

## DEVELOPMENT OF TOURISM VILLAGES THROUGH BUSINESS MODEL CANVAS IN AN EFFORT TO ATTRACT THE INTEREST OF TOURISTS IN SEMANGAT VILLAGE BARUSJAHE DISTRICT, KARO DISTRICT

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### Abstract

*Tourism continues to grow in Indonesia because it creates jobs, increases welfare and increases regional income. The tourism community for sustainable rural development is accelerated by the tourism sector. Tourism villages utilize existing community potential to empower the community and improve their welfare. Tourism villages reflect the natural richness of the countryside and the socio-economic and cultural situation. Rural tourism encourages villages to preserve culture and nature to attract tourists. Local and foreign tourists know this Karo Regency tourist spot. Karo Regency offers natural, artistic, cultural and historical tourism. Barusjahe District, Karo Regency has Roh Village. Roh Village has natural hot springs that flow directly from springs with the potential for plantations and medicinal plants to be used for agrotourism. All community facilities and infrastructure are complete, but need maintenance and development. Activities that have been carried out include socialization regarding increasing tourist interest in Spirit Village, Barusjahe District, Karo Regency.*

**Keywords:** *Business Model Canvas, Tourism Village.*

### 1. INTRODUCTION

Tourism is one of the fastest growing economic sectors and contributes to overcoming inequality and inequality in the economy. The tourism sector also influences other sectors, although in a compelling context, sectors that are influenced by the tourism sector will provide positive developments for the development of an area where the tourist destination is located. In planning the development of a region, the tourism sector plays a large role in improving the region both in terms of infrastructure development, community welfare and increasing regional income. Currently, tourist villages have become one of the trends in tourism development in Indonesia, and have become a new direction in travel. It is hoped that tourist villages will be able to become a leading sector in the growth of the creative economy based on the concept of local wisdom (local genius). In line with this, the mandate of Law No. 10 of 2009 states that tourism is an integral part of national development which is carried out in a systematic, integrated, sustainable and responsible manner while still providing protection for religious and cultural values that live in society, sustainability, and environmental quality, as well as national interests (Republic of Indonesia Law Concerning Tourism, 2009).

Development carried out by the government in a region is carried out to encourage change, where areas that are tourist destinations and areas around tourist destinations become more advanced. Currently, regional governments are required to improve public facilities and empower local communities. This is a challenge that must be faced by the government in order to improve the quality of a region which cannot be separated from cooperation between the private sector, the community and other stakeholders. The government's implementation of development can be done in various ways, one of which is by empowering the community to reduce unemployment and poverty. Economic development is carried out by empowering Micro, Small and Medium Enterprises (MSMEs). MSMEs in Indonesia are regulated in Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises. MSMEs are a form of business that absorbs a lot of labor and has a big influence in the world of trade in Indonesia.

The progress of MSMEs in a region also depends on the tourism potential and tourist visits to

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that region. Therefore, development to optimize tourist villages through MSMEs is very strategic in driving the village economy. One of the villages that has great potential to be developed as a tourist village is Selamat Village which is located in Barusjahe District, Karo Regency, North Sumatra Province. This village can develop into a new tourism area, namely family medicinal plant tourism (TOGA). This is because there is suitable land for TOGA plants and also a supportive climate, the choice of TOGA tumhuban tourism is because currently people prefer herbal treatment for common diseases compared to consuming chemical drugs.

**2. METHODS**

The entire service team carried out outreach to the community located in Spirit Village, Barusjahe District, Karo Regency, which received a warm welcome during the outreach activities and the community actively asked questions during the discussion.

This Community Service takes place in three stages of activities, namely:

1. Socialization about improving the management of the main tourist village
2. Socialization about the use of family medicinal plants (TOGA)
3. TOGA canvas model business counseling

**3. RESULTS AND DISCUSSION**

The socialization regarding improving the management of the main tourist village was carried out by Drs. Gustanto M. Hum. On this occasion, the resource person conveyed how to manage tourist villages from an academic and marketing perspective to realize the Spirit Village into a new tourism area, namely family medicinal plant tourism (TOGA) in developing local potential that comes from nature.



**Figure 1. Socialization of Improving Spirit Village Management**

Furthermore, socialization regarding the use of family medicinal plants (TOGA) as herbal medicine was carried out by Beby Kendida Hasibuan, SE., M..Sc. In this case, it was conveyed to partners, based on the health aspect of medicinal plants as first aid in preventing disease, based on environmental aspects, the cultivation of medicinal plants as a reforestation that can provide beauty to the environment and preserve medicinal plant commodities so that they do not become extinct. Based on economic aspects, medicinal plants can increase people's income.



**Figure 2. Socialization of the Use of Family Medicinal Plants (TOGA)**

Canvas model business training was conducted by Beby Kendida Hasibuan, SE., M.Sc. This activity explains how to develop and start a Family Medicinal Plant canvas business model.



**Figure 3. Providing canvas model business materials**

#### 4. CONCLUSION

From the socialization carried out, it can be concluded that partners understand the BMC concept in developing tourist destinations through family medicinal plants to increase community income.

#### 5. ACKNOWLEDGMENTS

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