ANALYSIS OF SUSTAINABLE TOURISM DEVELOPMENT IN THE LAKE TOBA GEOPARK AREA

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ABSTRACT
The Lake Toba Geopark holds a lot of potential for natural beauty, unique flora and fauna as well as captivating cultural diversity. However, a mature strategy is needed to make the Lake Toba Geopark global. This is because the competition in the tourism sector is very tight. Many other countries also have natural beauty that is not inferior to the Lake Toba Geopark. Therefore, sustainable tourism development is needed for the Lake Toba Geopark so that the Lake Toba Geopark can still be enjoyed by future generations.

Keywords: Tourism, Sustainable Tourism Development, Lake Toba Geopark

INTRODUCTION
Indonesia is one of the largest countries in the world, reaching more than 5.1 million km² covering land and sea. It stretches from the eastern end of Papua to the western end of Sumatra for 3,977 miles. It has more than 17 thousand islands. Naturally, this country has extraordinary natural wealth. This is a potential for the tourism sector. Unfortunately, only Bali is already very global. Whereas Indonesia has other "Bali-Bali" which if managed seriously will be able to bring extraordinary income for the people of Indonesia. Herein lies the challenge.

Since 2016, the Government through the Ministry of Tourism has introduced the 10 New Bali program. This program is focused on 10 destinations such as Lake Toba in North Sumatra, Tanjung Kelayang Belitung, Borobudur Temple in Central Java, Labuan Bajo East Nusa Tenggara, Mandalika West Nusa Tenggara, Thousand Islands, Morotai North Maluku, Wakatobi Southeast Sulawesi, Bromo Tengger Semeru in East Java, and Tanjung Lesung in Banten. Recently, the Ministry of Tourism and the creative economy has focused on 5 locations called super priority destinations. The five are Lake Toba, Borobudur, Likupang, Mandalika and Labuan Bajo.

Toba Caldera or better known as Lake Toba was designated as a UNESCO Global Geopark at the 209th Session of the UNESCO Executive Council in Paris, France, Tuesday 2 July 2020. The Indonesian government succeeded in convincing the UN Agency for Education, Science and Culture that the Toba Caldera have geological links and high traditional heritage with local communities, especially in terms of culture and biodiversity. Lake Toba has an area of 1,130 km², with details of 87 km long and 27 km wide. Because of its size, Lake Toba (1,130 km²) is included in the area of seven districts (Simalungun, Toba Samosir, North Tapanuli, Humbang Hasundutan, Dairi, Karo and Samosir).

The history of tourism in the Lake Toba area is a form of counter to a sustainable tourism management. This can be seen from the tourism journey in this area which was victorious in the past, but gradually declined in the future (Sitorus, 2016). Lumbanraja (2012) noted that the heyday of tourism in Lake Toba was at its peak in 1996 with nearly four million
tourists visiting. Since that time until now this record has never been repeated. Even the Ministry of Tourism revealed that the growth of foreign tourist arrivals to Lake Toba had reached -30.94% in 2013 (Ministry of Tourism, 2016).

The Lake Toba Geopark holds a lot of potential for natural beauty, unique flora and fauna as well as captivating cultural diversity. However, a mature strategy is needed to make the Lake Toba Geopark global. This is because the competition in the tourism sector is very tight. Many other countries also have natural beauty that is not inferior to the Lake Toba Geopark. Therefore, it is necessary to develop sustainable tourism for the Lake Toba Geopark so that the Lake Toba Geopark can still be enjoyed by future generations.

RESEARCH METHOD

This type of research is a literature review using descriptive qualitative analysis techniques and content analysis techniques. In literature research and qualitative research, data analysis is sufficient with non-statistical analysis in the form of reduction, display and verification.

RESULT AND DISCUSSION

Tourism is a commodity that is needed by every individual. The reason is that travel activities for an individual can increase creative power, eliminate work saturation, relaxation, shopping, business, knowing the historical and cultural heritage of a particular ethnicity, health and spiritualism tourism. With the support of free time, tourism activities will increase.

To advance the tourism sector of a destination, it takes the role of the local government as the leading sector in determining development planning and regional tourism development (Badarab, Trihayuningtyas, & Suryadana, 2017). Hidayat, (2011) argues that Sustainable Tourism (sustainable tourism) and sustainable development (sustainable development) are terms that result in various responses/responses from managers, tourism planners and environmental defenders/advocates, both skeptical and concerned. Sustainable tourism is defined by UNWTO as tourism that takes full account of current and future economic, social and environmental impacts, responding to the needs of visitors, industry (tourism), the environment and host communities (Ministry of Tourism, 2016). Based on the above theory that sustainable tourism development is tourism development which in its planning efforts takes into account all possibilities that occur, such as the impacts that will be caused, obstacles that will arise, and how to overcome and prevent these possibilities.

1. Sustainable Tourism Development Concept

Basically, tourist visits are visits to seek pleasure and satisfaction so that it must be supported by the availability of adequate accommodation. Tourists tend to be interested in complete accommodation facilities that can support the activities carried out by tourists. In addition, improving the quality of service and comfort also needs to be considered so that tourists feel happy and satisfied with the tourist attractions they visit.

The concept of sustainable tourism development is an ideal concept in developing countries. This concept is used to face future challenges in the era of globalization by paying attention to social, cultural, economic, political aspects. Sustainable tourism development must be supported by participatory tourism development policies involving the community. Djafar (2015) states that tourism development is a planned development effort in a systematic and comprehensive manner, so that the benefits generated can be more optimal for the community, both from an economic, social and cultural perspective.

According to Noor & Pratiwi, (2016) the concept of sustainable tourism development, namely:
a) Carry out efforts that can ensure the preservation of the existing socio-cultural and environmental aspects as well as protect from things that can threaten its existence;
b) Provide education and training on tourism to local communities and involve them in the planning, development, conservation and assessment processes of tourism development;
c) Using the concept of carrying capacity, namely limiting tourist visits according to the capacity that can be accommodated by the tourist attraction so that it does not have a negative impact on the environment and local communities;
d) Provide information and education to tourists as well as local communities regarding the importance of preserving and preserving cultural heritage;
e) Conduct regular research to find out developments and deviations that occur in connection with the application of the concept of sustainable tourism development.

There are 5 basic principles of each element of sustainable development, namely participation, integration, equity, diversity, and a long-term perspective (Rahadian, 2016). In sustainable development, it is necessary to pay attention to the elements of sustainable tourism development in order to create quality tourism. In addition, strategies are also needed in its development. According to Suryono (2004) strategy is principally related to the following issues: policy implementation, determination of objectives to be achieved, and determination of methods or methods of using infrastructure. In its application there is a strategy which must be related to the purpose of the facilities and methods so that in the development of regional tourism, local governments must make various efforts in developing tourism facilities and infrastructure. And of course also the implementation of the strategy must be in accordance with the vision and mission of the tourism builder of an area.

2. Guidelines in Sustainable Tourism Development

The development of tourism in an area will bring benefits to tourists and the local community. For the local community, the benefits are economic, social and cultural. However, if in its development it is not prepared and managed very well, it can also cause various problems that are detrimental to tourists or the community. Therefore, to ensure that tourism can develop properly and sustainably and bring benefits to tourists and the community, it is necessary to in-depth study of all supporting resources and resources.

Tourism development does not escape from sustainable development, according to Law Number 9 of 1990 concerning Tourism, article 5 states that the Development of Tourism Objects and Attractions is carried out by seeking, managing, and creating new objects as tourist objects and attractions, then article 6 states that the construction of tourist objects and attractions is carried out by taking into account:

a) Ability to encourage increased development of economic and socio-cultural life.
b) Religious values, customs, and views and values that exist in society.
c) Cultural and environmental sustainability.
d) The sustainability of tourism itself

In the Journal (Ministry of Tourism and Creative Economy, 2012) guided by UNWTO, it is stated that in Sustainable Development there are guidelines or provisions that should:

a) Utilizing environmental resources which are key elements in optimal tourism development, maintaining important ecological processes and helping to conserve natural heritage and biodiversity;
b) Respect the socio-cultural authenticity of the host community, preserve the artificial heritage and contemporary cultural life, traditional values, and contribute to intercultural understanding and tolerance; and

c) Ensure long-term operations, which provide equitable distribution of socio-economic benefits to all stakeholders, including stable employment and opportunities for the host
community to generate income and social services, and contribute to poverty alleviation. Sustainable tourism development requires informed participation from all stakeholders, as well as strong political leadership to ensure broad participation and build consensus. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing preventive and/or corrective actions where necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience for tourists, raise awareness about sustainability issues and promote sustainable tourism practices among them.

There are two basic approaches in combining local wisdom in tourism development proposed by Walker, (1996) in Tamaraitka & Rosydie, (2019), namely:

a) Buying products by incorporating elements of local wisdom in tourism products that can be enjoyed such as souvenirs and culinary delights.

b) Buying experience by combining elements of local wisdom in activities that can provide direct experience.

3. Sustainable Tourism Development at the Lake Toba Geopark

Tourism is a promising sector that can provide broad and sustainable development benefits for the community. Therefore, the Government of Indonesia seeks to improve the Indonesian economy using tourism as one of the main growth drivers. More specifically, tourism development can increase foreign visitors, domestic visitors, foreign exchange earnings, employment opportunities and tourism competitiveness through the development of integrated and sustainable tourism development.

Tourism development in priority tourist destinations will be carried out through strengthening the synchronization of planning and budgeting with a holistic, integrative, thematic and spatial approach. In order to support the acceleration of the implementation of tourism development in priority tourist destinations, the Government in collaboration with the World Bank implements an integrated and sustainable tourism development program in 6 (six) priority tourist destinations, namely: (i) Lake Toba in North Sumatra Province; (ii) Borobudur-Yogyakarta-Prambanan in the Provinces of Central Java and the Special Region of Yogyakarta; (iii) Lombok in West Nusa Tenggara Province, (iv) Bromo-Tengger-Semeru in East Java Province, (v) Labuan Bajo in East Nusa Tenggara Province and (vi) Wakatobi in Southeast Sulawesi Province implemented in the Integrated Infrastructure Development for National Tourism Strategic Areas (Indonesia Tourism Development Project/ITDP) or hereinafter referred to as Integrated Infrastructure Development for National Tourism Strategic Areas (Integrated and Sustainable Tourism Development Program, hereinafter abbreviated as P3TB).

The P3TB project consists of 4 (four) integrated components, where each component is targeted to solve the main obstacles to tourism growth and competitiveness. The existence of these four components is expected to contribute to increasing the number of foreign and domestic visitor arrivals, foreign exchange earnings from the tourism sector, employment opportunities, contribution to GDP, and tourism competitiveness. Overall, this project has developed an organizational framework to coordinate tasks and functions as well as budgets at the Central Government, Provincial Government, and Regency/City Governments in 6 (six) selected tourist destinations.

The objectives of the P3TB Project are stated in the Integrated Tourism Master Plan (RIPT) for each tourist destination, as well as institutional arrangements specifically established to enhance collaboration between relevant institutions. The development of this plan helps align government programs with regard to roads, basic services, skills development and the investment climate.
Four components in the P3TB Project

a) Component 1: Enhancing Institutional Capacity To Facilitate Integrated and Sustainable Tourism Development
b) Component 2: Improving Road Quality and Access to Basic Services related to Tourism
c) Component 3: Increasing Community and Local Business Participation in the Tourism Sector
d) Component 4: Improving a conducive business climate for private investment into the tourism sector

The Indonesian government has adopted a tourism policy as a leading sector. There have been 10 (ten) priority tourist destinations – 10 New Balis – one of which is Lake Toba. To develop these priority destinations, an Integrated Tourism Master Plan (RIPT) is prepared. RIPT-Lake Toba is a planning document to guide the coordination of stakeholders in developing sustainable tourism in Lake Toba by considering the 10A principles of tourism. RIPT-Lake Toba is structured through stages involving stakeholders to conduct a series of analyzes of the conditions and challenges of tourism development in Lake Toba. Currently, the process of drafting the RIPT-Lake Toba has reached the stage of drafting a legal umbrella in the form of a Presidential Regulation.

Lake Toba tourist destinations cover 8 (eight) regencies in North Sumatra Province, namely: Karo, Simalungun, Toba Samosir, North Tapanuli, Humbang Hasundutan, Samosir, Pakpak Bharat, and Dairi regencies. Of the 31 sub-districts around the shores of Lake Toba, 6 (six) sub-districts have been selected as Key Tourism Areas (KTA) to be the focus of development in the first 5 (five) years, namely: Simanindo, Pangururan, Balige, Parapat, Brand, and Muara. The development of these six KTAs is expected to be a lever for tourism development in Lake Toba.

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Fig 1. RIPT-Toba Lake

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meaning and value of regional resources; weak tourism human resources; weak development of the potential of local arts and culture; and low quality of accessibility.

The Lake Toba area will be developed with the vision of "Tourism, Building and Promoting Ancestral Lands, by and for All Communities". The vision is also matched with the value of local wisdom, as a driving tool that can be understood by the community, namely 'Marsipature Hutanabe', which means that each individual or group manages and builds their own 'land'. This can also be interpreted if each of them carries out their duties well, then progress can be achieved together. In 2045 the total number of foreign and domestic tourist visits to Lake Toba is projected to be 6.1 million, an increase from 1.8 million in 2018. This growth is expected to increase economic benefits in the form of tourism sector income of IDR 5.1 trillion and employment a total of 116,804 in 2045.

The Lake Toba tourism development strategy is divided into 3 stages, namely Awakening, Acceleration and Consolidation. The Awakening Phase (2020-2025) focuses on changing the mindset to improve the commitment and contribution of stakeholders in the context of improving the environmental conditions of Lake Toba tourism. The Acceleration Phase (2026-2035) emphasizes efforts to standardize quality, product differentiation, and readiness to welcome market demand while consistently upholding the principles of sustainable development. The Stabilization Phase (2036-2045) will integrate tourism development throughout the Lake Toba area and North Sumatra Province.

The policy directions and strategies for developing Lake Toba tourism are:

a) Equitable distribution of development to 6 (six) KTA
b) Improved connectivity and accessibility to tourist attractions
c) Preservation of lake water environment quality and reforestation
d) Prioritizing protection of geoparks and Batak culture
e) Improving the quality of amenities in the form of diversity of tourist activities and compliance with international standards
f) Integrated area management among stakeholders to achieve common goals
g) Encouraging other sectors related to tourism, namely agriculture, trade and industry
h) Always anticipate possible disturbances to environmental quality and social impacts caused by tourism development.

Through the policies, strategies, and action plans in the RIPT, Lake Toba is projected to become a world-class tourist destination that has an impact on regional progress and community welfare.

CONCLUSION

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