



The Impact of Tourism Attraction Revitalization on the Economy of the Local Community of Lubang Jepang Gunung Pangilun Padang

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Abstract. This study examines the impact of revitalizing the Lubang Jepang tourist attraction in Gunung Pangilun, Padang City, on the local community's economy. The background of this research is the importance of tourism development as an effort to improve the welfare of the surrounding community. The aim of this research is to analyze the extent to which the revitalization contributes to increasing local community income, business opportunities, and overall economic development. The research method used is descriptive qualitative, with data collected through surveys and interviews with stakeholders, the local community, and business actors in the tourism sector. The results show that the revitalization of the Lubang Jepang tourist attraction has a positive impact on the local economy, as evidenced by increased community income and the emergence of business opportunities, especially initially. However, the sustainability of this positive impact is highly dependent on adequate infrastructure support, the expansion of the tourist area, and effective promotion. The implications of these findings indicate that sustainable management and active community participation are crucial to ensuring that the positive impact can continue and develop.

Keywords: Revitalization, Community, Economy.

1. INTRODUCTION

Tourism is currently growing rapidly in different developing countries, such as Indonesia, where tourism is one of the sectors that has the greatest potential to support regional development and is an important aspect in the country's economic development. The development of tourism has undergone many changes, as well as changes in the structure, form and nature of tourism activities in tourist destinations, and others. Regional development can open new tourist destinations for both foreign and local tourists (Yakup 2019).

According to Ananto (2018) "tourist attraction is a place that visitors visit because it has resources, both natural and man-made, such as natural beauty or mountains, flora and fauna beaches, zoos, ancient historic buildings, monuments, temples, dances, attractions and other distinctive cultures". According to Jamal & Siregar (2017) "tourist attraction is everything that is the target of tourism, tourist objects are closely related to tourist attractions". The area that is a tourist attraction must have a uniqueness that becomes the main target when visiting the tourist area. The uniqueness of a tourist area can be seen from local culture, nature and flora and fauna, technological advances and spiritual elements".



Figure 1. Lubang Jepang Gunung Pangilun before and after revitalization

Tourism revitalization is not just about changing the physical face of a destination, but also aims to improve the social and economic conditions of local communities. In the context of Lubang Jepang Gunung Pangilun, revitalization is not just about attracting more tourists, but also about empowering the local economy.

According to Yoeti (in Wardani's quote, 2019), there are 3 (three) main characteristics of efforts in developing tourist attractions, namely "something to see means that the tourist attraction must have an attraction that can be used as a spectacle for tourists, something to buy means that tourist attractions provide facilities for tourists to shop, especially souvenirs and handicrafts, something to do means that the tourist attraction must have something, for example recreational facilities, be it a playground or a place to eat so that there is something for tourists to do".

Lubang Jepang Gunung Pangilun has untapped potential to provide significant economic benefits to the local community. Revitalization can create new jobs in the tourism sector, including in the accommodation, restaurant, and transportation sectors (Pambudi, 2020). The revitalization of Lubang Jepang Gunung Pangilun is expected to create a positive economic cycle with increased tourist visits.

The impact of revitalization can also be seen in the increase in local community income through micro and macro businesses. The availability of new business opportunities, such as food stalls and souvenir shops, can improve the welfare of residents around Lubang Jepang Gunung Pangilun (Bawono, 2019). This is in line with sustainable development theory, which emphasizes the importance of equitable and inclusive economic development (Wardhana, 2024).

However, it is important to remember that revitalization can also bring negative impacts if not managed properly. Increased tourist arrivals can put pressure on the environment and local culture. Therefore, it is important to maintain a balance between tourism growth and the preservation of natural resources and cultural heritage, and emphasize the importance of integrating environmental sustainability with tourism development.

In the context of sustainability, the revitalization of Lubang Jepang Gunung Pangilun must also consider aspects of environmental sustainability. With increasing awareness of environmental issues, environmentally friendly tourism management is becoming increasingly important. Revitalization efforts should be directed at preserving the natural beauty of Gunung Pangilun Japanese Hole as well as the sustainable use of resources.

2. THEORETICAL REVIEW

Revitalization

Based on the Big Indonesian Dictionary, revitalization is the process, method, act of reviving or reinvigorating. Revitalization is an effort to revitalize an area that was once bustling but has become sluggish. The methodologies involved in area renewal incorporate improvements from a practical, financial, and social perspective. A tourist attraction is a gathering place for tourists. Therefore, the idea of tourist attraction renewal in the tourism industry is considered to reconstruct tourist attractions in order to attract tourists (Ismail 2018).

Tourist Attractions

According to Chafid Fandeli (2017: 58) tourist attraction is a manifestation of human creation, way of life, cultural arts, national history and places or natural conditions that have an attraction for tourists to visit. While the attraction of nature tourism is a tour whose attraction comes from the beauty of natural resources and the environmental system.

Impact of Revitalization on the Economy

Revitalization of tourist attractions to the economy is one of the strategic sectors that can help improve the National Economic Recovery (PEN). This revitalization can also drive the local economy in the region through the tourism sector which will have an impact on the national economy. With this program, it is hoped that it can increase the awareness of local residents to be able to develop the potential of their area.

In addition, the impact of revitalization on the economy is:

- 1) The creation of jobs for the surrounding community. With the development of the tourist attraction area, it can open up jobs for local residents so that it can overcome the problem of unemployment in the area around the tourist attraction and mobilize the economy of the local community.
- 2) Increased income and regional income and increased local community economy. If PAD can be optimized and managed professionally by finding cultural advantages and local potential as well as a strong will from all stakeholders, it will be able to foster competitive regional competitiveness and improve community welfare through pro-people programs.
- 3) Preservation and publication of local culture with the revitalization of tourist objects creates a neat, clean, and comfortable impression for tourists who visit, including preserving the environment to increase the productivity of the community's economy and the object can become one of the city's destinations free from slums.

3. METODE

The research method used is descriptive qualitative research. Qualitative research is able to produce research results in the form of in-depth descriptions of speech, writing, or behavior that can be observed within a certain scope seen from a comprehensive point of view (Luthfiyah, 2017). This type of research uses qualitative research, which is used to investigate and describe in depth the impact of tourist attraction revitalization on the local economy of Lubang Jepang Gunung Pangilun Padang.

Research subjects according to Arikunto are informants who provide research data through interviews (Purba et al, 2019). Determination of the research subject was carried out by purposive sampling. Purposive sampling according to Sugiyono (2018: 138) is a sampling technique with certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied.

Purposive sampling is a technique using the determination of informants with certain considerations. In this case, the person knows more about what we expect, making it easier for researchers to describe the object or situation of the impact under study (Sugiyono, 2018).

4. RESULT AND DISCUSSION

Result

Interview is a technique used in this research. Information in this study was obtained by questioning informants in order to produce information that was able to answer the formulation of problems in this study. At this stage collecting data by conducting interviews with the Head of the Village, Tourism Management, Community Leaders and Local Communities (Traders), Tourism Office.

1) The Impact of Tourism Attraction Revitalization on the Economy of the Local Community of Lubang Jepang Gunung Pangilun Padang City

a) Overview of Revitalization of Tourism Attraction Lubang Jepang Gunung Pangilun Padang City

Lubang Jepang Gunung Pangilun is one of the historical tourist destinations located in Padang City, West Sumatra. This site is a Japanese heritage tunnel used during World War II. Its strategic location and strong history make Lubang Jepang one of the attractions that has great potential to be developed.

Over time, the image of Lubang Jepang Gunung Pangilun has deteriorated in the eyes of most people. In addition, the condition of the buildings in this area is not maintained, so it looks shabby and gives a less safe and comfortable impression. This opened the community's mind to turn this place into a historical tour considering that the Japanese Hole in Bukittingggi attracts tourists due to the historical tour, and it is hoped that the Japanese Hole of Mount Pangilun can also bring tourists.

Seeing the alarming condition of Lubang Jepang Gunung Pangilun, the government and the community began to pay attention to the area. The process of building or revitalizing Lubang Jepang began in early 2018. The Ministry of PUPR in Padang city actively involved the local community. In the early stages, planning was carried out with discussions involving the Human Settlements Unit of the Ministry of PUPR, the Head of the PUPR Office, the Head of the Sub-District, and the community to identify problems, conditions, and infrastructure plans to be built, including land acquisition. The beginning of 2019 became a historic moment when the revitalization and normalization process took place, turning Lubang Jepang into a historical tourism area. In early 2020, the formerly rundown Lubang Jepang area turned into a public open space that also serves as a center for community activities, such as jogging, children's playgrounds.

The idea of revitalizing the Japanese Hole of Gunung Pangilun came from the Padang City Government, especially through the Tourism and Culture Office and the Public Works and Spatial Planning Office (PUPR) of Padang City, where the revitalization was carried out to improve the economy of the surrounding community and increase cultural values and improve community welfare, especially for the community around the Japanese Hole tourist attraction of Mount Pangilun.

This statement is in line with what was conveyed by Mr. HU, Head of Gunung Pangilun Urban Village of Padang City, who directly handles the problem of Lubang Jepang Gunung Pangilun related to the first revitalization of the area as follows:

"Lubang Jepang Gunung Pangilun is revitalized according to the policy of the Padang City Government. The revitalization process began in 2019 with the initial stage of land acquisition owned by the community and has been occupied for more than 80 years. Before revitalization, Lubang Jepang Gunung Pangilun was a very slum area, lacking attention and I was also one of those recommending this place to be revitalized. In 2019, Lubang Jepang Gunung Pangilun was officially made one of the historical tourist attractions in Padang City."

This is also explained by Mr. UJ as a community leader regarding the revitalization of the tourist attraction of Lubang Jepang Gunung Pangilun:

"Since Lubang Jepang Gunung Pangilun officially became a tourist attraction, public awareness to protect the environment has increased. The area that used to go unnoticed has now turned into a clean and well-maintained area. The community also supports the revitalization of this tourist attraction, hoping to attract more visitors. The development of adequate facilities and infrastructure aims to provide a sense of security and comfort for both visitors and the surrounding community."

Based on an interview with Mr. MD at the Padang city tourism office as follows:

"Revitalization is to beautify or improve existing tourist attractions, so the purpose of this revitalization is none other than the welfare of the surrounding community, starting from land acquisition and beautifying access and making gates, but it is still constrained in developing more widely due to the difficulty of obtaining permission from the landowner, therefore we need to approach the

community so that the Japanese Hole tour of Gunung Pangilun is more beautiful and attractive so that tourists are interested in visiting again."

This was also conveyed by Mrs. RN, a tourist who had visited before:

"This Lubang Jepang Gunung Pangilun is an interesting tourist attraction to visit but with the lack of facilities maybe many tourists will find it difficult to visit again, I have come here for the second time but the place is exactly like the beginning of the revitalization there is no change"

Lubang Jepang Gunung Pangilun, which was inaugurated in 2023, has become one of the newest tourist destinations in Padang city. This place offers a unique attraction for both local people and foreign tourists, with a refreshing and eye-pleasing atmosphere. Visitors can enjoy a leisurely stroll while learning about the history of Lubang Jepang and enjoying the selfie spots available. Despite the revitalization efforts of Lubang Jepang Gunung Pangilun, the positive impact on the local economy has not been significant. Some important points obtained from the interview are as follows:

1) Local Community Views

Local communities have diverse views regarding the revitalization of Lubang Jepang. Some people acknowledge that the revitalization has improved the physical condition of the site and increased visitor comfort. However, they also stated that the expected economic impact has not been felt in real terms. Some of the reasons cited include:

- **Restrictions on Area Development:** Communities that own land around the tourism area do not allow the expansion or addition of tourist facilities. This hinders the potential for greater development.
- **Lack of Infrastructure Support:** Supporting infrastructure such as roads, parking lots, and other public facilities are still inadequate, limiting the comfort and number of tourist visits.

2) Local Government Attitudes

Local governments support revitalization efforts, but they also face obstacles in terms of consent from landowners. Some of the efforts the government has made are :

- **Social Approach:** The government is trying to approach the community to find a solution together. However, this process takes time and patience.

- Alternative Development: The government is trying to develop other alternatives to increase tourist attraction without having to expand the area.

As stated by Mr. AR as follows :

"Since the beginning of the revitalization, it has indeed provided many positive benefits to the community, but after time the visitors are getting less and less due to inadequate infrastructure support such as roads, parking lots and other public places, it is not because the government does not want to facilitate it, but people who own land around the tourist area do not want to give or sell it, therefore we must take a direct approach with the niniak mamak he said."

From the results of interviews with informants, it can be seen that revitalization brings new changes to the lives of the local people of Lubang Jepang, both direct and indirect changes. Although the revitalization of Lubang Jepang Gunung Pangilun has been carried out, the expected economic impact has not been significant. The main obstacle faced is the restriction of area development by the landowning community. Therefore, a more intensive approach to the community, improved infrastructure, and more effective promotion are necessary to achieve the desired revitalization goals.

b) Impact of Tourism Attraction Revitalization on Local Community Economy on Income and Business Opportunities

1) Impact in terms of income

Revitalization does not only focus on physical beauty but must also be oriented towards improving the community's economy, the tourism manager realizes that the revitalization carried out has not been able to have the expected economic impact. Some of the challenges faced by managers are limited space, because they are not allowed to expand the tourist area, managers have difficulty adding facilities that can attract more tourists. The lack of tourism promotion is still limited, so many potential tourists do not know about Lubang Jepang Gunung Pangilun. The following is a table of community income before and after revitalization.

Table 1. Changes in Merchants' Income Before and After Revitalization of Lubang Jepang Gunung Pangilun Padang

Name	Type of Business	Income	
		Before	After
RT	Coffee Shop	Rp5.000.000/month	Rp6.000.000/ month
SY	Toast	Rp3.000.000/ month	Rp3.500.000/ month
AN	Grocery	Rp4.000.000/ month	Rp5.000.000/ month
ML	Grocery	Rp3.000.000/ month	Rp4.000.000/ month

Source: Research, 2024

Table 3 explains the difference in income before and after revitalization. From the table above, it can be seen that the income of traders has increased after the revitalization.

The existence of this revitalization does have an impact on the income of traders but only in the first month after the revitalization after it returns to normal due to factors that make tourists reluctant to visit again, thus making traders' income decline again, this was conveyed by the head of the RT regarding the local community economy, namely:

"With the revitalization, it did make the income of the surrounding community increase at the beginning of the Lubang Jepang was inaugurated, but it was only temporary, the government wanted to expand the tourist area such as adding parks and making statues to make it more attractive, but the resident who occupied the land did not give permission and even wanted to set up a shop there, so that tourists were less interested in visiting again because the facilities were also inadequate and income had decreased again."

And as also conveyed by Mrs. RT:

"The beginning of this revitalization affected the business income that I run because the place is already quite good, not only local people who visit, but also outsiders who visit by enjoying the atmosphere around Lubang Japan. My income before the revitalization was Rp150,000/day, now it can reach Rp200,000-Rp250,000/day. Of course this revitalization has an impact on my income but only initially and then it was quiet"

This was also conveyed by Mrs. SY, she said that:

"With this revitalization, my business has an impact on income or profit which is quite decent, which is around Rp.3,500,000 per month. compared to

my previous income of only Rp3,000,000 per month that was valid at the beginning of this tour inaugurated."

Likewise with Mrs. ML, she said:

"so far I feel that there has been a decent increase after the revitalization of the tourist attraction, because now it is cleaner, more comfortable and visitors have increased. Of course this has at least affected my family's economy but it did not last long"

Based on interviews with several local residents, it can be concluded that the revitalization of Lubang Jepang Gunung Pangilun initially had a positive impact on the local economy. At first, the increase in income was felt by several residents, such as Mr. RT who experienced an increase in daily income from Rp150,000 to Rp200,000-Rp250,000, Mrs. SY whose income increased from Rp3,000,000 to Rp3,500,000 per month, and Mrs. ML who felt an increase in family welfare.

However, this positive impact was only temporary. After the initial period, the number of visitors declined again due to inadequate facilities and the government's plan to expand the tourist area could not be realized due to the refusal of permission from local landowners who preferred to set up stalls on their land. As a result, community income declined again after the initial revitalization.

2) Impact in terms of business opportunities

Business opportunity is an opportunity owned by someone to achieve a goal. However, not all business opportunities that arise before, can be done, such as business opportunities around the tourist attraction of Lubang Jepang Gunung Pangilun which has its own impact on the revitalization of the area. The following is a list of business opportunities before and after revitalization.

Table 2. Business Opportunities Before and After Revitalization of Gunung Pangilun Tourism Attraction

Name	Business opportunities	
	Before	After
AG	Construction Worker	Bakso Bakar
PTR	Household Assistant (ART)	Pop Ice & Drinks
DL	Online Sales	Honey Cake
IL	Construction Worker	Young Coconut Ice
PK	Housewife	Rice Cake

Source: Research, 2024

Table 4 explains the differences in business opportunities before and after revitalization. From the table above, it can be seen that revitalization opens up business opportunities for traders compared to before selling around the Japanese Hole tourist attraction of Gunung Pangilun Padang City.

The following are the results of interviews regarding the impact on business opportunities before and after revitalization. This was conveyed directly by Mrs. PTR:

"Since Lubang Jepang Gunung Pangilun became a tourist attraction, business opportunities for the local community have increased. Mrs. PTR, who previously worked as a household assistant earning Rp1,000,000 per month, can now earn Rp2,000,000 per month by selling at the tourist site. This increase certainly adds significantly to her income."

In improving the community's economy, the next impact felt by the community after revitalization is business opportunities, as stated by Mr. IL:

"Alhamdulillah, my income has increased after the revitalization of Lubang Jepang Gunung Pangilun, and this really helps increase income for daily needs."

Likewise with Mrs. DL, she said:

"Initially, I only sold online. However, since the revitalization of Lubang Jepang Gunung Pangilun was completed, I have the opportunity to open a shop along the Lubang Jepang area. This opportunity has increased my income to fulfill my daily needs."

This was also explained by Mrs. PK that:

"The revitalization of Lubang Jepang Gunung Pangilun has made my business quite developed. Previously, I was just a housewife, but with the revitalization, I got the opportunity to sell lontong pagi around Lubang Jepang Gunung Pangilun."

Based on the results of interviews with several people, especially traders, the impact of revitalizing the Japanese Hole tourist attraction of Gunung Pangilun in terms of business opportunities can expand business opportunities owned by business actors to achieve goals. This impact is felt directly by the people around Lubang Jepang who initially did not work and returned to work, as explained by Mrs. AG, initially only worked as a household assistant (ART)

and since there was revitalization switched jobs by selling sugar cane juice, this opportunity can certainly increase income from before.

It can be concluded that the revitalization of Lubang Jepang Gunung Pangilun has a positive impact on the economy of the local community, especially initially. However, the sustainability of these positive impacts is highly dependent on adequate infrastructure support, expansion of the tourist area, and effective promotion. The main obstacle is the refusal of local landowners to expand the tourist area, which limits the potential for further development and maintaining the long-term positive impact.

5. CONCLUSIONS AND SUGGESTION

Conclusions

Based on the results of the research and discussion described in the previous chapter, it can be concluded that:

1. The increase in income of local community traders occurred after the initial revitalization of the Japanese Hole tourist attraction of Gunung Pangilun, which previously their income was still relatively low. although income increased at first, this impact was only temporary. After the initial period, the number of visitors decreased due to inadequate facilities and the government's plan to expand the tourist area could not be realized due to the refusal of permission from local landowners. As a result, community income declined again after the initial revitalization.
2. The business opportunities that emerged after revitalization provided an opportunity for the community to increase their income and welfare. However, this impact is also temporary if not supported by adequate facilities and effective promotion.
3. The community environment that was originally a slum area has now turned into a clean and comfortable area, making the area one of the city's slum-free destinations.

Suggestion

Based on the results of the research that has been carried out, in this case there are several suggestions to the following parties :

- 1) Researchers suggest that the Government and tourism managers need to take a more intensive and persuasive approach to local communities to gain support in the development of tourist areas. Open dialogue and counseling about the economic benefits that can be obtained from tourism development can help change people's views.

- 2) To the community to better maintain and care around the tourist attraction of Lubang Jepang Gunung Pangilun so that the environment remains clean and comfortable.
- 3) Promotion efforts need to be increased by utilizing various media, including social media, cooperation with tourist agents, and participation in tourism exhibitions. Effective promotion can attract more tourists and increase economic impact for local communities.

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