

## Seasonal Tourism During The Covid-19 Pandemic in Parapat, Lake Toba, Indonesia

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### Abstract

*Parapat is a village in Girsang Sipangan Bolon District, Simalungun Regency. In the Master Plan of Priority Tourism Destinations (RIDPP) of Lake Toba 2020-2045, Parapat became one of the Key Tourism Area (KTA) in supporting Lake Toba Tourism Priority Destination (DPP). DPP Lake Toba is one of ten DPP that the government has set in achieving tourism development goals. So that the government is aggressively developing tourism in Indonesia to be increasingly known both nationally and internationally, tourism development is more directed towards sustainable tourism development. The indicators assessed in this study are on seasonal tourism issues, which refers to the Baseline Indicators of Sustainable Tourism Development for Tourism Destinations by World Tourism Organization. This research uses qualitative research with a descriptive approach. Award chose qualitative descriptive research because this study explores the assessment of seasonal tourism indicators in Parapat that will be presented in descriptive form. The results of the study analysis found that there was an increase in the number of tourist visits to Parapat. This is due to the many meeting activities and MICE held at the hotel both by various government agencies and the local agency area. Regarding tourist attractions, the Lake Toba Festival cannot be held because of the enactment of PPKM rules in Parapat. In response to the COVID-19 pandemic situation in 2020, all lodging establishments, restaurants, and attractions implement strict health protocols. Some hotels will have to take a policy to close their businesses until June temporarily. However, in July, they reopened their business with a low room occupancy rate. In addition, there are several implementations of health protocols in the dining establishment that must be applied to every dining business in Parapat, such as maintaining distance and providing a sink for visitors.*

**Keywords:** Lake Toba, Parapat, tourism, WTO.

### INTRODUCTION

In the COVID-19 pandemic, Indonesia experienced a downturn in almost all industries except health, pharmaceutical, social activities, information and communication, clean water procurement, waste management, and recycled waste. The most affected sectors are transportation, travel, warehouses, the accommodation and food supply sector, and other sectors, are the tourism sector in Indonesia; based on Sakernas 2019, about 11.83% of Indonesian workers are in the tourism industry sector. Meanwhile, the contribution of tourism to GDP is about 4% per year (Anggarini, 2021). Various economic activities ranging from tourism to trade were forced to close their businesses and lay off their employees. It also supports government regulations to implement *social distancing*. This method certainly directly impacts the nation's

economy because there will be a lot of reduction in work outside the home. Several hotels in tourist areas such as Bali, Jakarta, Yogyakarta, and Surabaya were closed. Job cuts (layoffs) are a practical step for companies to reduce the company's growing losses. This is done to minimize the chain of the spread of the COVID-19 virus outbreak (Dwina, 2020).

Tourism is an important sector of the Indonesian economy. The tourism sector has a significant role to play in the economy in Indonesia. Tourism is a multi-component industry, not released with other sectors of the economy. (Silfia et al., 2021). Overall, the tourism potential owned in Indonesia is very high, especially in natural tourism, so the government is aggressively developing tourism in Indonesia to be increasingly known both nationally and internationally (Tania, 2020).

Tourism development can provide opportunities for the movement of various economic activities of the community. (Setijawan, 2018). Tourism is everything related to tourism and tourist attractions and businesses related to the field. Talking about tourism is covered by various empowerment efforts, tourism businesses, tourist objects and attractions, and various tourism activities and types of companies (Situmorang & Bagus, 2017). Tourism can be described as a competitive product when the tourist destination is attractive, competitive in terms of quality, compared to the products and services of other tourist destinations (Damanik & Purba, 2020). Currently, tourism development is more directed towards sustainable tourism development. This happens because sustainable tourism development policies aim to use natural and human resources for an extended period of time. (Budiani et al., 2018). Sustainable tourism is not a discrete or specialized form of tourism. On the contrary, all forms of tourism should strive to be more sustainable, and all parties should be involved in such development. (World Tourism Organization, 2004). Sustainable tourism development requires the participation of information from all relevant parties and strong political leadership to ensure broad participation and build consensus. Achieving sustainable tourism is a continuous process and requires constant monitoring of impact and introducing necessary preventive and/or remedial measures. Sustainable tourism should also maintain a level of tourist satisfaction, ensure meaningful experiences to tourists, raise their awareness of sustainability issues, and promote environmentally friendly tourism practices. (World Tourism Organization, 2004).

Seasonality in tourism is significant to discuss because it creates economic and social problems and impacts the quality of services in the tourism industry. (Maulana et al., 2020). In marketing a tourism destination, a more accurate understanding of seasonal properties is needed to provide appropriate tourism products. (Choe et al., 2019). A sense of seasonal patterns in tourism is indispensable in the efficient management of tourism facilities and infrastructure. (Corluka, 2019). Seasonal patterns become an essential thing for destination managers in making decisions regarding the distribution of infrastructure and human resources owned by (Þórhallsdóttir & Ólafsson, 2017).

Parapat is a village in Girsang Sipangan Bolon District, Simalungun Regency (BPS, 2021a). The area of Parapat is 14.69 km<sup>2</sup> or 11.89% of the total area of Girsang Sipangan Bolon District. (BPS, 2021b). Parapat is one of the access to Lake Toba

and becomes an important stopover point of jalan Raya Lintas Sumatra which connects the city of Medan with Padang and becomes a tourism gateway on Lake Toba. (Arief & Hakim, 2015).

In the Master Plan of Priority Tourism Destinations (RIDPP) of Lake Toba 2020-2045, Parapat became one of the *Key Tourism Area* (KTA) in supporting Lake Toba Tourism Priority Destination (DPP). DPP Lake Toba is one of ten DPP that the government has set in achieving tourism development goals. (Dinas Pariwisata dan Kebudayaan Kabupaten Simalungun, 2020) (Parapat et al., 2021).

Referring to the *Baseline Indicators of Sustainable Tourism Development for Tourism Destinations* by the World Tourism Organization, one of the issues and indicators in measuring sustainable tourism development is the issue of seasonal tourism. Parameters in measuring seasonal tourism issues are (1) measuring seasonal degrees, (2) increasing visits outside the tourism season, (3) adequate infrastructure throughout the year, (4) seasonal labour (World Tourism Organization, 2004). The objective of the study is to see how the readiness of Parapat as one of the priority destinations for sustainable tourism is in terms of seasonal tourism issues and see how the tourism sector in Parapat can survive the COVID-19 pandemic. The results of this study can be a benchmark for various parties, both from the government and from the private sector, to measure the progress of seasonal tourism in Parapat during the COVID-19 pandemic. In addition, the results of this study can be a reference for other regions to find out how tourism can continue to develop during the COVID-19 pandemic, both in terms of tourist attractions and human resources.

### Indicators of Seasonal Tourism in Sustainable Tourism

Based on the *Baseline Indicators of Sustainable Tourism for Tourism Destination* by the WTO, there are four parameters in measuring seasonal (World Tourism Organization, 2004), namely measuring seasonal degrees, increase visits outside the tourism season, adequate infrastructure throughout the year, and seasonal labour.

In measuring the parameters of increasing seasonal degrees, several indicators are needed in its assessment, such as (1) the number of tourist visits per year, which is to calculate how many tourist visits originating from Indonesia and see an increase or decrease in the number of visits; (2) the number of foreign tourist visits per year, which is to calculate how many tourist visits come from outside Indonesia and see an increase or decrease in

the number of visits; (3) calculate the average number of rooms inhabited by tourists per month; and (4) know the perception of tourists over seasonal tourism (World Tourism Organization, 2004).

In measuring the parameters of increasing visits outside of seasonality, several indicators are needed in its assessment, such as (1) the number of facilities offering alternative activities during the low season and spring-quiet; (2) the main attractions that are open during the low season and spring-quiet; (3) review special activities in tourism, such as the inclusion of festivals, conferences, or celebrations (World Tourism Organization, 2004).

In measuring adequate infrastructure parameters throughout the year, an opinion is needed from tourists visiting an area of tourist attractions as an indicator of its assessment. The information that must be extracted from these tourists is: (1) the destination experience; (2) facilities regarding roads and signage; (3) density regarding destinations; (4) the exciting thing about the attraction; (5) the treatment of cultural and natural sites in tourism; (6) ease of access to cultural and natural sites; (7) availability of souvenirs and works of art; (8) get the opportunity to enjoy local dishes; (9) assessment of the cauldron of food; (10) assessment of the quality of accommodation; (11) assessment of the natural landscape; (12) Have an attractive and good landscape; (13) comfort in travelling; (14) get the reasonable price; (15) the willingness of tourists to promote tourism; and (16) the willingness of tourists to return to the attraction (World Tourism Organization, 2004).

In measuring seasonal labour parameters, several indicators are needed in its assessment, such as (1) employment from the tourism industry that is permanent and year-round; (2) employment of the tourism industry that is less than six months; and (3) the number of unemployed in the low season of tourism (World Tourism Organization, 2004).

## METHODS

This study uses qualitative research with a descriptive approach to explore the assessment of seasonal tourism indicators in Parapat that will be presented in descriptive way.

The methods of data collection used in this study include: (1) observations are made at tourism destinations to obtain information about tourist attractions, and an overview of the situation; (2) documentation is carried out by taking photos about

tourism; (3) literature studies are conducted to support the theory of the assessment of indicators of seasonal tourism issues in sustainable tourism.

In measuring tourists' perception of seasonal tourism issues, questionnaire methods were used. The respondents in this questionnaire are tourists who visit tourist attractions in Parapat. Considering the number of tourist visitors that cannot be counted, the sampling technique used is quota sampling, namely accidental sampling of residents who happen to be found. In this study, the number of samples to be taken in as many as 100 people.

The data analysis technique in this study uses a frequency distribution. In obtaining responses from tourist visitors regarding seasonal tourism issues, a comparison of the performance indicator values between 2019 and 2020 was carried out to determine the level of satisfaction from visitors.

The method of assessment in this questionnaire uses the average value of the Likert scale. How the deal in the questionnaire is done by evaluation of the range of 1-5, namely: (1) strongly disagree; (2) disagree; (3) neutral; (4) agree; (5) very agree.

## RESEARCH RESULTS

### State of Tourist Attractions and Supporting Facilities in Girsang Sipangan Bolon District

Girsang Sipangan Bolon District is one of the mainstays of tourist destinations promoted by the Simalungun Regency government, where tourist attractions are found throughout the village and village. In 2020, 142,478 people travelled, 117 of whom were foreign tourists. Based on data from the Simalungun Regency Regional Government Work Plan (RKPD), there are 13 attractions in Simalungun District, divided into 11 natural attractions, one recreational attraction, and one agro tourist attraction. The accessibility to tourist attractions in Girsang Sipangan Bolon District is divided into three categories: easy, medium, and challenging to see in Table 1.20. Entities with easy types can be preceded by 4-wheeled vehicles, signage, and easy to find. For tourist attractions with moderate categories, there are trails, shrubs, steep roads (hilly), have no signage, and can only be accessed by 2-wheeled vehicles and pedestrians. And for tourist attractions with complex categories, there are slippery roads, very steep, no signage, no access, and challenging to find (Table 1).

**Table 1.** List of Attractions in Girsang Sipangan Bolon District

No	Name of Attractions	Types of Attractions	Nagori / Kelurahan	Accessibility Level		
				Easy	Medium	Hard
1	Danau Toba	Nature Tourism	Tigaraja	✓		
2	Batu Gantung	Nature Tourism	Parapat		✓	
3	Camping Ground	Recreational Tourism	Parapat			✓
4	Air Terjun Halimbingan	Nature Tourism	Sipangan Bolon			✓
5	Huta Sibatu Lotting Parherekan	Nature Tourism	Sibaganding	✓		
6	Sibaganding	Nature Tourism	Sibaganding		✓	
7	Sipangan Bolon / Tanaman Nenas	Nature Tourism	Sipangan Bolon Mekar	✓		
8	Dolok Simarbalatuk	Nature Tourism	Parapat			✓
9	Batu Lubang	Nature Tourism	Sibaganding	✓		✓
10	Dolok Saesae	Nature Tourism	Girsang			✓
11	Liang Majontik	Nature Tourism	Sipangan Bolon			✓
12	Liang Bolon	Nature Tourism	Sipangan Bolon			✓
13	Mual Bolon	Nature Tourism	Sipangan Bolon			✓

Source: Analysis results, 2021

In supporting tourist attractions in Girsang Sipangan Bolon District, supporting facilities are needed to ease tourists' travelling. Based on data from BPS Simalungun Regency, the highest number of lodgings are in Tigaraja Village and Parapat Village. In Parapat Village, there are 15 hotels and 29 inns in the form of villas, cottages, motels, inns, and guesthouses (Table 2). In addition, there are types of tourism facilities in Girsang Sipangan Bolon District (Table 3).

Recorded in 2020, there are 16 types of tourism facilities, with details of 6 types of ATMs, 5 types of money chargers, and six travel agents (travel), with the majority centred in Parapat. BPS Simalungun Regency noted 413 trading facilities in Girsang Sipangan Bolon District, with the most significant distribution point being in Parapat Village (Table 4). As for the means of trade in restaurants, grocery stores/ grocery stores, and food stalls/drinks.

**Table 2.** Number of Inns in Girsang Sipangan Bolon District

Nagori/ Kelurahan	Jenis Penginapan									
	Hotel	Villa	Cottage	Mess	Pondok	Hostel	Motel	Losmen	Wisma	Lainnya
Sipangan Bolon	-	-	-	-	-	-	-	-	-	-
Girsang	-	-	-	-	-	-	-	1	-	5
Parapat	15	3	2	-	-	-	1	2	3	18
Tigaraja	19	5	2	5	-	-	-	2	4	30
Sibaganding	1	-	1	1	-	-	-	-	-	8
Sipangan Bolon Mekar	-	-	-	-	-	-	-	-	-	-
<b>Summary</b>	<b>35</b>	<b>8</b>	<b>5</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>61</b>

Source: BPS, 2021

**Tabel 3.** Number of Tourism Facilities in Girsang Sipangan Bolon District

Nagori/Kelurahan	Tourism Facilities			Summary
	ATM	Money Changer	Travel	
Sipangan Bolon	-	-	-	-
Girsang	-	-	-	-
Parapat	5	2	4	10
Tigaraja	1	3	2	6

Nagori/Kelurahan	Tourism Facilities			Summary
	ATM	Money Changer	Travel	
Sibaganding	-	-	-	-
Sipangan Bolon Mekar	-	-	-	-
<b>Summary</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>16</b>

Source: BPS, 2021

**Table 4.** Number of Trading Facilities in Girsang Sipangan Bolon District

Nagori/Kelurahan	Restaurant	Trading Facilities		Summary
		Grocery Store / Grocery Store	Food and Beverage Stalls/ Shops	
Sipangan Bolon	-	14	18	32
Girsang	5	25	27	53
Parapat	25	45	88	156
Tigaraja	10	35	20	66
Sibaganding	65	15	12	92
Sipangan Bolon Mekar	1	25	15	41
<b>Summary</b>	<b>106</b>	<b>159</b>	<b>180</b>	<b>413</b>

Source: BPS, 2021

**Results of Assessment of Seasonal Tourism Issues**

This research aims to monitor the issue of seasonal tourism in Parapat. In the tourism industry, there are tourism seasons, such as the "high season", which describes the peak number of tourist visits;

the level of room occupancy increases so that it impacts the increasing amount of tourism industry revenue. In addition, a "low season" describes the low number of tourist visits and the level of room occupancy decreases, resulting in a reduction of the amount of tourism revenue.

**Table 5.** Performance Indicators of Seasonal Tourism Issues

Monitoring Issues	Baseline Indicator	Unit	Summary			Performance Indicator	
			2018	2019	2020	2019	2020
Seasonal Tourism	Number of tourist visits	Person	61.527	119.756	142.361	94,64	18,88
	Number of foreign tourist visits	Person	5.991	13.218	117	120,63	- 99,11
	Average number of rooms inhabited by tourists of month	Room / Month	1.846	2.151	2.139	16,52	- 0,56
	Tourist perception of seasonal tourism	Average Likert scale	-	-	3,826	-	-

Source: Author analysis, 2021

**Increasing Seasonal Degrees**

Judging from the number of tourist visits of the archipelago, there is an increase in the number of tourists from 2018-2020 (Table 5). Based on this data, it was found that during the COVID-19 pandemic, there was an increase in the number of archipelago tourists in Girsang Sipangan Bolon District, Simalungun Regency. Obtained from the information of the Simalungun District Tourism Office, the parameters in calculating the number of tourist visits are based on the number of hotel visits and parking levies in Girsang Sipangan Bolon District. During 2020, there will be several meeting activities from several agencies held in various

hotels in Parapat so that the number of tourist visits to the archipelago will increase. In addition, there is also an increase in the number of parking levies during 2020, which is assumed to occur due to the number of vehicles that must live in Parapat during the lockdown period in 2020.

Judging from the number of foreign tourist visits, there was an increase in the number of tourists from 2018 to 2019 and a decrease in the number of tourists from 2019 to 2020 (Table 5). The increase in the number of tourists from 2018 to 2019 amounted to 120.63%, and the rate of decrease in the number of tourists from 2019 to 2020 by

99.11%. Based on this data, it was found that during the COVID-19 pandemic, there was a significant decrease in the number of foreign tourists in the Girsang Sipangan Bolon District, Simalungun Regency. Obtained from the information of the Simalungun District Tourism Office, the cause of the decrease in the number of visits was due to the rules of the Implementation of Restrictions on Community Activities (PPKM) in Girsang Sipangan Bolon District, Simalungun Regency so that it had an impact on the closure of access to Girsang Sipangan Bolon District.

Judging from the average level of the number of rooms inhabited by tourists per month, in 2018 as many as 1,846 rooms/month, in 2019 as many as 2,151 rooms/month, and in 2020 as many as 2,139 rooms/month (Table 5). Based on these statistics, it was obtained from 2018 to 2019 increased by 16.52% and from 2019 to 2020 decreased by 0.56%. The decrease in 2020 is due to Restrictions on Community Activities (PPKM) in Girsang Sipangan Bolon District. It has an impact on the closure of access to Girsang Sipangan Bolon District

**Table 6.** Rate of Tourist Visits Per Month 2020

No	Attractions	Month (visit)												Data Sources
		1	2	3	4	5	6	7	8	9	10	11	12	
1	ANECC Parapat	6.567	1.831	-	-	-	-	-	2.056	637	1.971	1.328	1.013	BPS
2	Festival Danau Toba	unsannable												
3	Festival Rondang Bintang	-	864	-	-	-	-	-	-	-	-	-	-	Camat Office
4	Pemilihan Putri Pariwisata	-	-	936	-	-	-	-	-	-	-	-	-	Camat Office
5	Hari Besar Keagamaan (Imlek)	1.234	-	-	-	-	-	-	-	-	-	-	-	Camat Office

Source: Author analysis, 2021

Based on Table 6, there are four major tourist attractions in Girsang Sipangan Bolon District, namely Aek Nauli Conservation Camp (ANECC), Lake Toba Festival, Rondang Bintang Festival, and Tourism Princess Selection. At the ANECC Parapat tourist attraction, the number of visits spread across the tourist attraction occurred in January, 6,567 visits. Still, from March to July, there were no visits to ANECC Parapat. This is because the issue of the COVID-19 pandemic in Girsang Sipangan Bolon District began in March, so people are not allowed to visit the tourist attraction. However, in August, the tourist attraction reopened, and there was an increase in the number of visits by 2,056 visits and in nine months, there was a decrease in visits of 637. At the end of the year, the number of stops at ANECC Parapat was 1,031 visits.

Lake Toba Festival is one of the most significant tourist attractions in Parapat, which is usually carried out in the open stage area in Parapat. The attraction, which is generally held between November and December, cannot be held in Parapat due to the COVID-19 pandemic, so that the public is not allowed to have events that gather large crowds.

Rondang Bintang Festival is part of the most significant tourist attractions in Parapat. In 2020,

the Rondang Bintang Festival was held in February with an estimated number of visits of 864 people, consisting of local people and some tourists from abroad. The event was held in the open stage area in Parapat.

The selection of Tourism Princesses is also included in the most significant tourist attractions in Parapat. This event was held in 2020, namely in March, before the enactment of PPKM rules applied in the Girsang Sipangan Bolon District. The number of visits to this tourist attraction is estimated to be around 936 people. This tourist attraction is held on The Free Beach of Parapat, with the majority who visit the interest are local people in Parapat.

In addition, there is a celebration of Religious Holidays, in this case, is the Lunar New Year. This celebration was held before the enactment of PPKM in Parapat, which is in January. This celebration was held at The Free Beach of Parapat, with visits reaching 1,234 people. Interestingly, this celebration coincides with the weekend day, so that it has an impact on the occupancy rate of rooms on that day, with occupancy rates reaching 90%.

**Table 7.** Hotel Room Occupancy Rate Per Month 2020

No	Hotel	Month (visits)											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Atsari Hotel	2.329	2.083	1.193	1.009	520	702	1.466	1.931	1.708	1.942	1.512	1.617
2	Khas Parapat	3.616	2.309	1.421	238	909	2.304	2.933	2.852	2.644	2.827	3.275	3.773
3	Niagara Hotel	7.781	6.447	3.289	494	864	2.876	7.716	6.427	6.434	3.839	8.928	3.591
4	Patra Jasa Hotel	1.266	1.006	548	453	232	164	532	726	606	948	848	1.476
5	Hotel Pandu	1.172	1.514	1.532	230	165	214	1.349	4.616	2.579	3.819	1.337	538
6	Siantar Quality Hotel	834	465	237	-	-	-	890	1117	1.862	905	661	899
7	Hotel Parapat View	635	248	187	118	107	128	192	240	401	182	384	496
8	Hotel Danau Toba Int. Cottage	992	760	503	462	182	415	943	948	968	1.570	968	1.219
9	Hotel Darma Agung Beach	576	422	204	124	103	231	431	326	426	482	345	373
10	Sapadia Hotel & Cottage	365	179	124	-	-	-	88	100	263	57	222	90
11	Hermina Hotel	194	133	117	-	-	-	47	72	171	105	120	92
12	Wisata Bahari TNI-AL	165	136	45	-	-	-	133	92	166	65	87	104

Source: Author analysis, 2021

Based on Table 7 obtained a list of occupancy rates at several hotels in Parapat. The table shows that three hotels have the highest occupancy rate, namely Niagara Hotel, Khas Parapat, and Atsari Hotel. In addition to the three hotels, hotel occupancy rates from April to June decreased. Some hotels made policies to close hotels, such as at Siantar Quality Hotel, Sapadia Hotel & Cottage Hotel, Hermina Hotel Tni-AL Marine Tourism, and Hotel Pelangi.

Based on information obtained from the Simalungun District Tourism Office, the phenomenon of increasing occupancy rates in Niagara Hotel, Khas Parapat, and Atsari Hotel occurred because during 2020, there were many meeting activities and MICE held at the hotel both from various government agencies and from regional agencies. From the results of interviews with the Simalungun Regency Tourism Office, one of the factors causing the increasing number of archipelago tourists during the COVID-19 pandemic in 2020 due to the many activities held in the three hotels, which often invited participants of more than 500 people. In addition, the three hotels have the advantage of supporting facilities in MICE activities to become the largest in Parapat.

### Increases Off-Season Visits

In measuring increased visits outside the tourism season, researchers conducted interviews with the Simalungun District Tourism Office and Girsang Sipangan Bolon District. Some of the things studied include the number of unique facilities, attractions, and activities held during the low season and spring quiet.

Based on the interview results, it was found that there were several activities carried out during 2020, such as the Rondang Bintang Festival, Lake Toba Festival, and Religious Holiday Celebrations. Rondang Bintang Festival is a traditional festival in Simalungun Regency as an expression of joy and a form of gratitude to the Almighty. Rondang Bintang Festival is held at Parapat Free Beach. Rondang Bintang Festival is usually held between July and September every year. In the Rondang Bintang Festival, several moments are shown, such as Rondang Bintang Sahuta (after the harvest), Rondang Bintang Garama & Anak Boru (finding or getting a soul mate), and Rondang Bintang (the moment of separation to get married). Before the Rondang Bintang Festival was held, first held Mamuhun Tradition, where this event asks permission to perform the event to the descendants of Simalungun Kings. The party that organized Rondang Bintang handed over Demban side (some

money placed under betel leaves), chicken, and rice as provisions in implementing customs. However, at this time, the Rondang Bintang Festival held various competitions, such as modification of traditional fashion, dances, traditional music competitions, group vocals, solos, and traditional sports matches. The Star Rondang Festival aims to preserve Simalungun culture and be remembered as the ancestors' heritage (Figure 1).

In addition to the Rondang Bintang Festival, Parapat also conducted the Lake Toba Festival. This event is among the most significant events in Parapat and is often awaited by various tourists, both archipelago and foreign. Lake Toba Festival is usually held in the open stage area in Parapat. The Lake Toba Festival aims to introduce tourism around Lake Toba along with its culture and customs to tourists. Usually, this festival is done at the end of the year, after the Star Rondang Festival. The Lake Toba Festival's competitions are UcoK & Butet matches, 10K running, vocal groups, and photography. However, the Lake Toba Festival in 2020 cannot be implemented due to the COVID-19 pandemic. In addition, there is the enactment of PPKM rules in Parapat, especially in all areas around Lake Toba, so it is not allowed to hold events that invite many people (Figure 1).

In addition to the two festivals above, religious holiday celebrations can be held in the open stage area and Parapat Free Beach. In 2020, the celebration of religious holidays held in Parapat is the celebration of Lunar New Year, held at the Parapat Free Beach (Figure 3.13). This celebration can be carried out because the commemoration of Chinese Lunar Day falls in January, so it has not been implemented the enactment of PPKM rules in Parapat.



Figure 1. The situation in: (a) Rondang Bintang Festival;  
(b) Lake Toba Festival

Source: Geopark Kaldera Toba, 2021



Figure 2. The situation at the Lunar New Year  
celebrations

Source: Geopark Kaldera Toba, 2021

### Adequate Infrastructure Throughout the Year

In measuring adequate infrastructure throughout the year, researchers used interview methods to the Simalungun District Tourism Office and Girsang Sipangan Bolon District. The things studied at both agencies are about lodging businesses, places to eat, and attractions open throughout the year in Girsang Sipangan Bolon District.

Based on the interview results, it was obtained that all lodging, dining, and attractions in Parapat are open throughout the year, and there is no closure. However, especially during 2020, the enactment of PPKM rules in Parapat began to be applied in March. The impact of the implementation of this rule is the closure of access to Parapat. Based on the situation, several small lodging businesses, such as those in Siantar Quality Hotel, Sapadia Hotel & Cottage, Hermina Hotel, TNI-AL Marine Tourism, and Hotel Pelangi, must take the policy to temporarily close their business premises until June. However, in July, they reopened their business with a low room occupancy rate. In addition, all lodging businesses in Parapat must implement strict health protocols in preventing the transmission of COVID-19 (Figure 3).





Figure 3. Some forms of hotel health protocols in Parapat  
Source: Geopark Kaldera Toba, 2021

as maintaining distance and providing a sink. This can be seen from the realization of Regional Original Income (PAD) on the restaurant levy, which reaches 100%.

As obtained from the interview results, it was found that the restaurant business in Parapat is always open throughout the year. However, by 2020, several implementations of health protocols must be applied to every eating business in Parapat, such

**Table 8.** Target and Realization of Regional Original Income (PAD)  
By Type of Receipts in 2020

Type of Acceptance	Assignment Tree (Rp.)	Realization (Rp.)	Percentage (%)
License Levy on Alcoholic Beverages	-	-	-
Hotel Levy	4.034.475.159	4.304.475.159	100
Restaurant Levy	52.411.246	52.411.246	100
Billboard Levy	16.679.776	16.679.776	100
<b>Summary</b>	<b>4.103.556.181</b>	<b>4.103.556.181</b>	<b>100</b>

Source: BPS, 2021

In addition to using the interview method, the authors also used the questionnaire method distributed to tourists in Parapat. The questionnaire method is used to measure tourists' perception of seasonal tourism issues (Table 9). The questionnaire results found that respondents chose to agree to the problem of seasonal tourism in Parapat. In addition to using the interview method,

the authors also used the questionnaire method distributed to tourists in Parapat. The questionnaire method is used to measure tourists' perception of seasonal tourism issues (Table 9). The questionnaire results found that respondents chose to agree to the problem of seasonal tourism in Parapat.

**Table 9.** Tabulation of Tourist Perceptions of Seasonal Tourism Issues

No	Statements	Average	Information
1	I enjoyed the experience at this destination.	4.23	Agree
2	The roads and signage make it easy for me to travel	3.67	Agree
3	This destination is quiet and not crowded with visitors	3.39	Neutral
4	I had an exciting experience from the local culture	3.97	Agree
5	Existing cultural and natural sites are well cared for	3.36	Neutral
6	Cultural and natural sites are easy to access	3.79	Agree
7	There are good souvenirs and artwork	4.05	Agree
8	I got the chance and enjoyed the local dishes	3.36	Neutral
9	The quality of the food here is good	3.31	Neutral
10	The quality of accommodation here is good	3.77	Agree
11	The natural scenery in a good destination	4.68	Very Agree
12	Destinations have a diverse and exciting landscape	4.15	Agree

No	Statements	Average	Information
13	Easy to access destinations to visit	3.88	Agree
14	I feel safe and comfortable during my trip	3.82	Agree
15	I feel like I'm getting the right price	3.48	Neutral
16	I would recommend the destination to my friend	4.02	Agree
17	I'm going back to this destination	4.11	Agree
	<b>Conclusion</b>	<b>3.83</b>	<b>Agree</b>

Source: Author analysis, 2021

**Seasonal Labor**

In measuring seasonal labour in Parapat, several phenomena occurred during 2020, especially during the COVID-19 pandemic. Based on the results of interviews with the Simalungun District Tourism Office and Girsang Sipangan Bolon District, many workers in the tourism sector have been laid off due

to the COVID-19 pandemic. In the results of the data from Girsang Sipangan Bolon District, 402 workers in Parapat were housed. The details are 259 workers from the hotel and lodging sector, 7 workers from the food and beverage service sector, 2 workers from the tourist travel services sector, and 134 workers from the informal sector.

**Table 10.** Number of Workers From Tourism Sector Laid Off as a Result of COVID-19 Pandemic

No	Business Name	Number of Workers Laid Off (people)
Hotel and Lodging Sector		
1	Sapadia Hotel	16
2	Atsari Hotel	69
3	Hotel Toba Parapat	10
4	My Nasha Hotel	5
5	Simalungun City Hotel	28
6	Khas Parapat	66
7	Siantar Hotel	31
8	Wisata Bahari TNI-AL	5
9	Hotel Danau Toba International Cottage	8
10	Dolly Hotel	1
11	Home Stay De Oranje	1
12	Hotel Dio Rafael	2
13	Hotel Sedayu	17
Food and Beverages Service Sector		
1	BFC LaToSu café & Resto	4
2	Resaid Village H. Bakkara	3
Travel Agent Sector		
1	Lake Toba Sumatra Holidays	2
Informal Sector		
1	Souvenir merchant	92
2	Mango merchant	30
3	Fruit merchant	6
4	Beverage merchant	6

Source: Data collection from Girsang Sipangan Bolon regency office, 2020

Seeing the reality of the large number of workers who are housed and to support the quality of labour in Girsang Sipangan Bolon District, especially in the tourism sector, the Simalungun District Labor Office, in collaboration with the Simalungun District Tourism Office, conducted various job training in 2020. Some of these training are: (1) Homestay management training/tourist huts/tourist houses as many as 40 participants; (2) Socialization and implementation of the CHSE program for

tourism businesses and the community as many as 100 participants; (3) Technical guidance of the program for hotel and restaurant employees as many as 70 participants; (4) Workshop on the economic recovery of the tourism sector for hotel and restaurant entrepreneurs as many as 70 participants; and (5) Culinary tour guide training and shopping as many as 40 participants

## CONCLUSION

From the results of the study analysis, it was obtained that respondents chose to agree on the issue of seasonal tourism in Parapat. From the data obtained, several tourist visits increased during the COVID-19 pandemic in 2020. The phenomenon of rising occupancy rates occurred at Niagara Hotel, Khas Parapat, and Atsari Hotel. During 2020, many meeting activities and MICE were held at the hotel from various government agencies and regional agencies. One of the factors causing the increasing number of tourists during the COVID-19 pandemic in 2020 is the many activities held at the three hotels, which often invite participants of more than 500 people. In addition, the three hotels have the advantage of supporting facilities in MICE activities to become the largest in Parapat.

In terms of tourist attractions, at THE ANECC Parapat tourist attractions obtained the number of visits spread in the tourist attractions occurred in January. Still, from March to July, there were no visits to ANECC Parapat. This is because the issue of the COVID-19 pandemic in Girsang Sipangan Bolon District began in March, so people are not allowed to visit the tourist attraction. However, in August, the tourist attraction was reopened, and there was an increase in the number of visits. Meanwhile, Rondang Bintang Festival attractions were held in February 2020 held at The Free Beach Parapat. The election of The Tourism Princess was also held in January 2020, which was held in the Parapat open stage area. However, the Lake Toba Festival cannot be held in 2020 due to PPKM rules in the Girsang Sipangan Bolon District. It is not allowed to carry out activities that invite many people.

In response to the COVID-19 pandemic situation in 2020, all lodging establishments, restaurants, and attractions implement strict health protocols. Some hotels will have to take a policy to close their businesses until June temporarily. However, in July, they reopened their business with a low room occupancy rate. In addition, there are several implementations of health protocols in the dining establishment that must be applied to every dining business in Parapat, such as maintaining distance and providing a sink for visitors.

As a result of the COVID-19 pandemic, the number of workers from the tourism sector in Parapat must be housed as many as 402 people. Seeing this reality, the Simalungun District Labor Office, in collaboration with the Simalungun District Tourism Office, has carried out several job pieces of training to improve the quality and economic recovery.

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