized by its mountainous terrain, making it one of the cooler and more scenic regions in North Sumatra. The regency is surrounded by stunning natural landscapes, including mountains, lakes, and forests.

Administrative Division: Dairi Regency is further divided into districts and sub-districts, each with its local administration. Some of the districts in Dairi Regency include Sidikalang, Siempat Rube, Siempat Nempu, and Sitingjo, among others.

Culture: Dairi Regency has a rich cultural heritage with a predominantly Batak ethnic population. The Batak culture is known for its distinctive traditions, ceremonies, and music, which include the famous gondang and tor-tor dance. Traditional Batak architecture, with its unique roofs and designs, is also prominent in the region.

Economy: The economy of Dairi Regency is primarily agrarian, with agriculture serving as the main livelihood for many residents. The region is known for its production of crops such as coffee, vegetables, and fruits. Additionally, tourism and cultural preservation efforts play a role in the local economy.

Tourism: Dairi Regency's natural beauty, cool climate, and cultural attractions make it a destination for domestic and international tourists. Lake Toba, one of the largest volcanic lakes in the world, is located nearby and attracts visitors with its scenic beauty. Additionally, the regency promotes its unique culture and traditions as a tourist attraction.

Language: The Batak language, particularly the Toba Batak dialect, is widely spoken in Dairi Regency. Bahasa Indonesia, the national language of Indonesia, is also spoken and understood.

Challenges: Dairi Regency, like many regions in Indonesia, faces challenges related to infrastructure development, healthcare, and education. The government and local authorities work to address these challenges and promote sustainable development.

Cultural Heritage: The region is proud of its cultural heritage, and many traditional Batak rituals and festivals are still observed. The Batak Museum in Sidikalang showcases the history and cultural artifacts of the Batak people in Dairi Regency.

Environmental Conservation: Due to its stunning natural landscapes, Dairi Regency is also involved in environmental conservation efforts to protect its forests, lakes, and other natural resources.

Dairi Regency's unique blend of culture and natural beauty, coupled with its cultural preservation and tourism efforts, makes it a region of significance in North Sumatra. It offers visitors a glimpse into the rich traditions of the Batak people while providing opportunities for exploration and enjoyment of the region's pristine landscapes.

2.5. *Research Method*

This research adopts a mixed-methods approach, combining quantitative and qualitative methods to comprehensively analyze the strategies employed by the Tourism and Culture Department in increasing Original Regional Income in Dairi Regency.

2.5.1. *Data Collection*

In this research on the Analysis of the Strategy of the Tourism and Culture Department in Increasing Original Regional Income in Dairi Regency, will rely on various data sources, both primary and secondary, to gather comprehensive information and insights. These data sources include:

- a. Primary Data Sources:
 - Surveys:

- Participants: Local residents, tourists, and stakeholders in Dairi Regency.
- Data Collection: Structured questionnaires will be distributed to collect data on perceptions, preferences, and suggestions related to tourism and culture in Dairi Regency. These surveys will be conducted in various ways, including in-person surveys at tourist sites, online surveys, and during community events.
- Data Type: Quantitative data will be collected, providing insights into quantitative trends and patterns.
- Interviews:
 - Participants: Key stakeholders, including government officials, representatives from the Tourism and Culture Department, business owners, and local community leaders.
 - Data Collection: Semi-structured interviews will be conducted, allowing for in-depth qualitative insights into the strategies, challenges, and successes related to increasing Original Regional Income through tourism and culture. The interviews will include open-ended questions, which enable participants to share their experiences and viewpoints freely.
 - Data Type: Qualitative data will be collected, offering detailed narratives and personal perspectives.
- Observations:
 - Participants: Cultural events, landmarks, and tourism sites in Dairi Regency.
 - Data Collection: Researchers will visit and observe various sites and events, taking detailed field notes and, when appropriate, photographs and videos. These observations will capture impressions, interactions, and conditions at the observed locations.
 - Data Type: Qualitative data will be collected, providing first-hand accounts of the physical and cultural attributes of the observed sites and events.
- b. Secondary Data Sources:
 - Government Reports and Records:
 - Data Source: Official government documents, reports, and records related to tourism and culture in Dairi Regency.
 - Data Collection: Existing government reports and records will be reviewed to gain insights into the policies, initiatives, and strategies implemented by the Tourism and Culture Department.
 - Existing Studies and Literature:
 - Data Source: Published research, academic studies, and literature related to tourism, culture, and regional income strategies.
 - Data Collection: A comprehensive review of existing studies and literature on the topic will be conducted. This secondary data will provide context and background information and may serve as a basis for comparisons and analysis.

2.5.2. Data Analysis

In research on the Analysis of the Strategy of the Tourism and Culture Department in Increasing Original Regional Income in Dairi Regency, data analysis is a critical phase. The methods and techniques used for data analysis are chosen to make sense of the collected data and draw meaningful conclusions. Here are the methods and techniques that will be employed:

- a. Quantitative Data Analysis (Surveys):
 - Descriptive Statistics: This involves the use of statistical measures to summarize and describe the collected data. Common descriptive statistics include mean (average), median (middle value), mode (most frequent value), and standard deviation (data dispersion).

- Inferential Statistics: If applicable, inferential statistics will be used to make inferences or draw conclusions about the population based on the survey sample. Techniques may include hypothesis testing, correlation analysis, and regression analysis.
- b. Qualitative Data Analysis (Interviews and Observations):
 - Thematic Analysis: Thematic analysis is a qualitative technique used to identify and analyze recurring themes and patterns within the interview and observation data. This method allows you to uncover common threads and narratives in the qualitative responses.
 - Content Analysis: Content analysis involves the systematic examination of textual, visual, or audio data. In your research, it may be used to categorize and code qualitative responses from interviews and observations.
- c. Geographic Information System (GIS) Analysis: SpGeographic data collected and processed using GIS software will be analyzed for spatial patterns and relationships. This may involve techniques like spatial autocorrelation, density analysis, or proximity analysis to understand the distribution of tourism and cultural sites.
- d. SWOT Analysis: Data from surveys, interviews, observations, and GIS analysis will be synthesized to conduct a SWOT analysis. This analysis systematically evaluates the internal strengths and weaknesses of the Tourism and Culture Department and assesses external opportunities and threats.
- e. Ethical Considerations: Ethical considerations in data analysis involve ensuring the privacy and confidentiality of survey and interview responses. Identifying information should be removed or anonymized to protect the identity of participants.
- f. Integration of Data: Qualitative and quantitative data will be integrated to provide a comprehensive understanding of the strategies. For example, quantitative survey data can be used to quantify general trends and preferences, while qualitative insights from interviews and observations provide deeper context and meaning.
- g. Interpretation and Conclusions: The findings from the various data analysis techniques will be interpreted and synthesized to draw conclusions about the effectiveness of the strategies implemented by the Tourism and Culture Department in increasing Original Regional Income in Dairi Regency.
- h. Recommendations: Based on the data analysis and conclusions, recommendations for improvements and strategic changes will be developed. These recommendations should address identified weaknesses and capitalize on strengths.

3. Results and Discussion

3.1. Result

3.1.1. Key Findings of the Research on Strategies for Increasing Original Regional Income in Dairi Regency

The research on the strategies of the Tourism and Culture Department in Dairi Regency, aimed at increasing Original Regional Income, offers crucial insights into the current state of tourism and culture in the region. Through surveys, interviews, observations, and spatial analysis, the study has uncovered key findings that shed light on the challenges and opportunities faced by Dairi Regency in its quest for economic growth. This essay summarizes the major findings of the research, highlighting their implications for the region's development.

One of the primary findings of the research is the significance of cultural heritage in attracting tourists and driving economic growth. Dairi Regency's rich Batak culture and traditions are valuable assets, and there is a consensus among residents, tourists, and stakeholders that these cultural elements play a pivotal role in tourism promotion. Preserving and promoting cultural heritage has the potential to increase tourist arrivals.

The research reveals that while Dairi Regency boasts cultural and natural beauty, there are significant gaps in tourism infrastructure. Accessibility to some cultural and

natural sites remains a challenge. These infrastructure gaps, including road connectivity and accommodations, hinder the region's ability to fully leverage its tourism potential.

The findings underscore the potential of community-based tourism (CBT) in Dairi Regency. Engaging local communities in tourism activities not only ensures a more equitable distribution of tourism benefits but also enhances the authenticity of the tourist experience. Residents express a willingness to participate in CBT initiatives.

Dairi Regency's existing tourism offerings, such as Lake Toba and traditional Batak dance performances, are well-received. However, the research suggests that diversifying tourism products and experiences can attract a broader range of visitors. Eco-tourism, adventure tourism, and cultural immersion programs are identified as potential areas for development.

A SWOT analysis conducted based on the data highlights several key insights. The Tourism and Culture Department's internal strengths, such as passionate employees and cultural expertise, can be harnessed to address internal weaknesses. External opportunities, including cultural festivals and regional collaborations, present avenues for growth. Moreover, it's essential to address external threats, such as the global economic climate and competition from neighboring regions.

The spatial analysis conducted through Geographic Information System (GIS) tools identifies areas with untapped tourism potential and areas where tourism development has been concentrated. This information can guide the balanced development of tourism assets, ensuring equitable distribution across the region.

Sustainability emerges as a critical theme in the research findings. Residents, tourists, and stakeholders express a strong desire for sustainable tourism practices, including environmental conservation, responsible tourism, and the preservation of cultural authenticity.

The research emphasizes the need for strong collaboration between the community and government agencies. A partnership approach can harness local knowledge and resources while aligning with regional policies and goals.

3.1.2. Emerging Trends, Correlations, and Key Insights from the Analysis of Strategies for Increasing Original Regional Income in Dairi Regency

The analysis of strategies to boost Original Regional Income in Dairi Regency has yielded valuable insights, revealing notable trends, correlations, and critical findings. These insights go beyond the immediate research questions and provide a deeper understanding of the challenges and opportunities faced by the region in its pursuit of economic growth. This essay explores the trends, correlations, and significant insights that emerged from the analysis, offering a comprehensive view of the region's development prospects.

One prominent trend is the resounding importance of cultural heritage as a driving force behind tourism and economic growth in Dairi Regency. The research found a strong correlation between the preservation and promotion of Batak culture and the appeal of the region to tourists. There is a clear trend of cultural heritage acting as a magnet for visitors who seek authentic and enriching experiences.

The analysis uncovered a correlation between the availability of tourism infrastructure and the region's tourism potential. Dairi Regency boasts cultural and natural beauty, but the existence of infrastructure gaps, particularly in terms of road connectivity and accommodations, hinders the full exploitation of its tourism assets. The research indicates that addressing these gaps is crucial for unleashing the region's tourism potential.

A striking trend is the potential for community-based tourism (CBT) and the engagement of local communities in tourism activities. The analysis found a correlation between CBT and more equitable distribution of tourism benefits, as well as the enhancement of the authenticity of the tourist experience. Residents express a keen interest in participating in CBT initiatives, indicating a positive trend of community involvement.

The research highlights the correlation between the diversification of tourism products and the potential to attract a broader range of visitors. While Dairi Regency's existing offerings, such as Lake Toba and traditional Batak dance performances, are popular, there

is an emerging trend toward diversifying tourism products. Eco-tourism, adventure tourism, and cultural immersion programs are identified as potential areas for development.

A noteworthy insight is the SWOT analysis, which provides a systematic evaluation of the Tourism and Culture Department's internal strengths and weaknesses and external opportunities and threats. This analysis offers a clear roadmap for strategy development. Internal strengths, such as passionate employees and cultural expertise, can be harnessed to address internal weaknesses. External opportunities, such as cultural festivals and regional collaborations, present avenues for growth. Moreover, addressing external threats, such as the global economic climate and competition from neighboring regions, is essential.

The spatial analysis conducted through Geographic Information System (GIS) tools has revealed significant insights into the distribution of tourism assets. It highlights areas with untapped tourism potential and areas where tourism development has been concentrated. This spatial analysis provides a trend of spatial disparities, guiding the balanced development of tourism assets and ensuring equitable distribution across the region.

A consistent trend that emerges from the analysis is the strong emphasis on sustainability and responsible tourism practices. Residents, tourists, and stakeholders express a shared desire for environmental conservation, responsible tourism, and the preservation of cultural authenticity. This trend aligns with global efforts to promote sustainable and responsible tourism.

The analysis underscores the significance of strong collaboration between the community and government agencies. A partnership approach can harness local knowledge and resources while aligning with regional policies and goals. The correlation between collaboration and comprehensive development is evident in the findings, emphasizing the need for collective efforts to achieve growth.

3.2. Discussion

3.2.1. Interpretation of Findings in the Context of Strategies for Increasing Original Regional Income in Dairi Regency

The research on strategies for increasing Original Regional Income (PAD) in Dairi Regency has unearthed critical findings, each holding significant implications for the region's path to economic growth. This essay interprets these findings within the context of the research problem, offering a comprehensive understanding of how cultural heritage, infrastructure development, community engagement, and sustainability considerations converge to shape the region's development prospects.

The central finding of this research underscores the pivotal role of cultural heritage in Dairi Regency's economic development. Batak culture and traditions serve as the cornerstone, drawing tourists seeking authentic experiences. In the context of the research problem, this implies that preserving and promoting cultural heritage is not just a matter of cultural preservation; it's a potent economic strategy. By nurturing and showcasing its cultural identity, the region has a unique opportunity to attract visitors and drive income.

The correlation between the availability of tourism infrastructure and the region's tourism potential is a revelation with direct relevance to the research problem. The existence of infrastructure gaps poses a clear impediment to realizing Dairi Regency's economic prospects. To leverage its tourism potential fully, addressing these gaps is imperative. Infrastructure development, including better road connectivity, accommodation facilities, and accessibility, is not just an amenity; it's an essential investment in the region's economic future.

The trend toward community-based tourism and the active engagement of local residents in tourism activities aligns with the research problem's context. Dairi Regency's residents are not passive spectators but enthusiastic participants in the region's growth. The correlation between community involvement and more equitable distribution of tourism benefits signals a shift towards a more inclusive and sustainable development model. It implies that the engagement of the community is not just a feel-good measure; it's a potent strategy for shared prosperity.

The insight regarding the diversification of tourism products reflects the evolving needs and preferences of tourists. In the context of the research problem, it signifies that the region cannot rely solely on existing offerings. Instead, it must adapt and expand to attract a broader range of visitors. Diversification is not an option but a necessity in a dynamic and competitive tourism landscape. By offering diverse experiences, Dairi Regency can appeal to a wider audience, further enhancing its economic prospects.

The SWOT analysis conducted in the research provides a structured framework for strategy development. In the context of the research problem, this analysis serves as a compass, guiding the Tourism and Culture Department and stakeholders in making informed decisions. By capitalizing on internal strengths, seizing external opportunities, mitigating weaknesses, and addressing threats, the region can craft a well-informed strategy that aligns with its goals and challenges. SWOT analysis is not just an academic exercise; it's a practical tool for strategic planning.

The spatial analysis provides critical insights into the distribution of tourism assets. In the context of the research problem, it highlights the imperative of balanced and equitable development. By identifying untapped areas with tourism potential and addressing spatial disparities, the region can ensure that economic benefits are not concentrated in specific areas but are distributed across the region. Spatial insights are not just data points; they're a roadmap for equitable growth.

The consistent trend towards sustainability and responsible tourism practices underlines the region's commitment to long-term prosperity. In the context of the research problem, this trend signifies that economic growth is not pursued at the expense of the environment and cultural authenticity. Instead, sustainable and responsible tourism practices are integral to Dairi Regency's development model. Sustainability is not just a buzzword; it's a guiding principle for lasting economic growth.

The emphasis on collaboration between the community and government agencies underscores the need for a unified approach to development. In the context of the research problem, it indicates that economic growth is not a solo endeavor but a collective effort. By fostering collaboration, the region can harness the strengths of both local knowledge and government resources, resulting in a more comprehensive and effective development strategy. Collaboration is not just a suggestion; it's a prerequisite for holistic growth.

3.2.2. Implications of Findings for the Tourism and Culture Department and Economic Development in Dairi Regency

The research findings on strategies for increasing Original Regional Income in Dairi Regency hold profound implications for the Tourism and Culture Department and the broader economic development of the region. This essay explores these implications, highlighting how the Department can leverage the findings to formulate effective strategies and how the region can progress towards sustainable and inclusive economic growth.

a. For the Tourism and Culture Department:

- **Leveraging Cultural Heritage:** The Department should recognize the immense potential of cultural heritage as an economic driver. To maximize its impact, initiatives must focus on preserving and promoting the unique Batak culture and traditions, including cultural events and heritage sites. Collaborations with local cultural organizations and experts are instrumental in this endeavor.
- **Investment in Infrastructure:** The infrastructure gaps identified present an immediate challenge. To address this, the Department should collaborate with regional and national authorities to improve road connectivity and accommodation facilities. This investment not only eases access for tourists but also stimulates local economic activity.
- **Community-Based Tourism (CBT):** Building on the positive trend of community-based tourism, the Department should actively involve local communities in decision-making processes, tourism product development, and benefit sharing. CBT initiatives must be expanded, offering residents a direct stake in tourism activities.

- **Product Diversification:** Diversifying tourism products should become a priority. The Department can collaborate with local businesses and entrepreneurs to introduce new and unique experiences. Eco-tourism, adventure tourism, and cultural immersion programs should be developed to cater to a wider range of tourists.
 - **Strategic Planning with SWOT Analysis:** The SWOT analysis provides a structured framework for strategic planning. The Department should conduct regular SWOT assessments, involving stakeholders, to ensure that strategies are aligned with changing circumstances and needs.
- b. **For Dairi Regency's Economic Development:**
- **Balanced Spatial Development:** The region must use the spatial insights from GIS analysis to guide balanced and equitable development. By identifying untapped areas with tourism potential, the local government can promote development outside of overconcentrated tourist zones, ensuring a fair distribution of economic benefits.
 - **Sustainable and Responsible Tourism:** Dairi Regency should adopt sustainable and responsible tourism practices as the norm. This includes eco-friendly policies, waste management, conservation efforts, and the promotion of responsible visitor behavior. Collaborations with environmental and cultural organizations can help lead these efforts.
 - **Collaborative Approach:** Collaboration between the community and government agencies must be nurtured. A platform for dialogue and decision-making should be established, promoting collective ownership of economic development plans. Local knowledge should inform decision-making, while government resources can facilitate implementation.
 - **Education and Awareness:** A comprehensive education and awareness program should be launched to inform residents and local businesses about the benefits of responsible tourism. It is important to foster a sense of pride and responsibility in preserving the region's unique cultural and natural assets.
 - **Measuring Economic Impact:** The region should actively measure the economic impact of tourism and culture initiatives. This data can be used to monitor the success of strategies and adjust approaches as needed. Transparency in sharing these results with the community can help build trust and engagement.

3.2.3. Strategy for Increasing Original Regional Income for the Dairi Regency Tourism and Culture Office

The research on strategies for increasing Original Regional Income in Dairi Regency has revealed valuable insights. These findings offer a clear roadmap for the Tourism and Culture Department to formulate effective strategies. This essay presents a set of recommended strategies, derived from the research, to guide the Department in its efforts to promote tourism and culture, thereby increasing Original Regional Income in Dairi Regency.

- a. **Infrastructure Development:**
- **Strategy:** Collaborate with relevant authorities and stakeholders to invest in improving transportation infrastructure, such as road connectivity, and increasing the availability of accommodations to make the region more accessible to tourists.
 - **Rationale:** Improved infrastructure ensures that tourists can access and enjoy Dairi Regency's cultural and natural attractions more conveniently, enhancing the overall visitor experience and driving economic growth.
 - **Cultural Preservation and Promotion:**
 - **Strategy:** The Department should prioritize the preservation and promotion of Dairi Regency's rich Batak cultural heritage. This includes organizing cultural festivals, showcasing traditional art forms, and promoting cultural sites and landmarks.

- Rationale: Cultural heritage is a significant draw for tourists. By actively preserving and promoting it, the region can attract visitors who seek authentic cultural experiences, contributing to increased Original Regional Income.
- b. Community-Based Tourism (CBT):
 - Strategy: Develop and expand community-based tourism initiatives, involving local residents in tourism activities. Engage communities in decision-making processes, ensuring they share in the benefits of tourism.
 - Rationale: CBT not only promotes equitable distribution of tourism benefits but also enhances the authenticity of the tourist experience. Engaged communities become ambassadors, attracting more visitors.
- c. Diversification of Tourism Products:
 - Strategy: Encourage the development of new and diverse tourism products, such as eco-tourism, adventure tourism, and cultural immersion programs. Collaborate with local businesses and entrepreneurs to create unique experiences.
 - Rationale: Diversifying offerings attracts a broader range of tourists and caters to evolving traveler preferences, ultimately increasing PAD through a wider visitor base.
- d. SWOT-Based Strategic Planning:
 - Strategy: Adopt a structured planning approach using SWOT analysis. Regularly assess internal strengths and weaknesses, as well as external opportunities and threats, involving stakeholders in the process.
 - Rationale: SWOT analysis provides a systematic way to align strategies with changing circumstances and needs. It offers a framework for informed decision-making and adaptive planning.
- e. Balanced Spatial Development:
 - Strategy: Utilize the insights from GIS analysis to promote balanced and equitable spatial development. Focus on areas with untapped tourism potential to reduce overconcentration in specific zones.
 - Rationale: Equitable development ensures that economic benefits are distributed across the region, preventing resource exhaustion in concentrated areas.
- f. Sustainability and Responsible Tourism:
 - Strategy: Embrace sustainable and responsible tourism practices, emphasizing environmental conservation and responsible visitor behavior. Collaborate with organizations promoting environmental and cultural preservation.
 - Rationale: Sustainable practices not only protect the environment but also enhance the destination's appeal to conscious travelers, attracting visitors who value responsible tourism.
- g. Community-Government Collaboration:
 - Strategy: Foster strong collaboration between the community and government agencies. Establish platforms for dialogue, involving local knowledge in decision-making and leveraging government resources for implementation.
 - Rationale: Collaboration combines local insights and resources with government support, resulting in a more comprehensive and effective approach to economic development.
- h. Measuring Economic Impact:
 - Strategy: Implement a system to measure the economic impact of tourism and culture initiatives regularly. Share the results transparently with the community to build trust and engagement.
 - Rationale: Measuring economic impact provides valuable data for monitoring strategies and ensuring that they align with economic development goals. Transparency fosters community support and participation.

4. Conclusions

Dairi Regency, located scenic North Sumatra, might become an economic hub through tourism and culture. Our research has examined the region's Original Regional Income and found ways to use its cultural and natural assets to boost economic growth. This effort prioritized cultural preservation and promotion. Tourists seeking real encounters value Batak culture and traditions. Dairi Regency can attract visitors by protecting and promoting its legacy. Colorful cultural festivals, traditional art forms, and intriguing landmarks celebrate the past and invite the future. To achieve this aim, infrastructural development is essential. The approach emphasizes transit links and lodging. They provide the logistical framework for regional economic growth. By making Dairi Regency more accessible, we encourage investment and local enterprise while allowing tourists to discover its cultural and natural riches. Another important aspect is community-based tourism (CBT). Tourism that involves local people in decision-making and activities promotes sustainability and inclusivity. Tourism should benefit everyone in the region, ensuring local development. Engaged communities welcome guests with warm hospitality and local knowledge. Diversifying tourism products expands audiences. Eco-tourism, adventure tourism, and cultural immersion enrich Dairi Regency's tourism options. They meet the changing tastes of travelers seeking fresh experiences. The concept encourages visitors to stay longer and explore the region's attractions. SWOT analysis aids systematic planning and decision-making. Tourism and Culture Department and stakeholders adapt strategies to changing circumstances and demands through regular assessments. Tourism and culture are always changing, therefore strategies must adapt. Balanced spatial development based on GIS analysis improves regional equity. Economic advantages are distributed over Dairi Regency. This ensures that no region is overwhelmed and that all benefit economically. Sustainable and responsible tourism are key to a bright future. Environmental protection and responsible visitor behavior attract ethical and sustainable tourists to the region. Through these techniques, Dairi Regency's natural and cultural legacy can thrive for generations. Collaboration between government and community agencies boosts growth. Combining local knowledge and government backing leads to comprehensive economic growth. Both parties must collaborate to create a shared vision and economic growth strategies. A method for monitoring economic impact should be in place to ensure these policies meet economic development goals. Community confidence and support increase with transparency in sharing these results. Measuring economic effect helps Dairi Regency refine plans and ensure their continued success. This research shows that Dairi Regency may become a thriving economic hub through tourism and culture. The region may achieve equitable, sustainable, and culturally rich economic growth by maintaining and promoting cultural heritage, investing in infrastructure, engaging local communities, diversifying offerings, and practicing sustainability.

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