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Factors Influencing Brastagi Youth in Fostering Local Economic Development through Tourism in Karo Regency, North Sumatra, Indonesia

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ABSTRACT

This study investigates the facilitating and inhibiting factors affecting Brastagi youth in developing tourism attractions to promote local economic development. Utilizing a qualitative approach, the research reveals that motivations for youth engagement include showcasing local culture, economic opportunities, and community pride. Key facilitating factors identified are resource availability, government support, access to education and training, networking opportunities, and a supportive community. Conversely, inhibiting factors include limited financial resources, lack of experience in tourism management, regulatory constraints, inadequate marketing awareness, and resistance from conservative community members. The findings highlight the need for targeted strategies to empower youth participation in tourism development. However, the study's limitations, such as a small sample size and contextual influences, may affect the generalizability of the results. Future research should aim to expand the scope and include diverse youth demographics to enhance understanding and support sustainable tourism initiatives in Brastagi

Keywords: *Tourism Development; Youth Engagement; Facilitating Factors; Inhibiting Factors; Local Economic Development*

1. INTRODUCTION

The 2009 Law No. 10 regarding tourism serves as the foundation for the organization of the tourism sector. This law encompasses various objectives for tourism management, including:

1. Enhancing economic growth
2. Enhancing the well-being of individuals
3. Alleviating poverty
4. Addressing unemployment
5. Preserving nature, the environment, and resources
6. Promoting cultural heritage
7. Enhancing the national image
8. Cultivating patriotism
9. Reinforcing national identity and unity
10. Fostering international friendships. (UU No. 10 Tahun 2009 Tentang Kepariwisata [JDIH BPK RI], n.d.)

The reasons for encouraging the tourism sector to become a critical economic asset, alongside oil and gas, in support of national development include:

1. The consistent growth in the number of tourist trips yearly.
2. Tourism is relatively resilient to global economic recessions and tends to grow faster than the overall global economy.
3. Tourism development stimulates regional economic activities and has a dual influence.
4. Tourism commodities are not subject to protectionist measures or quotas like other commodities.
5. Indonesia's tourism potential is abundant and distributed throughout the country, ensuring its long-term sustainability.
6. Tourism has become an essential aspect of human life in general. (Gamal Suwanto in (Al Bustomi, 2021))

Table 1:

Number of Tourists Visiting North Sumatra Province from 2017 to 2021.

Year	Number of tourists
2017	270.792
2018	236.276
2019	258.882

2020	44.400
2021	230

Source: North Sumatra Bureau of Statistics, 2023 (Badan Pusat Statistik Kabupaten Karo, n.d.-a)

Tourist visits have experienced a significant decline since 2017 due to the impact of COVID-19. Therefore, the government needs innovative strategies to boost tourism in North Sumatra province. The growth of tourism in this region relies heavily on the effective management of resources by each district. Karo Regency, located in the highlands of the Bukit Barisan Mountains, is one of North Sumatra Province's regencies with immense tourism potential. It is situated approximately 2 to 2.5 hours' drive from the city of Medan and ranges in altitude from 140 to 1500 meters above sea level, making it a captivating highland area. The picturesque landscapes and refreshing climate have made nature tourism renowned in this region, known as Tanah Karo Simalem. In addition to nature tourism, the cultural heritage of the Karo people, who are the indigenous inhabitants of this area, adds to its allure, encompassing cultural tourism, religious tourism, and agrotourism.

Karo Regency is renowned for its agricultural production and status as a popular tourist destination in Indonesia. Brastagi, the tourism hub of Karo Regency, is located 66 kilometers from Medan City and 11 kilometers from Kabanjahe City, the administrative center. Brastagi has a distinct advantage over other tourist attractions in the area due to its abundance of destinations that are easily accessible within a short distance. These attractions include Gundaling Hill, Kubu Hill, Sidebuk-debuk Baths, Lumbini Park, Bung Karno's Exile House, and Mikey Holiday.

The presence of numerous tourist destinations in Brastagi District should ideally provide ample job opportunities and contribute to economic development for the residents of Karo Regency. However, the current situation indicates that there are 774 job seekers in the area as of 2023. This issue is reflected in the following data:

Table 2:

The following data presents the number of job seekers in Karo Regency in 2023 categorized by education level:

Level Education	Male	Female	Total
1	2	3	4
Primary	2	5	7
Secondary	13	81	94
High School	63	515	578
Diploma/Higher Education	25	40	65
Total	103	641	774

Source: Karo Regency Bureau of Statistics, 2023 (Badan Pusat Statistik Kabupaten Karo, n.d.-b)

Karo Regency has many job seekers, specifically 774 individuals, in 2023. Brastagi, known for its abundant tourist attractions, presents a remarkable opportunity that should serve as a primary source of employment. The potential of Brastagi's tourism industry can be harnessed to create job opportunities, particularly for the youth population. It is crucial for young people to actively participate in the development and utilization of Brastagi's tourism resources, which can contribute to the local economy and provide employment prospects.

For young individuals in Karo Regency, finding work should be relatively easy, as they can leverage the tourism attractions in Brastagi to secure employment without enduring the challenges typically associated with job hunting. This signifies that the youth have the potential to maximize their capabilities and make a significant impact. Further examination shows that Brastagi offers numerous attractions tailored to tourists, including festivals such as the Flower and Fruit Festival. The youth must play a pivotal role in developing and enhancing these existing tourism destinations.

LITERATURE REVIEW

According to Law Number 40 of 2009 concerning Youth, the term youth refers to Indonesian citizens between the ages of 16 (sixteen) and 30 (thirty) entering a critical growth and development period. The history of youth, with its roots stretching back in time, holds significant importance (UU No. 40 Tahun 2009 Tentang Kepemudaan [JDIH BPK RI], n.d.)

Youth represent a potential identity as the successors of the nation's ideals and serve as a valuable human resource for developing the nation, state, and religion. Furthermore, youth have a vital role to play as intellectual and social warriors. They possess ideas that must be nurtured and act as agents of change for the country and its people (Januarharyono, 2019). Given that the younger generation currently comprises the majority of Indonesia's population, they should take center stage in various fields to contribute to nation-building (Zulfikar, 2019). One of the essential roles of youth is to contribute to the progress of tourism. Leveraging their advantages, the youth are expected to bridge the gap between local wisdom and the demands of tourists.

In developing the Brastagi Tourism Object, several youth groups and communities in Brastagi, Karo Regency, actively participate in tourism development. These youth communities engaged in tourism development in Brastagi include:

- Nggra Simbelin Community in Lingga Village/ Komunitas Nggra Simbelin Desa Lingga*
This group is a youth community actively involved in the cultural sector. The Nggra Simbelin Community, located in Lingga Village, aims to attract tourists by showcasing the rich cultural heritage of the Karo tribe, an indigenous community in the Karo Regency. They regularly showcase traditional dances and music, highlighting the vibrant cultural traditions of the tribe.
- Indonesian Work House Community/ Komunitas Rumah Karya Indonesia*
This community is dedicated to preserving and promoting traditional sites, particularly Karo-style houses. It consists of fifteen members actively involved in excavating and restoring historical sites, including traditional houses, to serve as tourist attractions in specific areas, such as Karo.
- The Ranger Lembah Sibayak*

This group is a youth community located in Doulu Village, Brastagi District. It boasts a substantial membership of around eighty individuals and has been active for approximately two years. The community has two primary responsibilities: maintaining cleanliness along the 54 paths leading to and from Mount Sibayak and proactively cleaning the streets frequented by tourists visiting the Lau Sidebuk-debuk baths. Unfortunately, littering has become a recurring issue along these routes. Additionally, within this community, there exists a smaller group called the Lauti Mekap Voice Community, comprising only five members. This subgroup focuses on preserving traditional Karo music, traditional instruments, and vocal performances.

d. Community De Tradition/ *Komunitas De Tradisi*

This particular group is a youth community dedicated to promoting Karo music. Comprising eight members, this community has been actively involved since 2008. Their primary focus is to present Karo music engaging and captivatingly at various events and festivals. They strive to showcase the richness and beauty of Karo music through their performances, offering attractive packaging that appeals to audiences.

Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, as stated in Article 1, reads as follows: (UU No. 10 Tahun 2009 Tentang Kepariwisata [JDIH BPK RI], n.d.):

According to Article 1 of Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, the following definitions are provided:

1. Tourism refers to the voluntary and temporary travel activities undertaken to enjoy tourist destinations and attractions.
2. Tourists are individuals who engage in travel.
3. Tourism encompasses all tourism-related aspects, including destination entrepreneurs, tourist attractions, and associated businesses.
4. Tourism encompasses all activities associated with the implementation of tourism.

5. Tourism business involves activities aimed at providing tourism services and developing or utilizing destinations, tourist attractions, tourism facilities, and other related businesses.
6. Tourist destinations and attractions encompass all places or points of interest tourists seek.
7. A tourism area refers to a designated area, specifically built or provided to meet the needs of tourism.

The term "tourism" emerged in society during the 18th century, particularly after the Industrial Revolution in England. The term "tourism" is derived from the practice of engaging in tourism activities (tours), which involve temporarily relocating from one's usual place of residence for purposes other than employment or earning wages. (Eddyono, 2020).

In the 21st century, the tourism industry has emerged as a crucial driver of the global economy, attracting a substantial influx of tourists to various destinations worldwide. According to data from the United Nations World Tourism Organization (UNWTO), approximately one out of every seven individuals in the world's population engages in tourism activities beyond the borders of their home country. (Shafer, 1987).

According to the Law of the Republic of Indonesia Number 10 of 2009, the object of tourism encompasses various elements such as God's creation, way of life, art and culture, national history and landmarks, and natural features that have the potential to attract tourist visits. Hence, tourist attractions can be defined as either man-made or natural entities that captivate people and entice them to visit.

Munasef (Widiati & Permatasari, 2022) defines tourism development as a comprehensive process involving various activities and coordinated efforts to attract tourists. It includes providing necessary facilities, infrastructure, goods, and services to cater to tourists' needs. The development of a tourist area necessitates several stages, including market research, situational analysis, defining marketing targets, tourism promotion, and empowering local communities.

METHODOLOGY

The descriptive qualitative methodology proves to be highly valuable when researchers seek to delve into and comprehend intricate social phenomena, human experiences, and subjective meanings. It offers a flexible and in-depth approach to unraveling the subtleties and complexities of the research topic at hand.

In this particular study, the researchers followed a series of steps. First, they searched for a tourism community in Brastagi. Second, they specifically chose a community comprised of young individuals. Third, they identified representatives from this community who would serve as core informants for the research. Additionally, the researchers included two young residents from Brastagi and one government official, namely the head of the Brastagi District, to provide further perspectives and insights.

The research was conducted within the District of Brastagi in Karo Regency. The data collection process incorporated various methods, including observation, interviews, documentation, and a thorough literature review.

RESULTS

Territory and Population Conditions

Brastagi District is one of the 17 districts within Karo Regency and serves as its capital city. It is located 11 km from Kabanjahe, the capital of the Regency, and 65 km from Medan City, the capital of North Sumatra Province.

With an area spanning 3,050 hectares, Brastagi District has an average altitude of 1,375 meters above sea level. The temperatures in the area range from 19 °C to 26 °C, with a humidity level of approximately 79%. The district shares borders as follows:

- a. To the north: Deli Serdang Regency
- b. To the east: Tigapanah/Dola Rayat District
- c. To the south: Kec. Kabanjahe
- d. To the west: Simpang Empat District / Merdeka District

The topography of Brastagi District consists of flat to undulating terrain, which accounts for 65% of the area. Wavy terrain occupies 22%, and hilly to mountainous terrain covers 13%. The district's soil fertility is

moderate to high, supported by an average annual rainfall of 2,100 to 3,200 mm.

Brastagi District comprises six villages and four Kelurahan (urban communities), housing a total population of 44,734 individuals, with 10,887 household heads. The residents of Brastagi District belong to various ethnic groups, including Javanese, Acehnese, Simalungun, Chinese, Pakpak, Dairi, and others.

The main livelihood of the population is agriculture, although there are also individuals employed as civil servants, entrepreneurs, traders, farm workers, and private employees. The district is known for significant agricultural products such as vegetables, fruits, flowers, and other crops. Additionally, residents engage in part-time occupations such as poultry farming, raising cattle, buffalo, and goats, and maintaining fish ponds to generate additional income.

Historical Tourism Potential of Karo Land

Brastagi District is one of the 17 districts in Karo Regency, serving as its capital. It is home to various historical buildings that were constructed during the Dutch era, specifically between 1902 and 1939. Notably, there are 38 building units in Brastagi, located primarily in Gundaling, Lau Debuk-debuk, and Bandar Bahru.

These buildings, remnants of the past, present potential for historical tourism in the region. Some of the historical sites and attractions in Brastagi include the Karo Tribe Traditional House, Umang Caves, the Putri Hijau site, and Palas Sipitu Ruang.

Brastagi District offers more than just extraordinary natural beauty, lush green landscapes, and warm hospitality. Tourists can also indulge in unique culinary experiences offered by the Karo tribe.

Situated in the highlands, Brastagi is known for its tropical climate, with an average temperature ranging from 18.4°C to 19.3°C and humidity as high as 88.39 percent. The district benefits from its lush forests, which cover approximately 60.99 percent of Karo Regency's total area and receive an average annual rainfall of 2,100 to 3,200 mm.

Brastagi is a popular weekend destination, especially for visitors from Medan, as it is conveniently located just 56 km away. The Gundaling area offers a range of accommodations, from non-star to five-star

hotels, that are often fully occupied during weekends. Visitors can enjoy the natural beauty of Lake Toba from the Sipiso-piso area, featuring a magnificent 137-meter-high waterfall. The Simalem Resort agro-tourism area in Situnggaling Brand provides breathtaking views of Lake Toba.

Gundaling Hill offers a panoramic view of Brastagi City, while Mount Sinabung and Mount Sibayak present their majestic splendor. Mount Sinabung, located in the Lau Kawar area, boasts a freshwater lake named Lau Kawar at its foot. Mount Sibayak, on the other hand, lies to the southeast of Gundaling and features Lau Debuk-debuk, a tourist attraction known for its hot sulfuric water.

These mountains are popular among nature enthusiasts from Medan and surrounding areas. To the east of Brastagi lies the Grand Forest Park (Tahura), a verdant tourist attraction that enhances the already incredible and beautiful climate of Tanah Karo. The shady forests of Tanah Karo are traversed by the Lau Bian River, which originates from the convergence of two rivers, Kabanjahe and Patani. After passing through Delitua, the river eventually flows into the Malacca Strait, dividing the city of Medan.

Tanah Karo also offers a wealth of historical sites, including the Putri Hijau site in Siberaya village and Palas Sipitu Ruang in Ajinembah village near Tigapanah, approximately 10 km from Kabanjahe. For those interested in experiencing the traditional collective houses (Siwaluh Jabu) of the Karo people, the villages of Dokan and Lingga have been designated as "Cultural Villages" by the Karo Regency Government. Visitors can also explore the Karo Culture Museum in Lingga and the Jamin Ginting Museum in Suka village, Tiga Panah. Shopping for fresh fruits, vegetables, and other souvenirs is another enjoyable activity for visitors.

Despite the potential for tourism, particularly historical tourism, Tanah Karo remains relatively unexplored. Many are unaware the area is home to historic buildings from the Dutch and NZG zending eras. Although these buildings still exist, they are privately owned and not widely recognized, resulting in little awareness of their hidden tourism potential.

Based on the Grote Atlas van Nederlands Oost-Indie: Comprehensive Atlas of the Netherlands East Indies (1992) by J.R.

van Diessen and colleagues, information about the buildings of the former NZG (Dutch et al.) and those owned by foreign businessmen in Brastagi and Kabanjahe has been obtained (Diessen, 2004). The map indicates the presence of 22 building units constructed by the Dutch, including the Kabanjahe Tuberculosis Hospital, NZG Kabanjahe Hospital, Lau Simomo Leprosy Hospital, as well as hotels, churches, clinics, water supply systems, cinemas, schools, offices, and mosques.

The Dutch-designed Brastagi is a mountainous tourist destination boasting a tropical climate. At the time, it was a place where foreign businessmen could escape the homesickness of their cold European homelands. The significance of Brastagi to the Dutch business community is evident in their efforts to establish an airport in 1926. In Gundaling, for example, the first hotel, Grand Brastagi, was built (later destroyed by Japanese troops in 1943). Other developments included a swimming pool, plantation school, numerous bungalows, churches, post offices, clinics, hospitals, and more. Lau Debuk-debuk and Bandar Bahru were also home to bungalows built by various foreign businessmen with offices in Medan.

The map further reveals the presence of bungalows and various buildings in Gundaling, Lau Debuk-debuk, and Bandar Bahru, including the Grand Brastagi Hotel, Maria Hotel, Brastagi Swimming Bath, Boarding School, Planters School, Holt Hotel, Rex Bioscope, Power Station, Golf Course, Methodist Mission, Native House in Peceren, and many others. Foreign entrepreneurs who constructed these bungalows included Deli Spoorweg Mij, Deli Batavia Mij, Deli Tobacco Mij, Medan Municipality, SIPEF, Netherland Handel Mij, Harrison and Crosfield, RCMA, Anglo-Dutch Association, Senembah Tobacco Mij, HAPM, Gunteal and Schumaker, BPM, Soe Findes and Couth Houses, Wingfood, and more.



Figure 1:
Grand Hotel Brastagi (1935)
Source: (Search Results | Digital Collections, n.d.)



Figure 2:
Hotel Brastagi (1930)
Source: (Hotel Brastagi Te Berastagi | Digital Collections, n.d.)



Figure 3:
Planter School, Brastagi (1935)
Source: (Search Results | Digital Collections, n.d.)

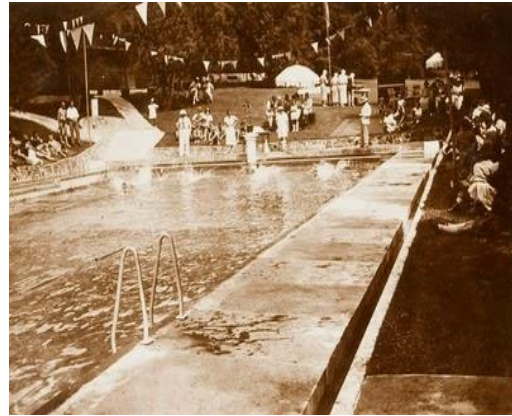


Figure 4:
Brastagi Swimming Pool (1939)
Source: (Search Results | Digital Collections, n.d.)

DISCUSSION

In 1927, Brastagi was internationally promoted as a tourist destination through a tourist map created by KPM Line, a shipping and travel company in the Netherlands. The map connected various tourist areas, including the Padang Highlands, Nias Island, Brastagi, and Parapat. Access to Brastagi was described from Batavia (now Jakarta) to Bengkulu, continuing to Padang, Nias, Parapat, and Brastagi. Alternatively, travelers could reach Brastagi directly from Europe to Medan or from Penang to Medan and then explore the desired tourist destinations.

Foreign companies like London Sumatra managed some of these historic buildings during that time. Others were owned by private companies such as Wisma Panggabean, Hotel Pardede, Bakri Plantations, and Wisma Sibayak. Some buildings were individually owned, including Wisma Ingan Ukur, Bukit Kubu, Citi Holiday Stoomvaar, Teniera, Sinar Matahari, Fisipera, Mitra, Dora, Gundaling Corner, Sulung Laut, Sigantang Sira, and more. Certain buildings were still under the management of companies nationalized in 1958, such as Maryke Bungalows, Dura, Menara, Wahaya Daya Pertiwi, Wisma Pertamina, and Wisma Teleflora. The government controls some buildings, including Bung Karno's exile house in Brastagi.

Tanah Karo has been open to foreigners since 1886, mainly initiated by the Dutch NZG and further developed under the Resident Government of East Sumatra in 1902. Access to

Brastagi expanded when Joseph Theodore Cremer, manager of N.V. de Deli Maatschappij (the largest plantation company in East Sumatra), initiated the construction of an asphalt road from Medan to Tanah Karo in 1906. Cremer also emphasized the importance of clean water sources in Medan, channeling water from the Lau Kaban Sibolangit water bulb since 1908.

The research shows that most of these historic buildings still exist today. These buildings are characterized by unique architecture, often featuring chimneys to provide warmth to guests, influenced by European designs suitable for winter climates. The buildings range from semi-permanent to permanent structures made of selected wood or cast concrete. Initially, the roofs were tiled, produced by N.V. De Deli Klei, and centered around the Medan City Red Market, which is still used in some buildings today. However, some roofs have been replaced with tin or other materials.

Unfortunately, some of the colonial-era buildings in Gundaling have been neglected, with grass overgrowth and fading paint. This situation diminishes the potential for historical tourism associated with the historic buildings in Tanah Karo. Similarly, despite their tourism potential, the Ria Cinema and Brastagi Swimming Pool are no longer in use.

To fully tap into the potential of historical tourism, these historic buildings need to be preserved, developed, and optimized. Their existence can be a significant selling point for tourism in Karo Regency. Tanah Karo has the opportunity to become a prominent tourist destination in North Sumatra, offering not only the natural beauty and coolness of the region but also historical tours featuring these buildings, cultural tours exploring Siwaluh Jabu houses in Dokan and Lingga, visits to the Lingga and Jamin Ginting museums, and site tours such as Palas Sipitu Ruang and Putri Hijau, as well as ecotourism in Tahura (Grand et al.).

Tourism programs like City Tours, Cultural Festivals, Cultural Carnivals, Cross-Country events, and positioning Brastagi as a venue for meetings, seminars, workshops, and training can be implemented to enhance the region's tourism potential. However, developing supporting facilities and infrastructure is crucial for tourism in Tanah Karo.

Regarding these historic buildings, it would be beneficial to provide brochures or leaflets explaining their history at tourism information offices in North Sumatra. The community's creative economy can flourish by improving and promoting such programs, contributing to regional income. Tanah Karo will then emerge as an alternative and captivating tourist destination within North Sumatra Province.

Inhibiting Factors of Youth in Developing Brastagi Tourism Attractions for Local Economic Development

To answer this problem, the researcher asked the inhibiting factors why the role of Brastagi youth still needed to be improved in utilizing Brastagi tourism attractions for local economic development and what was the right solution to overcome this problem. Many factors cause the youth to be unable to play a role in utilizing Brastagi tourism attractions. Inhibiting Factors for Brastagi Youth in Developing Brastagi Tourism Attractions for Local Economic Development:

1. Limited financial resources and infrastructure can hinder the development of tourist attractions. The lack of capital, access to loans, and inadequate transportation and communication systems can challenge the youth in creating and promoting tourism offerings.
2. Many youths may lack experience in tourism development and management. Without proper guidance and mentorship, they may struggle to navigate the industry's complexities, including marketing, customer service, and sustainability practices.
3. Excessive regulations, bureaucracy, and lengthy approval processes can discourage the youth from initiating tourism projects. Simplifying regulations, streamlining bureaucratic procedures, and providing clear guidelines can facilitate their involvement in tourism development.
4. Lack of awareness about Brastagi as a tourism destination and limited marketing efforts can restrict the youth's ability to attract visitors. Investing in marketing campaigns, online presence, and promotion strategies can help raise awareness and increase visitor numbers.
5. Resistance from conservative community members who may be resistant to change

or concerned about the potential impact of tourism on their traditions and environment can hinder youth initiatives. Engaging with the community, addressing their concerns, and involving them in decision-making can help overcome resistance and gain support.

Facilitating Factors in Developing Brastagi Tourism Attractions for Local Economic Development

Facilitating Factors for Brastagi Youth in Developing Brastagi Tourism Attractions for Local Economic Development

1. Brastagi is known for its scenic landscapes, mountains, and volcanoes. The presence of natural attractions provides a solid foundation for tourism development. The abundance of natural resources can attract tourists and encourage youth to develop tourist attractions.
2. Brastagi has a rich cultural heritage, including traditional customs, arts, and crafts. The youth can leverage these cultural assets to create unique and authentic tourism experiences showcasing local traditions and customs.
3. If the local government actively supports and encourages youth participation in tourism development, it can provide various forms of assistance, such as funding, infrastructure development, and policy incentives. Government support can create a favorable environment for the youth to engage in tourism initiatives.
4. Access to education and training programs in tourism and hospitality can equip the youth with the necessary skills and knowledge to develop and manage tourist attractions. Providing vocational training and workshops specific to tourism development can enhance their capabilities and confidence.
5. Building networks and collaborations with other stakeholders, such as tourism agencies, local businesses, and community organizations, can foster innovation and knowledge-sharing. By working together, the youth can tap into resources, gain support, and create synergistic partnerships that benefit the entire community.

Potential solutions to facilitate and empower Brastagi youth in developing tourism attractions

To address the challenges and leverage the facilitating factors, here are some potential solutions to facilitate and empower Brastagi youth in developing tourism attractions for local economic development:

1. Create a dedicated program that supports and mentors youth in tourism development. This program can provide training, workshops, and mentorship opportunities to enhance their skills and knowledge in areas such as entrepreneurship, marketing, and sustainable tourism practices.
2. Foster partnerships between the youth, local businesses, and tourism agencies. Encourage businesses to invest in youth-led tourism initiatives by providing financial support, resources, and expertise. Collaboration can help overcome resource limitations and provide guidance to the youth.
3. Work with local financial institutions and government agencies to develop funding schemes and grants specifically tailored to support youth-led tourism projects. Simplify application procedures and guide to help the youth navigate the funding process successfully.
4. Establish incubation centers that provide workspace, infrastructure, and business support services for youth entrepreneurs in the tourism sector. These centers can serve as hubs for innovation, collaboration, and knowledge-sharing among the youth.
5. Educate and encourage the youth to adopt sustainable tourism practices, emphasizing the importance of preserving the environment, culture, and community well-being. Provide training on eco-friendly initiatives, waste management, and responsible tourism to ensure their attractions positively impact the local environment and community.
6. Invest in marketing campaigns and digital platforms to promote Brastagi as a tourism destination. Develop a user-friendly website, engage in social media marketing, and collaborate with travel influencers to increase awareness and attract tourists to the area.
7. Involve local communities in decision-making and ensure their voices are heard. Conducted community consultations, addressed concerns, and communicated the benefits of tourism development, such as job creation and economic growth. Building

trust and fostering a sense of ownership can help overcome resistance and gain community support.

8. Advocate for improved infrastructure, such as transportation networks, accommodations, and visitor amenities, to enhance the overall tourism experience. Work with relevant government agencies to prioritize infrastructure development in areas with high tourism potential.
9. Organize networking events, workshops, and conferences that unite youth, industry experts, and government representatives. This platform can facilitate knowledge exchange, provide learning opportunities, and encourage stakeholder collaboration.
10. Implement a monitoring and evaluation system to assess the impact of youth-led tourism initiatives. Regularly review the progress, identify challenges, and make necessary adjustments to ensure the continued success and sustainability of the projects.

CONCLUSION

In conclusion, the development of Brastagi tourism attractions for local economic development relies heavily on the active involvement of Brastagi youth. While there are both facilitating and inhibiting factors that impact their participation, several solutions can help overcome challenges and leverage opportunities.

By establishing dedicated youth tourism development programs, encouraging public-private partnerships, improving access to funding, and developing tourism incubation centers, the youth can receive the necessary support, mentorship, and resources to initiate and manage their tourism projects. Emphasizing sustainable tourism practices and engaging the community in the decision-making process will help address concerns and ensure the long-term viability of the initiatives.

Furthermore, investing in marketing and promotion efforts, enhancing infrastructure development, and facilitating knowledge exchange among stakeholders will raise awareness, attract tourists, and foster collaboration.

By implementing these solutions, Brastagi can harness the potential of its natural resources, cultural heritage, and the creativity

and energy of its youth to drive local economic development through tourism. With sustained efforts and a supportive environment, Brastagi can position itself as a thriving tourism destination, creating economic opportunities, preserving its unique identity, and improving the overall well-being of the local community.

LIMITATIONS AND FUTURE RECOMMENDATIONS

The study on the facilitating and inhibiting factors for youth in developing Brastagi tourism attractions acknowledges several limitations. One such limitation is that if the study involves a small sample size or focuses on a specific group of Brastagi youth, the findings may not be representative of the entire population or applicable to other contexts. This limitation affects the generalizability of the study's results. Additionally, the study's findings may be influenced by external factors and contextual dynamics specific to Brastagi, such as changes in government policies, economic conditions, or social dynamics over time, which can impact the relevance and applicability of the findings in future contexts.

Based on the findings and limitations of the study on the facilitating and inhibiting factors for youth in developing Brastagi tourism attractions, future research recommendations include:

1. Conduct studies with larger and more diverse samples to increase the generalizability of the findings and to understand the perspectives of different youth demographics within Brastagi.
2. Implement longitudinal research to track youth-led tourism initiatives' progress and long-term impact on local economic development.
3. Compare Brastagi with other regions that successfully engage youth in tourism development to identify transferable strategies and best practices.
4. Assess the socio-economic impact of tourism development on the local community, including the effects on employment, income levels, and social well-being.
5. Conduct in-depth studies to better understand the specific inhibiting factors faced by Brastagi youth, such as regulatory constraints and resistance from conservative

- community members, and develop targeted interventions.
6. Evaluate the effectiveness of existing government support and policies for youth in tourism and recommend policy enhancements.
 7. Research the effectiveness of current education and training programs in equipping youth with the necessary skills for tourism management and entrepreneurship.
 8. Explore the role of technology and innovation in overcoming marketing and awareness challenges in Brastagi tourism.
 9. Investigate how tourism development can balance preserving local culture and heritage, ensuring that growth does not come at the expense of cultural integrity.
 10. Develop and test sustainability metrics specific to Brastagi's tourism sector to guide youth-led initiatives towards environmentally and socially responsible practices.

By addressing these recommendations, future research can provide deeper insights and more actionable strategies to support sustainable tourism development in Brastagi, focusing on youth engagement and empowerment.

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