

Analysis of the Potential of the Silangit International Airport in Increasing Tourist Visiting's in the Danau Toba Region

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Abstract

This research aims to determine the potential of the Silangit International Airport to increase tourist arrivals in the Kawasan Danau Toba. This research is limited to the elements of international tourism accessibility since the opening of international flights Silangit Airport is expected to increase the number of foreign tourists visiting the Kawasan Danau Toba. This research uses quantitative and qualitative approaches using questionnaires and interview lists. The data collecting technique is purposive sampling by taking research subjects that fulfill the criteria. Data sources are Silangit Airport, immigration staff, transportation, hotels, restaurants, and foreign tourists. Data analysis used in this research was an analysis of frequency descriptions and interpretation of interview results. The results of the research found that there is great potential for Silangit Airport to increase the number of domestic and foreign tourist arrivals to Kawasan Danau Toba. This is indicated by the data processing results, which describe that all respondents stated that there was an increase in the number of foreign tourists arriving at the Silangit airport to visit as tourists and do business visits to the Kawasan Danau Toba.

Keywords: *Silangit International Airport, Visits, Foreign Tourists.*

INTRODUCTION

The North Sumatra region is one of the potential world-class destination tourism areas. In terms of attraction elements, North Sumatra can be said to have become a world-class destination and even excels in the main things, namely nature, culture, and manmade. In terms of accessibility elements, the Indonesian Government is aiming to make the North Sumatra region a world-class destination through a policy of developing accessibility elements, namely international-class airports. Based on RI Presidential Decree No. 49 of 2016, the Lake Toba Tourism Area Management Authority was formed to optimize the management, development, and development of Lake Toba as one of the national tourism strategic areas. (Presidential Decree No 49, 2016).

Sisingamangaraja/Silangit airport, which is located in Siborong-borong, North Tapanuli, North Sumatra, has become new international tourism accessibility to the Lake Toba tourism area. The airport has a runway size of 2,400m x 30m and the airport is about 7 km from the city. In 2011, Silangit Airport finally had a runway of around 2,400 m in length and an additional length of 3,800 x 45 meters (12,467x148 feet), so that wide-body aircraft could take off safely. Since the opening of Silangit Airport as an international airport, flights from AirAsia have been opened twice, even on holidays up to three times a week, namely Wednesday, Saturday, and Sunday.

Data showing the development of Silangit Airport as an international airport from 2017-2018 can be seen in Table 1 below:

Table 1. Silangit Airport Capacity Development.

Capacity	2017	2018	Enhancement (%)
Number of arriving passengers	281.354	425.463	51
Aircraft movement	3787	4878	22
Aircraft type	737-500	737-900ER	100
Airline	2	8	
Pavement Classification Number Runway	40	56	

Source: Silangit Airport, 2019.

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With the presence of Silangit airport, it is hoped that it will make it easier for tourists to visit tourist attractions in North Tapanuli Regency, Samosir, and the tourist areas of the Lake Toba area. Foreign tourists can travel in a shorter time to tourist destinations in the Lake Toba area. The existence of Silangit airport is expected to become a facility for the local government for the Lake Toba area to become a MICE (world-class destination) tourist destination, and be able to accelerate the acceleration of development and the economy. The problem of this research is "How big is the potential of Silangit International Airport in increasing the number of foreign tourist visits in the Lake Toba area?"

For the development of international airport development, according to Kasarda and Appold (2014) quoted by Fakhri (2017, 123), international airport stakeholders must pay attention to the impact of the air transportation industry on the local and global environment by considering climate change, local air quality, noise and traffic jams around the airport (Baa, 2007 in Rawson & Hooper, 2012

The Potential of Silangit Airport in Supporting Tourism

The potential of Silangit Airport means the ability and influence of Silangit Airport to support tourism development. As the closest accessibility to the Lake Toba area, the opening of Silangit Airport refers to Law Number 1 of 2009 concerning Aviation Article 122 Paragraph 2 of overseas flight networks and routes taking into account national interests, demand for air transport services, tourism development, industrial potential and trade, regional economic potential and intra- and inter-modal integration.

Apart from the above, the existence of an international airport at that location must comply with Minister of Transportation Regulation Number 69 of 2013 concerning National Airport Orders which explains that the opening and development of airports international air in tourism destination areas is a connection and gateway for national tourism, and other domestic airports also support and support tourism activities; development of airports located in economic corridor areas to increase connectivity to centers of economic activity. International airports in an area can also increase connectivity integration from the airport to tourist locations using advanced transportation modes such as airport shuttle buses (Gunawan, 2016).

Because Silangit Airport is in the Lake Toba area and to increase the potential of the Lake Toba area as an international tourism destination, the Indonesian government currently has plans to include the Toba Caldera Geopark as a site approved by UNESCO.

International Tourism Factors

To become an international tourism destination, it must meet international standards, especially the elements of attractions, amenities, and accessibility. From the elements of attractions and amenities, the North Sumatra region, especially the Lake Toba area, has developed tourism based on several components, namely the natural resources and environmental and social components which are the first component. This component has basic advantages that are already available in certain regions and communities. This component is in the form of truly natural beauty, extensive natural forests, art, culture, and customs as well as unique, specific community life and local wisdom. In developing this component, attention, handling, and creativity are needed.

The second component is a supporting component which must be available in sufficient quantity and quality according to needs, including routes and means of transportation (accessibility) by land, sea, air, and other infrastructure; accommodation and restaurants, institutional elements, institutions, and human resources; as well as other tourism support facilities. The third component is marketing activities for the main supporting component, namely creating relationships between producers and customers or consumers. This third component includes travel agents, tour operators, travel associations, and also information media including print media, television, the Internet, and tourism information centers. This component can be said to be an observer or observer and supervisor who observes the condition of tourism objects and services at a destination and tourist spot.

When tourists want to go on tour (tourism), the first thing they need is infrastructure/transportation (airport/airplane, road/railway, terminal, transfer), during the trip requires agricultural/animal husbandry/fishery products; at the destination (destination) accommodation, consumption and entertainment

are needed (Hotels, Restaurants, Pub-Entertain-Events), availability of souvenirs, MICE (meetings, incentives, conferences, exhibitions), tourist targets or attractions, as well as human resources in the business sector, tourism actors and also qualified and certified tourism industry workers.

RESEARCH METHODS

This research was conducted at Silangit International Airport which is located in Siborong-borong, Silando, North Tapanuli, North Tapanuli Regency, North Sumatra.

This research uses qualitative and quantitative methods. This research was used to see how big the potential of Silangit International Airport is to increase foreign tourists visiting the Lake Toba area by distributing questionnaires to each party involved and the impact of the presence of Silangit International Airport. Data analysis uses frequency analysis.

A brief operational definition of this research can be made in the table below:

Table 2. Definition of Operational Research.

Variable	Sub Variable	Indicator
Accessibility	Airport Facilities	1. Silangit Airport is equipped with a new terminal with a modern design
		2. Silangit Airport has met the requirements for an international airport with a capacity of 500,000 passengers with an area of 2,155 m2
		3. Silangit Airport is equipped with 8 check-in counters, a smart baggage conveyor belt, a VIP boarding lounge
		4. Silangit Airport has an airport bus schedule display
		5. Silangit Airport has e-payment for commercial tenants
		6. Silangit Airport has a Wifi. ID corner with high-speed
		7. self-check-in domestic and international terminals, APPS at check-in counters, service content in the Indonesia Airports application, and digital banners and their contents
		8. All facilities available at Silangit Airport are digital-based
		9. Ease of obtaining the required information
		10. Clean and comfortable airport environment
Number of flights		1. The accuracy of the departure and arrival schedule is good
		2. More and more flight schedules
		3. The number of airlines is increasing
		4. Flight ticket counters at airports are increasing
		5. The comfort of service users (passengers) is getting better
		6. The number of jobs at Silangit Airport is increasing
Elements of Hotel Tourism		1. An increase in residents from various countries entering through Silangit airport
		2. Hotels increase the number/facilities of rooms that exist
		3. Hotels are increasingly improving human resource competency
		4. Hotels increase menu types in restaurants
Transportation		1. The fleet has increased due to the increasing number of passengers coming through this airport
		2. Types of transportation have increased since Silangit Airport opened
		3. Passenger transportation for foreign tourists increases from year to year from Silangit airport.
		4. Transportation demand for foreign tourists is increasing from Silangit airport
Restaurant/Cafe		1. Customers from various countries who want to eat after arriving at Silangit airport
		2. Restaurants increase the number/facilities of restaurants/cafes
		3. The restaurant is increasingly improving the competency of human resources and raw materials
		4. The restaurant offers menu types from several countries
		1. The number of incoming foreign flights has increased from 2017 until now through this airport
		2. Flight schedules entering the airport from overseas airports have increased
		3. The number of countries originating from foreign tourists is increasing
		4. The number of immigration counters on duty is increasing
		5. The number of immigration officers is increasing
		6. The number of foreign tourist passengers on international flights is increasing from year to year

Source: Researcher, 2019.

RESULTS AND DISCUSSION

Of the 19 respondents who were given the questionnaire, 5 respondents answered the hotel variable, 3 respondents for the transport variable data, 2 respondents for the Silangit Airport variable, 4 respondents for the restaurant and café variable, 6 respondents/informants to obtain data on the number of flights and airlines,

2 respondents from airport and immigration officers to find out data on the number of flights/number of tourist arrivals and 1 foreign tourist.

Airport Facility Variables

At the end of 2019, the first CityLink flight was opened on the Batam-Silangit flight route to fulfill air transportation from Batam to the Lake Toba area. Batam is known as the gateway for tourists from Singapore and Malaysia entering Sumatra. The inaugural CityLink Batam-Silangit flight can prove the increasing number of domestic and foreign tourists visiting the Lake Toba area. This Citylink airline flight complements flights to Silangit which carry passengers from abroad.



Figure 1. Silangit International Airport.

Source. Research result, 2019.

The results of the Airport Facilities variable survey from 2 respondents said that the 10 (ten) indicators of Silangit airport facilities as accessibility which can increase foreign tourist visits have proven that Silangit airport is an international airport equipped with buildings with modern designs, and has fulfilled the requirements as an international airport with capacity. 500 passengers and the airport area can reach 2,155m². According to respondents, Silangit Airport is equipped with 8 check-in counters, a baggage conveyor belt, VIP boarding lounge. Silangit Airport also has an airport bus schedule display, an e-payment tenant (gallery), and a Wifi. ID corner with high speed. Apart from that, as an international standard airport which shows that it has been visited by foreign flights, Silangit Airport has Self-check-in domestic and international terminals, APPS at the check-in counter, service content on the Indonesia Airports application, and digital banners and their contents, All facilities available at Silangit Airport are digital-based, easy to obtain the information needed and the airport environment is clean and comfortable.

Table 3. Airport Facility Variable Survey Results.

No	Airport Facility Variables	Scale		
		No	Neutral	Yes
1	Silangit Airport is equipped with a new terminal with a modern design			2
2	Silangit Airport has met the requirements for an international airport with a capacity of 500,000 passengers with an area of 2,155 m ²			2
3	Silangit Airport is equipped with 8 check-in counters, a smart baggage conveyor belt, a VIP boarding lounge			2
4	Silangit Airport has an airport bus schedule display			2
5	Silangit Airport has e-payment for commercial tenants			2
6	Silangit Airport has a Wifi. ID corner with high-speed			2
7	Self-check-in domestic and international terminals, APPS at check-in counters, service content in the Indonesia Airports application, and digital banners and their contents			2
8	All facilities available at Silangit Airport are digital-based			2
9	Ease of obtaining the required information			2
10	Clean and comfortable airport environment			2

Source. Research result, 2019.

Based on survey results from 2 respondents, namely airport officials and immigration officers, the ten indicators can explain that Silangit airport facilities have met the latest international airport service requirements and can meet the increasing number of foreign tourists visiting the Lake Toba area via Silangit airport.

Variable Number of International Flights

The results of data collection for the variable number of international flights were obtained from 6 respondents consisting of 2 respondents from Silangit airport, 2 respondents from the travel bureau, and 2 respondents from the information center. All respondents said that since the opening of Silangit International Airport in 2017, domestic flights such as Garuda Indonesia, and Lion have served flights from Soekarno Hatta Airport and Halim Jakarta Airport to Silangit Airport twice a week. During holidays or holidays, these flights increase to 3 to 4 times a week. Apart from flights coming from Jakarta, there are also flights from Kualanamu Medan.



Figure 2. Information Center.

Source. Research result, 2019.

The number of international flights to Silangit airport was initially 3 flights, namely Garuda Indonesia, Malindo, and AirAsia which came from Malaysia and Singapore. Flights from abroad at least 3 times a week, namely every Wednesday, Friday, and Saturday plus Sundays. The results of data collection for the variable number of international flights can be seen in Table 3 below.

Table 3. Survey Results Variable Number of International Flights.

No	Variable Number of Flights	no	Neutral	Yes
1	The accuracy of the departure and arrival schedule is good			6
2	More and more flight schedules			6
3	The number of airlines is increasing			6
4	Flight ticket counters at airports are increasing			6
5	The comfort of service users (passengers) is getting better			6
6	The number of jobs at Silangit Airport is increasing			6

Source. Research result, 2019.

Based on the results of data collection in Table 3 above, all 6 (six) respondents said that the accuracy of departure and arrival schedules was good, there were more and more international flights, the number of international airline companies was increasing, the content of flight tickets at the airport was increasing, comfort service users (passengers) are getting better and the number of jobs at Silangit airport is increasing. The above can explain the increasing number of tourists entering Silangit Airport.

Hotel Variables

According to the researchers' observations, of the hotels opened since 2017, 3 hotels meet the requirements as lodging that accommodates foreign tourists, namely the Noah, Esther, and Airy Hotels.

Table 4. Hotel Variable Survey Results.

No	Hotel Variable	No	Neutral	Yes
1.	An increase in residents from various countries entering Silangit airport		1	4
2.	Hotels increase the number/ facilities of existing rooms			5
3.	Hotels are increasingly improving human resource competency		1	4
4.	Hotels increase menu types in restaurants		1	4

Source. Research result, 2019.

According to the informant's explanation of the two hotels, since the construction of the hotels, there has been an increase in guests, both domestic and foreign tourists.

Respondents foreign tourists who were interviewed came from England and said that since Silangit Airport existed, it was easier for respondents to go to the Lake Toba area for tourist trips in their old age. Respondents had visited the Lake Toba area before 2000, with a road trip from Medan to Parapat taking 4 hours. Therefore, according to respondents, Silangit airport is the reason for respondents to travel back to the Lake Toba area.



Figure 3. Interviews with Foreign Tourists.

Source. Research result, 2019.

The results of surveys and interviews with managers of Hotel Ina Parapat, Hotel Tara Bunga, and Hotel Sapadia said that there were guests who stayed at these hotels who came via Silangit international airport and also returned to their home country or city via flights from Silangit airport.



Figure 4. Interview with Hotel Information Officer Inna Parapat.

Source. Research result, 2019.

Restaurant/Café Variable

The results of surveys and interviews regarding the potential of Silangit Airport to increase foreign tourists from the restaurant/café variable, 4 respondents explained that since the opening of Silangit Airport as an international airport in 2017, it has had an impact and has the potential to build restaurants and has increased every year. Based on observations in the Silangit airport area, there is 1 (one) Padang cuisine

restaurant/restaurant, a national cuisine restaurant, and one café located around the Silangit airport. According to the results of interviews, researchers with restaurant managers said that there was an increase in the number of customers who came to eat/drink at the restaurant. Most of these customers are flight passengers arriving and departing from Silangit Airport. According to the results of the researcher's interview with the café owner named Tarhilala, the stall/cafe was visited by foreign tourists to enjoy the famous original Lintong coffee. (See Figure 5)



Figure 5. Coffee Café &Resto.

Source. Research result.

Tarhilala Restaurant/Café apart from being a place to drink Lintong coffee and culinary food, tourists/visitors to the restaurant can learn how to process coffee farming products into types of coffee-based drinks. Training on the process of processing coffee beans into coffee drinks is provided at Café Tarhilala with modern machine equipment.

Apart from that, there is a Padang Simple restaurant whose building is quite good and there is Timbo Café Silangit which is located at Silangit Airport.



Figure 6. Simple Restaurant.

Source. Research result.



Figure 7. Timbo Café Silangit.

Source. Research result, 2019.

Apart from the restaurant located in the Silangit Airport area, there is also a Souvenir Shop which was opened to meet the needs of domestic and foreign visitors or tourists for souvenir items made from Batak culture or the Lake Toba area. This souvenir shop is also said to be the impact of the existence of Silangit airport which has made it easier for foreign tourists to enter the Lake Toba area. The increasing sales of souvenirs show the increasing number of foreign tourists coming to the Lake Toba area via Silangit Airport.

The survey results for the restaurant/café variable from 4 respondents in Table 5 below show that all respondents said that customers from various countries were increasing who wanted to eat after arriving at Silangit airport, restaurants were increasing the number/facilities of restaurants/café and restaurants were increasing their human resource competency. and raw materials, the restaurant increases menu types from several countries.

Table 5. Restaurant/Cafe Variable Survey Results.

No	Restaurant Variables	No	Neutral	Yes
1.	Customers from various countries who want to eat after arriving at Silangit airport			4
2.	Restaurants increase the number/facilities of restaurants/cafes			4
3.	The restaurant is increasingly improving the competency of human resources and raw materials			4
4.	The restaurant offers menu types from several countries			4

Source. Research result, 2019.

Transportation Variables

Passengers from flights arriving or departing at Silangit airport can use 3 types of transportation available at Silangit airport to go to the Lake Toba area or other places. Transportation available at Silangit Airport includes the Damri Silangit Airport Bus which provides transportation from Silangit Airport to Ajibata Parapat 3 times a day. Apart from Damri buses, there is Sampri transportation which serves to transport passengers from Silangit airport to the Lake Toba area, namely Samosir and cities around the Lake Toba area.



Figure 8. Bus Damri Silangit Airport & Sampri Bus.

Source. Research result, 2019.

Passengers arriving at Silangit airport can also use online transportation in the form of cars and motorbikes which can meet the needs of domestic and foreign tourists for transportation to the Lake Toba area or other places.

Table 6. Transportation Variable Survey Results.

No	Transportation Variables	No	Neutral	Yes
1.	The fleet has increased due to the increasing number of passengers coming through this airport			3
2.	Types of transportation have increased since Silangit Airport opened			3
3.	Passenger transportation for foreign tourists increases from year to year from Silangit airport.			3
4.	Transportation demand for foreign tourists is increasing from Silangit airport			3

Source. Research result, 2019.

Apart from the results of observations and interviews, the results of the transportation variable survey shown in Table 5.6 show that the three respondents said yes that transportation has filled their fleet and is increasing every year due to the increasing number of passengers coming through Silangit airport to the Lake Toba area and to other cities such as Siborong-borong, Tarutung, and others. Respondents also agreed that foreign tourist transportation passengers increased from year to year from Silangit airport. Likewise, online transportation agrees with the statement that demand for transportation for foreign tourists increases from year to year from Silangit airport. There are requests from foreign tourists in groups for transportation containing 20-30 people to be taken to the Lake Toba area such as Samosir and Parapat. The biggest demand for foreign tourists is tourists who come from Malaysia's KLIA airport and Singapore, China, Malaysia, and other Southeast Asian countries. There are also foreign tourists per group from European countries, but the numbers are smaller.

Table 7. Variable Survey Results Number of Incoming Foreign Tourists.

No	Variable Number of Incoming Foreign Tourists	No	Neutral	Yes
1.	The number of incoming foreign flights has increased from 2017 until now through this airport			2
2.	Flight schedules entering the airport from overseas airports have increased			2

3.	The number of countries originating from foreign tourists is increasing	2
4.	The number of immigration counters on duty is increasing	2
5.	The number of immigration officers is increasing	2
6.	The number of foreign tourist passengers on international flights is increasing from year to year	2

To obtain clearer data regarding foreign tourists who come to visit the Lake Toba area via Silangit Airport, the respondents were airport officers and immigration officers. Apart from taking survey data with a questionnaire containing the general number of incoming foreign tourists, researchers were also interviewed to support this variable data.

CONCLUSION

The results of this research explain that there is potential for Silangit International Airport to increase the number of foreign tourist visits in the Lake Toba area by 20%. All respondents as tourism industry players at the Silangit airport location and from the Lake Toba area location, from the results of the interviews said that there was an increase in the number of domestic and foreign tourists coming through Silangit airport by around 20%. The research results from interviews are also supported by survey results stating that yes or agree there is an increase in the number of foreign tourist visits to the Lake Toba area via Silangit International Airport.

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