



STRATEGY STUDY OF TOURISM DEVELOPMENT ACEH TAMIANG REGENCY

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ABSTRACT

Aceh Tamiang Regency is an expansion area of East Aceh Regency. This district is located in the strategic East Sumatra route, and is only approximately 136 km from the city of Medan, the capital of North Sumatra. This district is directly adjacent to the province of North Sumatra and is the gateway to enter the province of Aceh. There are 77 tourist attractions scattered in the Aceh Tamiang area, which are worth a visit. Potential tourist attractions are spread over 12 (twelve) sub-districts, both natural, cultural-historical and artificial. Several problems to build tourist destinations in Aceh Tamiang Regency, including accessibility to tourism objects still looks damaged. Maintenance of damaged roads has not yet been carried out by the district government. The results of the study indicate that the position of tourism development in Tamiang Regency is in Quadrant III, meaning that tourist attraction has a very large opportunity but on the other hand faces several internal weaknesses. The strategy that can be applied in this situation is a turn-around strategy, which is a strategy to minimize weaknesses by taking advantage of existing opportunities. The focus of this strategy is to minimize internal constraints.

Keywords: *Tourism, Region, Strategy*

1. INTRODUCTION

Tourism in recent decades is a very important sector in the economic development of nations in the world. The tourism sector is expected to become an important industry or sector that the Government can rely on in the future to become the main pillar of national economic development. The development of tourist areas is a development that is carried out in a planned and comprehensive manner so that optimal benefits can be obtained for the community. In line with Law no. 10 of 2009 concerning Tourism which states that the existence of tourism objects in an area will be very beneficial, among others, encouraging increased Regional Original Income (PAD), increasing people's living standards, alleviating poverty and expanding job opportunities, increasing love for the environment and preserving nature and culture. local.

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Based on the final report of Ripparkab Aceh Tamiang (2018), the proportion of types of tourist attractions above, nature-based tourist attractions occupy the highest position, which is 51% or 39 objects, followed by cultural/historical heritage attractions (32%) or 25 objects, while man-made tourist attractions are 13 objects or 17% of the total 77 tourist attractions. This fact shows that the development of tourism in Aceh Tamiang Regency is directed at the theme of nature tourism supported by cultural/historical heritage and artificial tourism. In addition, the data also shows that the tourism potential of Aceh Tamiang Regency provides great opportunities for increasing community and regional income.

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This shows that the tourism potential of Aceh Tamiang is quite good but has not been supported by supporting infrastructure, so there are still many other potential tourism objects that cannot be opened and commercialized for visitors. Usually tourists know about tourist objects from the pleasant experiences they get from other tourists who have visited, the information is obtained from social media such as Facebook and tourists' personal Instagram. So that the tourist location is better known by the wider community.

However, there are several problems to develop tourist destinations in Aceh Tamiang Regency, including accessibility to tourism objects that still appear to be damaged. Maintenance of damaged roads has not yet been carried out by the district government. So far, the road maintenance has been carried out by the community on a self-funded basis. In addition to the damaged roads, transportation to tourism objects can only be done temporarily by private vehicles. Public transportation that has a special route to tourist sites is not yet available.

The number of problems faced, requires specific handling methods, but so far the tourism object managers have not been able to overcome the problems that arise by optimizing the existing potential. To optimize the existing potential to increase tourist visits, a strategy and efforts are needed to develop the tourism sector in Aceh Tamiang Regency, this strategy can be captured through the perceptions of tourists, tourism managers, stakeholders and local communities, so that it is expected to be able to answer the needs of tourists and increase income. local communities, while maintaining sustainability in tourism development.

2. LITERATURE REVIEW

According to Law No. 10 of 2009 on Tourism Tourism is a variety of tourism activities and is supported by facilities and services provided by the local community, fellow tourists, government, local government and entrepreneurs. According to Meyers (in Dwisaputra, 2017) Tourism is a travel activity carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but only to fulfill curiosity, spend leisure time or holidays and other purposes. . From some of the definitions above, it can be concluded that tourism is an activity or trip carried out by one or more people to a place outside their place of residence which is intended for pleasure, relaxation, business interests or other interests.

According to Article 4 of Law No. 10 of 2009, the objectives of organizing tourism in Indonesia are:

- a. Increase economic growth
- b. Improving people's welfare
- c. Eradicating poverty
- d. Overcome unemployment
- e. Preserving nature, environment and resources
- f. Advancing culture
- g. Raising the nation's image
- h. Cultivating a sense of love for the homeland
- i. Strengthen national identity and unity, and
- j. Strengthen friendship between nations

The development of tourist areas as a tourism asset and an economic asset to grow the tourism economy in the region, especially in the region, in addition to being supported by the fulfillment of a number of basic criteria above, must also be developed by maintaining and fulfilling the following principles:

- 1 Does not conflict with the customs or culture of the local community. The development of an area into a tourist area must pay attention to aspects related to the social, cultural and livelihoods of the area. An area in the development of tourist attractions must be adapted to the customs, culture or procedures that apply in the area. tourists who visit the area must follow the procedures and customs that apply in the area.



- 2 Physical development is aimed at improving the quality of the regional environment. Tourism development in an area essentially does not change what is already in the area, but rather is an effort to change what is in the area and then package it in such a way that it is attractive to become a tourist attraction. Physical development such as the addition of footpaths, provision of toilets, provision of clean water and sanitation facilities and infrastructure is intended to improve the quality of the existing environment so that the area can be visited and enjoyed by tourists.
- 3 Pay attention to the elements of locality and authenticity. Building architecture, landscape patterns and materials used in construction must highlight the characteristics of the area so that it can reflect the locality and authenticity of the local area. Materials/materials used for building houses, interiors, eating/drinking utensils and other facilities should give a natural feel and depict elements of locality and authenticity. Materials such as wood, earthenware, bamboo and shingle as well as other natural materials should dominate the atmosphere, so that they blend in with the surrounding natural environment. The use of these materials in addition to increasing the attractiveness of the area concerned is also in accordance with the basic concept of the environment.
- 4 Empowering the tourism area community. An important element in the development of a tourist area is the involvement of the regional community in every aspect of tourism in the area. Tourism development as the embodiment of the people's core tourism concept implies that the regional community gets the maximum benefit in tourism development. The community is directly involved in tourism activities in the form of providing services and services, the results of which can increase people's income outside of their daily activities. Some forms of community involvement are the provision of accommodation facilities in the form of homestays, provision of tourist consumption needs, tour guides, provision of local transportation such as horse carts, horses, art performances, and so on.
- 5 Paying attention to the carrying capacity and capacity as well as being environmentally friendly, the development of an area into a tourist area must pay attention to the capacity of the area, both physical capacity and community readiness. The principles of sustainable tourism (sustainable tourism) must underlie the development of tourist areas. Development that exceeds the carrying capacity will have a major impact not only on the natural environment but also on the socio-cultural life of the community which in turn will reduce the attractiveness of the area.

2.1. Tourism Development Strategy

Tourism development can be in the form of development activities, maintenance and preservation of plants, facilities and infrastructure as well as other facilities. Tourism development is also a community and regional development activity based on: Advancing people's standard of living while preserving local identity; Increase the level of income economically and distribute evenly to the community; Oriented to the development of small and medium scale tourism with a large workforce absorption and oriented to cooperative technology; and Utilizing tourism as optimally as possible as a contributor to the country's traditions.

Tourism activities that take place will have a reciprocal influence on the surrounding area. Tourism development activities can be an attraction as well as a driving force for the development of communities, regions and regions. Whatever form of development is carried out in the tourism development program, of course, it will affect human resources and the environment (natural, socio-cultural, physical/artificial resources).

Tourism development involves all stakeholders in a synergy. The problem that often arises in tourism development is the synergy between tourism stakeholders in formulating the direction of tourism development and development, given that tourism activities are multidisciplinary and

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multisectoral activities. To create synergy between stakeholders in Aceh Tamiang tourism development, a special strategy is needed.

2.2. Strategic Position of the Tourism Sector of Aceh Tamiang Regency to Realize the Regional Development Vision

The vision of Aceh Tamiang Regency in the Aceh Tamiang Regency RPJM 2017-2022 is: "Aceh Tamiang is Independent and Competitive towards a Prosperous Islamic Society"

Competitiveness contained in the above vision bthe meaning of Aceh Tamiang district and the people who live in it have a number of advantages in facing economic competition in the current global era. As an effort to achieve competitive Aceh Tamiang Regency, it is manifested in improving the regional economy both in the industrial sector and in the tourism sector, in accordance with the policy directions contained in the RPJMD qanun for 2021 are "Building a reliable generation through access to basic service guarantees, and the development of education for per utilization of the potential of agriculture, animal husbandry, fisheries, tourism, trade and other services".

Efforts to improve the regional tourism sector carried out by the regional government of Aceh Tamiang Regency are by dividing the district tourism development area into 4 parts, namely:

- 1 KPPK Seruway – Banda Mulia and its surroundings.
- 2 KPPK Kualasimpang – Karang Baru and surrounding areas.
- 3 KPPK Tamiang Hulu – Bandar Pusaka and its surroundings.
- 4 KPPK Tenggulun and its surroundings.

And the Regency Tourism Strategic Area Plan which includes:

- 1 KSP I Coastal Coast of Ujung Tamiang and Rukui Island.
- 2 KSP II Kota Kualasimpang – Karang Baru;
- 3 KSP III Tamiang Hulu (Kuala Paret Baths and Sangkapane Waterfall)
- 4 KSP IV Tenggulun.

Referring to Qanun Number 14 of 2013 concerning Regional Spatial Planning (RTRW) of Aceh Tamiang Regency for 2012-2032. The purpose of spatial planning for the Aceh Tamiang Regency is "Realizing Agribusiness, Industry, Trade and Service-Based Disaster Mitigation District". To achieve these objectives, spatial planning policies are formulated, one of which is: Development of potential eco-friendly and culturally friendly tourism.

2.3. Tourism Support Theory

This research uses consumer behavior theory, social interaction theory and Push and Pull motivation theory. This theory is able to answer the identification of problems in this study. The theory of consumer behavior provides an overview of how the behavior of a potential tourist to choose, assess, and finally decide to visit the tourist attraction he will visit. Furthermore, social interaction theory is considered to be able to describe how potential tourists obtain information from the outside to find out and assess the tourist objects they will visit. The theory of push and pull motivation is considered to be able to explain and describe what is the motivation of tourists to visit a place, namely by the presence of pull factors and driving factors.

3.METHOD

This study uses a descriptive research method with a qualitative approach. Descriptive research is research that studies problems in society and the procedures that apply in society and certain situations, including relationships, activities, attitudes, views, and ongoing processes and influences. of a phenomenon.

The location of this research is a tourist attraction located in Aceh Tamiang Regency. The research location is limited to researching nature-based tourism objects and is a Regency Tourism



Development Area (KPPK). The focus of this research is: Tourism development strategy adapted to policy. The spatial planning of the Aceh Tamiang Regency point 8 contained in the Medium Term Development Plan (RPJM), namely: Development of environmentally friendly and culturally friendly potential tourism, so as not to cause damage and decrease the quality of existing natural and cultural resources and still pay attention to their utilization for use in future.

Data collection techniques in research use several instruments or tools that can be used as data collectors so that the data is more accurate. The data analysis technique used in this study uses a SWOT analysis technique with a qualitative approach, which consists of Strengths, Weaknesses, Opportunities and Threats. SWOT analysis aims to maximize strengths and opportunities, but can minimize weaknesses and threats.

4. RESULTS AND DISCUSSION

4.1 Research Results

The potential tourist attractions of Aceh Tamiang Regency are spread over 12 (twelve) sub-districts, both natural, cultural-historical and artificial with a total of 73 objects. Tenggulun sub-district has the highest number of tourist attractions, which are 15 objects, followed by Tamiang Hulu sub-district with 11 objects and followed by each Bendahara sub-district and Rantau sub-district with 8 objects.

Regency Aceh Tamiang divides tourism space which covers a certain area as an area with a tourism component, and has a character or theme of certain tourism products that is dominant and strongly attached as a component of the image of the area. Areas that have a strong character are the Kualasimpang-Karang Baru urban area, the Kuala Paret area, the Sangapane Waterfall area, and the Ujung Beach area with Tuntong Laut as its attractions. In addition, there are four Regency Tourism Strategy Areas, namely: Coastal KSP with Tuntong Laut as the main attraction (main attraction); KSP Kuala Simpang City - Karang Baru; KSP Tamiang Hulu with Kuala Paret as the main attraction (featured); KSP Tenggulun with Gunung Pandan Baths and Level Seven Waterfall as the main attractions (Dok).

4.2. SWOT Analysis as a Tool for Formulating Tourism Industry Development Strategies in Aceh Tamiang District.

The determination of the tourism development strategy in this study uses a SWOT analysis.

Table 4.1

Matrix of Internal and External Factors

Internal factors	External Factors
Strength	Opportunity
<ul style="list-style-type: none"> ✓ Aceh Tamiang has interesting and natural tourist destinations. ✓ Natural atmosphere that provides comfort ✓ Tourist destinations deserve to be a leading tourist area. ✓ Is a strategic area seen from the function and carrying capacity of the environment ✓ The community supports the government to develop tourist destinations. ✓ Tourism managers are able to maintain the religious and socio-cultural norms of the community in running their business. 	<ul style="list-style-type: none"> ✓ Tourism activities are able to encourage economic activity and create jobs for the surrounding community ✓ There is an opportunity to be able to invite investors to invest ✓ The number of visitors continues to increase ✓ The desire of the surrounding community to be directly involved in the development of tourist destinations. ✓ Technological developments and powerful information
Weakness	Threat
<ul style="list-style-type: none"> ✓ The development of tourist destinations carried out by the government has not been 	<ul style="list-style-type: none"> ✓ It is still found that some tourism business actors have not carried out their rights and

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<p>maximized</p> <ul style="list-style-type: none"> ✓ Lack of promotion to attract visitors to tourist destinations (IT-based tourism marketing is not optimal yet) ✓ Some tourist objects do not have telecommunication signal coverage ✓ Inadequate facilities and infrastructure (poor road access and no special transportation to tourist destinations) ✓ Facilities not yet available (public toilets and huts to relax) ✓ Cleanliness has not been maintained ✓ Management of tourist attraction is still traditional. ✓ The boundaries of the area are not clear ✓ Don't have an environmental permit yet ✓ There are obstacles in terms of land conversion into tourism supporting facilities. 	<p>obligations as tourism business managers.</p> <ul style="list-style-type: none"> ✓ Lack of awareness of tourists to maintain the tourist attraction ✓ The occurrence of seasonal traders around the tourist attraction
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Source: Primary Data, 2020 (processed)

The recapitulation of the SWOT value shows that the tourist attraction of Aceh Tamiang Regency has a greater opportunity value than threats and a greater weakness than strength. Strengths – weaknesses (internal factors): $1.762-1.811 = -0.049$. Opportunities – threats (external factors): $1.990-1.173 = 0.817$. If these values are included in the Grand Strategy Matrix, it can be seen that the position of developing the tourist attraction of Aceh Tamiang Regency is in the Turn-around Strategy position.

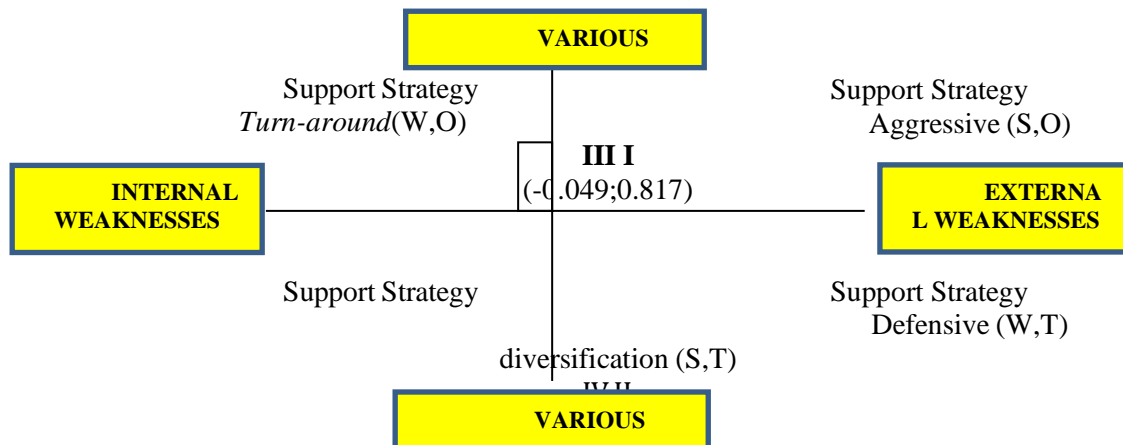


Figure 4.1. Matrix Grand Strategy Tourist Attraction Regency. Aceh Tamiang

Based on Figure 4.1 above, Aceh Tamiang Regency Tourism Attraction is in Quadrant III, meaning that tourist attraction has a very large opportunity but on the other hand faces several internal weaknesses. The strategy that can be applied in this situation is a turn-around strategy, which is a strategy to minimize weaknesses by taking advantage of existing opportunities. The focus of this strategy is to minimize internal constraints.



4.3. Development Strategy and Recommended Steps

The tourism sector has enormous growth potential and its development needs to be realized in order to achieve the desired goals. However, the tourism development strategy must pay attention to the tourism development objectives of Aceh Tamiang Regency.

Meanwhile, based on the draft qanun of RIPPARKAB Aceh Tamiang 2019, the Regency's Tourism Development objectives include:

- a. Improving the quality and quantity of tourism destinations;
- b. Communicating Regency tourism destinations by using various marketing media effectively, efficiently, and responsibly;
- c. Realizing a tourism industry that is able to increase the mobilization of the district's economy;
- d. Develop tourism institutions and governance capable of synergizing the development of tourism destinations, tourism marketing, tourism institutions and the tourism industry in a professional, effective and efficient manner;
- e. Establishing and realizing a sharia tourism icon that describes the interaction between the strengths of Islamic sharia, nature and culture that reflects the strength of Regency tourism as well as a tourism symbol that can encourage potential tourists to make a decision to travel to Aceh Tamiang Regency.

The results of the study indicate that the position of tourism development in Tamiang Regency is in Quadrant III, meaning that tourist attraction has a very large opportunity but on the other hand faces several internal weaknesses. The strategy that can be applied in this situation is a turn-around strategy, which is a strategy to minimize weaknesses by taking advantage of existing opportunities. The focus of this strategy is to minimize internal constraints.

The recommended strategies and steps to face the challenges of developing tourism objects in Aceh Tamiang Regency are WO (Weakness-Opportunity), as follows:

Table 4.2
Strategy and Recommended Steps

TOURISM DESTINATIONS	
STRATEGY	RECOMMENDED STEPS
Organizing the development of tourism activities in the Regency Tourism Strategic Areas with the characteristics and carrying capacity of the land	<ul style="list-style-type: none"> ✓ Preparation of a tourism area development plan based on the grouping of tourist activities and facilities. ✓ Provision of information facilities for the distribution of tourist attractions in the form of tourist maps and directions. ✓ Provision of supporting facilities for roadside activities (street side activity) at points that become the center of tourist concentration. ✓ Determination and development of culinary tourism areas. ✓ Determination and development of tourism areas based on creative economy. ✓ Conduct an environmental impact assessment (AMDAL) before undertaking the construction of tourism infrastructure and facilities ✓ Determination of boundaries ✓ Identifying bureaucratic obstacles in terms of land conversion into tourism supporting facilities
Repair of facilities and accessibility tourist destination	<ul style="list-style-type: none"> ✓ Trial of public transportation to tourist destinations ✓ There are toilets that have standard necessities ✓ Availability of places of worship/musala ✓ Preparation and determination of vehicle circulation

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	<ul style="list-style-type: none"> patterns to tourist areas ✓ Establishment and development of parking centers for motorized vehicles in tourist areas.
<p>Making information systems and travel route instructions for tourists who come</p>	<ul style="list-style-type: none"> ✓ Installing directional signs for visitors with the mention of distance ✓ Define safe areas to visit ✓ Tourism route concept development ✓ Equip and train all tourism managers in tourism information for the entire region ✓ Develop tourism information related to service orientation, location, etc.
TOURISM INDUSTRY	
STRATEGY	RECOMMENDED STEPS
<p>Management System Introduction Efficient Tourism</p>	<ul style="list-style-type: none"> ✓ Introducing simple but reliable tourism statistics and compiling them into the district database. ✓ Conduct research on visitors, related to travel patterns, level of satisfaction with the trip and their spending ✓ Explore the possibility of co-financing with tourism investment programs offered by the private sector
<p>Training for MSMEs in the tourism sector (hotels, inns, lodging, snacks, tour packages, etc.)</p>	<ul style="list-style-type: none"> ✓ Design and provide training in pricing, guest orientation, hospitality concepts, product quality, marketing and internet usage ✓ Support the preparation of a business plan ✓ The relevant agency provides the required consultancy/assistance services
<p>Creating outdoor tourism products and local wisdom that appeals to a variety of tourists</p>	<ul style="list-style-type: none"> ✓ Designing a trekking trail with different durations (such as a country track above the clouds); Tracks with mountain bikes and others. ✓ Planning a distinctive annual event with a strong image effect. ✓ Exploring the potential for wildlife viewing (thematic tour). ✓ Explore various efforts to combine art, music, dance to strengthen the image of tourism ✓ Conduct inventory, potential study and management planning for attractions (if needed)
TOURISM MARKETING	
STRATEGY	RECOMMENDED STEPS
<p>Tourism digitization via website communication in the delivery of information and sales</p>	<ul style="list-style-type: none"> ✓ Create a tourism website (managed by a special management unit) ✓ Holding workshops for small tourism businesses: web marketing, website design and management and others ✓ Inviting tourism service providers to support small tourism businesses
<p>Tour managers looking for business</p>	<ul style="list-style-type: none"> ✓ Tour managers are exploring opportunities for tour packages for special target groups such as: youth groups,



opportunities through dynamic packages	<p>and others.</p> <ul style="list-style-type: none"> ✓ Tour managers cooperate with hotels for the sale of tour packages ✓ Competency development by organizing events. Stay packages for special occasions and celebrations.
Running programs to improve product quality and service	<ul style="list-style-type: none"> ✓ Distribute various quality technical manuals to hotels and tour operators. ✓ Quality campaign/socialization about the advantages of tourist attractions in Aceh Tamiang District ✓ Inviting service providers (hotels, restaurants, cafes, souvenir craftsmen) to conduct quality checks and consult on product quality ✓ Seek input from visitors through regular research on attractions and hotels.
INSTITUTIONAL	
STRATEGY	RECOMMENDED STEPS
Establish a representative and active Aceh Tamiang Regency Tourism Board or Association	<ul style="list-style-type: none"> ✓ The concept of the Aceh Tamiang Regency Tourism Association was proposed by tourism managers who are committed to tourism development from both the private and government sectors ✓ Mapping the organizational structure and establishment of the Association ✓ The association establishes guidelines and controls on the marketing of tourist destinations
District Government. Aceh Tamiang strengthen cooperation with villages, the private sector and facilitate investment and business activities	<ul style="list-style-type: none"> ✓ Regular review of licensing procedures and fees. ✓ Appointment of a Regional Advisory Board consisting of representatives from the Tourism Office and tourism entrepreneurs to discuss tourism investment ✓ The Tourism Office holds annual hearings with tourism managers about activities and achievements ✓ Exploring the tourism village program in collaboration with the village government which is managed together with the tourism manager and the local village BUMK.
Strengthening of service competence tourism in the area	<ul style="list-style-type: none"> ✓ Training & courses for tourism management, tourism investment, tourism promotion, licensing, quality control, etc. ✓ Participate in various regional, national and international seminars and conferences. ✓ Improve foreign language skills ✓ Organizing a tourism taskforce team consisting of local stakeholders and tourism managers

5. CONCLUSION

From the results of the analysis that has been carried out, conclusions can be drawn, among others:

1. The Accessibility Manager to the tourist attraction is already available with roads, only the condition still looks damaged in some parts of the road. Maintenance of damaged roads has not yet been carried out by the district government. The community through the village and

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sub-district governments have asked the district government to make improvements. But still no result. So that in some parts of the road repairs are carried out by the community independently.

2. Transportation to tourism objects can temporarily only be done by private vehicles. Public transportation that has a special route to tourist sites is not available. The available public transportation facilities are only in the form of motorcycle taxis that can be rented by tourists to go to tourist sites. So that the accessibility of tourists to go to tourist areas seems sober without good management.
3. The management of promotion by the Regency Government to support the tourism development of Aceh Tamiang Regency is still minimal. So that information to tourists is still very lacking. Promotional efforts that can be seen are promotions carried out by tourists themselves. The pleasant experiences gained during tourism activities then spread to other communities. So that the tourist sites visited are better known by the wider community.

6. SUGGESTIONS

The suggestions for tourism development in Aceh Tamiang Regency include:

1. It is hoped that the Aceh Tamiang Regency government will focus on efforts to embrace the people who live around tourist attractions as actors⁵⁹⁴beginning to manage tourism objects. Village and district governments should be able to give more attention to this effort in order to create ectorma with the government related to tourism development.
2. It is hoped that the Government can build roads and facilities/infrastructure. With the improvement and construction of facilities and infrastructure such as lodging, roads, clean water facilities, and others in tourist destinations, it is expected to increase the number of tourist visits in addition to attracting investors to invest in Aceh Tamiang Regency.
3. It is hoped that the district government Aceh Tamiang can improve the service of the environmental management licensing process, ensure clear processing times for permits, and ensure when these permits can be issued in order to attract investors to invest in the tourism sector.

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