

Developing a Design Model for Seven Charm (*Sapta Pesona*) Tourism Awareness in the Local Community of Lake Toba

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Abstract. Lake Toba is one of the government's five proposed super tourism locations. Strengthening the tourist sector is a key component of a region's national development strategy. The tourist sector was chosen to be strengthened because it has the potential to boost the Indonesian economy. As for the real battle in managing Lake Toba tourism in terms of human resources, citizens' understanding of tourism is still limited, the model of service to tourists is still lacking, tourist attractions that have not been maintained on a consistent basis tend to emphasize nature and neglect cultural attractions, and insufficient infrastructure such as road access. The goal of this research is to determine the local community of Toba Regency's willingness to participate in the development of Lake Toba tourism and the ability of the local community's great service abilities to attract tourists. This study takes a qualitative-exploratory strategy, stressing characteristics of enrichment in the field as a research force through data gathering approaches such as surveys, literature reviews, finding specific cases and selecting goals, data collection, data analysis, and conclusion. The technique for developing an ideal tourist plan is based on Jacqueline M. Stavros' SOAR model, a combination of SWOT analysis and Appreciative Inquiry (AI). This approach entails all stakeholder groups in order to collect data on the strengths, opportunities, goals, and outcomes of the Lake Toba tourism planning model in the Toba district.

Keywords: Conscious tourism, *Sapta Pesona*, Lake Toba local community

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1 Introduction

Lake Toba is one of the government's main priorities for creating tourist attractions, with the government announcing the registration of five new tourist locations. This is an opportunity for the people of North Sumatra to improve their standard of living in social, economic, and environmental terms, but this must be accompanied by sound planning including all stakeholders to establish a model of sustainable lake Toba tourism management. This approach is intended to be used to implement a synchronous tourism governance pattern through a systematic method that can be measured collectively.

Strengthening the tourist sector is a component of a broader national effort to strengthen an area. Strengthening the tourist sector was chosen because it has the potential to boost the economy of

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the Indonesian state. This is consistent with Minister of The Republic of Indonesia Regulation No. 29 of 2015 on the Ministry of Tourism's Strategic Plan for 2015-2019, which stated that substantial donations from the tourism sector are increasing, the sector holds a strategic position in development policy, particularly for the Indonesian state, which has tourism assets that must be strengthened and empowered to become a pillar of the country's economy [1].

Citizen involvement is critical to the success of tourism development as a result of collaboration with the government, although it is currently ineffective. This occurs in the lake Toba tourism environment because the opening of road access to tourist attractions has not acquired consent for the demolition of land owned by some homeowners, so impeding the process of enlarging the road infrastructure leading to various lake Toba tourist attractions.

Local residents must provide service to ensure that tourism is comfortable. However, the characteristics of the residents of the Lake Toba area are more or less receptive to service, resulting in less comfortable tourists due to the loud dialect. When tourists inquire about softener sold by locals and do not purchase it, the local community assumes the tourist is playing games with the seller. As a result, coarse-mouthed words are used to communicate between sellers and tourists. As a result, when visitors interact with the seller, those become their worries.

There is a breakdown in communication between citizens and the government, which is responsible for tourism policy. Tourist attractions on Lake Toba are primarily focused on environmental tourism, with little emphasis on the Pontayaensi of indigenous knowledge culture owned by Lake Toba locals. In comparison, the manifestation of resident wisdom is the ability to preserve the culture of Lake Toba residents who maintain the environment and preserve it through sustainable tourism management that manages the environment as a means of tourism but does not negatively impact the environment of Lake Toba residents.

As a pattern of peaceful partnership, local communities should be tourist actors and custodians of indigenous knowledge. On the one hand, the government takes on the role of a policymaker, while citizens take on the role as actors and owners of indigenous knowledge in managing and maintaining their tourism environment. The culture of the people of diarrheal lake Toba can help preserve environment because locals hold a wealth of culture. By applying a light touch and collaborating on good tourism management, citizens' wellbeing can be improved. The concept of public open space to maintain cultural originality in the use of roars in the landscape [2].

Sapta Pesona Local Community Planning Model in Toba Regency, North Sumatra, is inclusive, of high quality, competitive, and sustainable. With this explanation as a guiding principle for doing research focused exclusively on describing the problem, this research will generate examples of development. Application is based on identifying weaknesses and threats

that, if addressed without regard for the inherent strengths and opportunities, will result in an activity being emphasized in a negative direction and preventing formation of development.

2. Literature Review

Tourism Model

Model is a procedure of governance, stages, processes, and procedures structured systematically and measurable. The concept of tourism is the tourism industry's activity, service, and output products that can build a travel experience for tourists. Natural resources for rural communities economically and contain social values, cultural ecology, and religion [3]. That tourism is: “a composite activity, services, and industries that deliver a travel experience: transportation, accommodation, eating and drinking establishment, shops, entertainment, activity, and another hospitality service available for individuals or class that are away from home” More broadly in Law No. 10 of 2009 on tourism expresses the understanding of tourism to be: The whole activity related to using tourism and multi-dimensional and multi-disciplinary that arises into the needs of everyone and the state and the relationship between tourists and residents, tourists and governments, regional government tourism and entrepreneurs [4].

Tourism Planning

Doing something starts with planning on what indicators must be prepared. Regarding tourism regional development planning, the development and coordination process concerns the future based on the development of tourism destinations. In essence, tourism development planning requires planning that is not the same as planning in other sectors—the need for integrated and coordinated tourism planning to balance unequal needs in a region. Structured tourism planning development can take place on a long-term scale based on tourism activity and seeks to reduce the negative impact caused while raising beneficial impacts. Each region needs to create a more specialized plan regularly on tourism planning. The plan will emphasise personal action in exclusive activities and program development.

Furthermore, to be more effective, the planning was harmonized using the planning system that is running. Often planning is viewed simply as a document without integrating actions regularly [5]. Tourism has grown as one of the largest industries in the world, which is characterized by the development of the number of tourist visits and income obtained from national and international tourists. The tourism industry is very well developed and can improve the well-being of individuals and people. Indonesia's tourism industry could contribute approximately US \$ 10 billion in state foreign exchange even in the past year. This position is the fourth number after oil, coal & palm oil, and projected Kemenpar RI in 2020 will be the largest foreign exchange contributor for Indonesia. Tourism is one of the most productive industries in the global economy [6].

Currently, tourism activities provided are providing services and must be able to build an experience for tourists. This effort is very effective in doing marketing tactics to attract tourists. Travelers at this time "buy an experience" that can put them an impression that can not be forgotten. That all aspects of tourism development and managers must be managed in synchronization using their usefulness efficiently and changed according to the needs of domestic & international visitors [7].

Tourism destinations must be supported by four main components or known as using the term "4A", which is an. (attraction), (amenities), (access), & (ancillary services). The four main components can be explained, namely as follows: a) Attractions, Attractions are a common reason for many people to visit a destination. There are still three types of tourist attractions, namely nature, culture, and artificial. b) Amenity (facilities) Facilities are all kinds of infrastructure and facilities needed by tourists while in the tourist destination. These facilities include lodging, beverage cooking businesses, transportation, and infrastructure. c) Accessibility, Accessibility is the main entrance to a tourist destination/destination. Airport, Ports, terminals, and many other means of transportation become important access in tourism. Access is also identified using transferability, which is the ease to move from one region to another [8].

The factors that enable transferability are connectivity between regions, the absence of barriers, and transportation facilities. d) Ancillary Services Additional or complementary services that must be provided by the government, including the physical construction of highways, drinking water, electricity, telephone, & co-ordinating all kinds of activities and using laws and regulations and tour guides [9].

Tourism planning can be done into an activity that moves forward and is systemic. It needs to be carried out an ongoing process on choosing goals, tactics, and actions that must be done to deal with environmental changes externally and achieve the goals that an area has needed. Planning of tourist activities is carried out using destinations so that tourist activities can be higher and more sustainable using looking at the conditions in this time area to meet the needs of residents and tourists. Planning activities for the development of tourism activities need to be done because the rapid growth of the tourism industry only replaces the destination area [10].

However, tourism growth can bring social & cultural disruption due to economic imbalance and environmental degradation [11]. The role of the local community is a key role in planning and development of tourist activities in a country they try to have an active partition in the entire process of tourist activities based on development planning implementation, including active participation in the process of analyzing the origin of the power they have, analyzing the cases faced thinking about solutions and preventing possible cases that will be faced [12].

Tourism Conscious

The participation of local citizens in the development and management of tourism is institutional at the level of citizens whose members are based on tourism actors who have concerns and responsibilities and play a role in driving and supporting the creation of a safe climate for the growth and development of tourism and the realization of *Sapta Pesona* efforts to increase regional development through tourism and utilize it for the welfare of the surrounding residents. The indicators of The Tourist Conscious Group are: 1) monitoring, 2) Citizen participation, 3) tourism conscious education function, 4) Socialization of Pokdarwis, 5) monitoring & assessment of programs [13].

Tourism conscious materials, including 1) Basic knowledge of the importance of tourism being part of the development of a village. Tourism has a crucial role in economic development due to the dual influence caused by tourist activities [14]. Growing tourism puts a variety of business opportunities and raises welfare for residents. 2) Pentahelix elements that strongly support the success of tourism development. Pentahelix is an example of the synergy that is perfect to be implemented to support achieving goals that have been set together [15].

Elements of Penta helix that choose the success of tourism development, including Media, Academia, Tourism Industry, Community, and Government [15]. In the example of Penta helix, the community entered the community hordes, which have very large donations because it becomes a driving force in the construction of tourist villages. 3) Understand tourists. The community becomes a primary actor who must have a good understanding of tourists. A tourist is a person who travels based on his original location to a new location to do tourist activities [16].

Understanding tourists is crucial because tourists are the origin of tourist demand & determinants of the survival of a tourist destination. 4) The basic concept of conscious tourism. The community has the enlightenment to participate in realizing a safe climate in tourism development. In this case, the community has two roles: the host of residences & tourists. The community becomes the host of residence, plays a role, and actively builds *Sapta-Persona* while being a tourist can recognize the potential of tourism & help drive the chain of tourism [17].

Seven Charm (*Sapta Pesona*)

Training skills to receive comprehensive HR understanding must be done in a connected and scheduled training resulting in embedded understanding in residents to manage and know the application of *Sapta Pesona* . *Sapta Pesona* is a place to increase enlightenment, a sense of responsibility for all levels of citizens, both government and citizens, to act and make it happen in everyday life. The implementation of *Sapta Pesona* is the core according to the government to raise the level of life of conscious tourist people is an absolute condition in the business of tourism development in a more stable direction because the number of charms is used as a national event aimed at raising enlightenment and accountability for all levels of government, particles, and citizens. *Sapta Pesona* , which contains seven elements that choose a good picture

of the attraction is: 1) Safe, 2) Orderly, 3) Clean, 4) Cool, 5) Beautiful, & 6) Suave and 7) memories, its presence is very crucial that the time is needed, not only becomes the main need of tourists but also becomes a benchmark to increase the quality of tourism. According to the event, implementing the number of charms is the core of raising awareness of citizen tourism and conditions in the tourism development business in a better direction. *Sapta Pesona* becomes a national guide with a purpose [18].

Sapta Pesona is ideally applied and realized to attract tourists to visit a tourist destination [19]. In the framework of the application of *Sapta Pesona* , ideally, citizens are actively involved in tourism activities. The application of *Sapta Pesona* is a stimulus in forming an environmentally friendly tourism destination atmosphere to realize sustainable tourism destinations.

3. Method

Population and Sample

1. Population

The entire community in The Lake Toba Area is involved in the Management of Lake Toba Tourism.

2. Sample

The community in this study consists of the Toba Regency Community, researchers, scientists, private parties, government parties, and tourists visiting Lake Toba, with a purposive sampling approach.

Data Source

1. Primary Data

Primary data is obtained according to the information that the author took in general on respondents completed that data collected according to respondents to analysts using content analysis methods & analyzed according to the SOAR method approach.

2. Secondary Data

Secondary data collection that supports research is the data used in this study origin according to theory, previous research related to the theme of research, local data on Lake Toba tourism, the development of Lake Toba tourism, & the potential that Lake Toba has in the field of Tourism.

Data Collection Techniques

1. Field survey on the site of Lake Toba

The power, opportunity, and tourism potential (natural tourism, culture, history, culinary) still exist in Toba Regency.

2. Literature studies

Find the origin of references by book, journal, annual report data, and synchronous methods using themes to be researched.

3. Identifying, formulating, and choosing goals and Identifying problem formulations and choosing goals. By the planning of tourist activities in Toba Regency.

4. Data collection that supports the research used in this study based on previous research theories related to using this research theme, in the form of local tourist data of Toba Regency, the development of Toba Regency tourism, the potential of Toba Regency in the field of Tourism.

5. Data Analysis

After the data is collected, the data will be analyzed using the SOAR framework (Strength, Opportunities, Aspirations, Result) examples expected to find the perfect tourism planning state for Lake Toba to increase the number of tourists and regional income according to tourist activity.

6. Conclusion.

Conclusions taken according to data processing output & analysis, it takes the conclusion output resulting from the completion of this research can be a reference and improvisation for the government and local stakeholders in planning tourist activities to develop further.

Place, Cost, and Time of Research

The selected research location is Toba Regency, with tourism being developed, namely Geopark Caldera Toba, One of the national destinations for international tourism development.

4. Result and Discussion

Geographical State

Astronomically, Toba Regency is in 2003-2040 North Latitude and 98056'-99040' East Longitude. Toba Regency has an area of 202,180 Ha. Based on its geographical position, Toba Regency is among five districts, namely the North bordering Simalungun Regency, the East borders Labuhan Batu and Asahan, the South borders North Tapanuli Regency, and the West borders Samosir Regency.

Toba Regency consists of 16 subdistricts namely Balige Subdistrict, Tampahan Subdistrict, Laguboti Subdistrict, Habinsaran Subdistrict, Borbor Subdistrict, Nassau District, Silaen Subdistrict, Sigumpar Subdistrict, Portsea Subdistrict, Pohan Meranti Door District, Siantar Narumonda Subdistrict, Parmaksian Subdistrict, Lumban Julu Subdistrict, Uluan Subdistrict, Ajibata Subdistrict, and Bonatua Lunasi Subdistrict.

Toba regency is located in a highland area, with a height between 900-2,200 meters above sea level, with diverse topography and contours of the land, namely flat, sloping, tilted, and steep. The soil structure is unstable and is in tectonic and volcanic earthquakes. Because it is located near the equator, Toba Regency belongs to the tropical climate. Like other districts in Indonesia, Toba Regency has dry and rainy seasons. The dry season usually occurs from January to July and the rainy season usually occurs from August to December. There is a rainy.



Figure 1. Map of Toba Regency

Table 1. Population Growth Rate, Population Percentage Distribution, Population Density, Population Sex Ratio By Subdistrict in Toba Regency, 2000,2010, and 2020.

Sub District	Population (thousand)		
	2000	2010	2020
01. Balige	41 689	36 654	44 635
02. Tampa has	*	4 290	5 141
03. Laguboti	19 208	18 359	22 397
04. Habinsaran	30 226	15 453	17 869
05. Borbor	*	6 790	8 299
06. Nassau	*	7 219	9 173
07. Silaen	19 703	12 105	14 143
08. Sigumpar	*	7 404	8 599
09. Portsea	35 881	12 810	14 669
10. Pintu Pohan Meranti	*	7 070	7 346
11. Siantar Narumonda	*	5 714	7 435
12. Parmaksian	*	10 275	11 556
13. Lumban Julu	27 321	8 150	9 953
14. Clean	*	6 983	9 680
15. Ajibata	*	7 221	9 420
16. Bonita Lunasi	*	6 632	5 884
Toba	174 382	173 129	206 199

The population of Toba Regency in 2020 is 206,199 people spread throughout the region. With a land area of 2,021.8 Km², the population density of Toba Regency in 2020 amounted to

101.99 people / km². Balige subdistrict, the capital of the district, trade centre, and government centre is the district with the largest population and a density of 490.23 people/km²—then followed by Porsea District with a density of 387.25 people/km². At the same time, The Pohan Meranti Door District has the smallest density level, only 26.49 people/km².

The number of men in the Toba Regency is smaller than women in 2020. The population of Toba Regency, which is male, amounted to 102,850 people and the female population amounted to 103,349 people. Thus the sex ratio of residents of Toba Regency is 99.52 percent. This figure shows that out of every 100 women, there are also about 95.52 men.

Of the 16 districts in 2020 in Toba Regency, seven sub-districts have more male population than the female population, namely: Tampahan District with a Gender Ratio of 100.43 percent, Habinsaran District with a Sex Ratio of 101.39 percent, Borbor District with a sex ratio of 104.91 percent, Nassau District with a sex ratio of 102.23, Pintu Pohan Meranti district with a ratio of 101.21, Parmaksian subdistrict with a ratio of 103.06 and Lumban Julu district with a ratio of 100.75. The district with the smallest Gender Ratio is in Sigumpar District at 96.68 percent. This tendency indicates that most men travel outside the area both to find work and the purpose of continuing their education.

Tourism Potential

One of the visions of the Art and Culture Tourism Office of Toba Regency is to make beautiful tourism Toba Regency. Supported by natural resources and the beauty of Lake Toba, the tourism sector is a potential sector that can be a mainstay in Toba Regency in the future. Planning the management development and providing good facilities and infrastructure will make Toba Regency a beautiful tourist place. The number of hotels in Toba Regency in 2020 is 32 hotels with 890 rooms. The number of tourists coming to Toba in 2020 as many as 217,729 tourists consist of 267 tourists Mancanegera and 217,462 domestic tourists.

The number of restaurants/restaurants in 2020 as many as 71 restaurants/restaurants spread across ten sub-districts, namely Balige District, District, Tampahan District, Laguboti, Silaen District, Sigumpar District, Portsea District, Pohan Meranti Door District, Siantar Narumonda District, Lumban Julu Subdistrict, Uluan Subdistrict, Ajibata Subdistrict, and Bonatua Lunasi Subdistrict.

In Toba Regency in 2020, the largest percentage of hotel room occupancy rates occurred in December at 16.32 percent and at least in April at 3.11 percent. This is due to the Covid 19 pandemic in all parts of the world. In general, the average length of stay at Non-Bintang Hotels and other Accommodations in Toba Regency in 2020 ranges from 1 to 2 days. The average length of stay during 2020 is at most in April, as much as 3 to 4 days.



Figure 2. Toba Tourism Sport

From the data and images of Toba tourism spots that have been presented above, researchers netted data through interviews to informants numbering 17 people in the Toba region by asking questions with the SOAR method in the form of indicators of strengths, weaknesses, opportunities, threats, and expectations and forms of performance or action.

Tabel 2. Daftara Tabel Informan

No	Nama/inisial	Jabatan/Pekerjaan
1	J.I.M.T	Citizens
2	L.NP	Owner
3	D.S.M	Citizens
4	M.T	BPODT
5	J.B.M	Tourist
6	P.H.M	Toba Tourism Office
7	B.B.S.	Lake Toba Area Research Team
8	F.A.K	Government
9	M.S	Citizens
10	P.S	Citizens
11	C.D.T.S	BPODT
12	R.	Tourist
13	D.S	Government
14	N.I	Government
15	F.S	Toba Tourism Office
16	R. K.L	Tourist
17	D.K	Lake Toba Area Research Team

From the data on tourist attractions above, Toba Regency can maximize tourism activities, including 1) natural tourism and the potential of Toba caldera Geopark owned; 2) religious tourism activities 3) Culinary tourism. Local community cooperation needs to be improved because the community can provide Toba cultural attractions, such as tor-tor dance and making hand-to-hand hand for souvenirs that can be sold to tourists as souvenirs typical of Toba. The richness of Lake Toba in terms of culture such as Sinanggar Tullo regional song, a traditional tagaling musical instrument that is already very famous in the world, culinary tourism typical of the Toba area can be used as a design in the development of cultural tourism activities and planned in the Caldera Toba Geopark which is planned to be regularly held by North Sumatra Province every year. Toba Regency has fairly complete facilities and infrastructure already available in Lake Toba. Menunju Ke Toba has smooth transportation facilities, a very smooth communication satellite network, there are various restaurants along the road, and tourists who want educational tours to find out activities at one of the best Toba High Schools are very famous in Lake Toba that produce the best daughter of the Indonesian nation. The following presents a table of strengths and opportunities owned by Toba regency in developing tourist activities.

Strength and Opportunity of Toba Regency

Table 3. Strengths and Opportunities of North Sumatra's Toba Regency

S	Strengths	O	Opportunities
1	Having 22 wizarding places scattered in Toba regency with natural attraction and diversity of flora and fauna around beautiful nature can improve the local community's social conditions and preserve the community's culture.		The number of tourists visiting Lake Toba is increasing from various foreign tourists.
2	Toba cultural tourism has a diversity of Toba culture ranging from tor-tor dance, traditional Batak music, Ulos weaving, wood carving, traditional houses, original traditions of Batak traditional weddings, traditions of digging bones, historical sites such as palaces and tombs of Sisingamangaraja kings and Sidabutar kings in Toba regency which until now di Lestarkanya.		Lake Toba is included in the National Tourism Strategic Area (KSPN) and it already has an Integrated Tourism Master Plan (ITMP).
3	Especially for tourists from Europe, America, Australia, and from African countries and some Asian countries. Religious tourism has a very strong religious, historical value to be investigated.		The contribution of tourism to the PDRB (Gross Regional Domestic Product) of North Sumatra is increasing.
4	Natural Tourism Original Toba Regency in the form of valley tourism which is a natural panorama of Lake Toba that is easily explored through Bakara, estuary, Tele, and Tongging. This object is very popular for tourists because it is an exotic tourist area because of the expanse of valleys that surround it. There are also several spots of natural forest areas that have a high attraction for foreign tourists.		The success of The Toba Caldera Geopark entered into a World Tourist Park or so-called <i>Unesco Global Geopark Caldera Toba</i> .
5	Kekayan Budaya (Cultural Heritage Richness), which is still strong, includes the tradition of together called MARSIRIMPA / Soul patriotism, Budata sites, reserves, Tarhilala movement (utilizing the natural beauty exists / clean-up movement).		The full support of the development of government programs efforts to increase the tourism potential of Lake Toba
6	Culinary Tours are available in a variety of restaurants along Lake Toba Road.		Andaman pizza that only exists in lake Toba
7	Historical Tour, Tomb of Dr. IL. Nomensen is one of the religious attractions in Toba regency; this missionary tomb		There is a museum place of historical and cultural relics in

<p>is visited by many tourists who want to take a closer look. The tomb of King Sisingamangaraja XII is located in Pagar Batu village, Balige Subdistrict. This location also has the funeral of his sons Patuan Nagari and Patuan Anggi and his daughter Lopian. Built in the village of pagar batu silalahi district balige TB Silalahi Center consists of Batak Museum, TB Silalahi travel museum and Huta Barak. Ragihotang Meat Indigenous Village Berda in Tampahan subdistrict, the best nature, and culture, exotic attractions can be enjoyed during the Berda in this tourist village, tourists can see and try directly the process of making Ulos and about 80% of meat village women pursue Martonun Ulos. The tourist location of Bukit Gibeon is in the village of Parsaoran Sibisa, Ajibata District of Toba Regency. Balige traditional market with six unique Balerong subscribing to Batak Toba house architects. There are 6 (six) Balerong building units linked with the uniqueness of Gorga motifs that are dutch colonial relics in 1936.</p>	<p>Lake Toba</p>
<p>8 On the other side of Toba tourism, education tourism is an educational tour in the form of Del Institute of Technology, Del.'s flagship high school. Since long ago Toba regency has always produced the best daughter of the Indonesian nation.</p>	<p>Has a superior foundation Del Institute of Technology and superior high school Del</p>
<p>9 Young access is affordably surrounded by seven districts located in Lake Toba.</p>	<p>Seven integrated districts surrounded by lake Toba</p>
<p>10 The distance is not far like the sloping beach, 6 Km from Balige village Lumbanggaol Tambunan. This sloping beach has white sand and clear water. At the dusk beach, visitors will be presented with a very beautiful view that is sunset (sunset) if in the view from the direction of this sloping beach. In addition, there is Pakkodiang beach located in Lintong village. Parparean white sand beach is located in Parparean 1 and Parparean 2. Hatuliang Beach. Cibola Hotan beach. Pasir Putih Lumban Bulbul Beach is located in the Lumban Bulbul Balige subdistrict. Eden 100 has 100 types of plants, such as Andalamin, which only exists in Lake Toba, and orchid Toba. Moreover, the waterfall Situmurun is very special because of the flow of water that directly falls into lake Toba with a height of 70 meters.</p>	<p>Panorama of the beauty of Lake Toba that can be enjoyed in its entirety seven districts that surround lake Toba.</p>
<p>12 The lighting facility's availability of clean water supports lake Toba tourism that is available enough.</p>	<p>Some investors manifest their business in tourism in the form of hospitality facilities and infrastructure, homestay, gazebo, whose facilities support and can be enjoyed by tourists to linger in lake Toba tourist attractions.</p>
<p>11 Means of communication, health, health services, which are easy to reach</p>	<p>Asahan river has extreme rapids and exotic natural development. The river Asahan is the river with the third-best rapids in the world after the Colorado River in America and the Zambesi River in Africa. This Asahan river is located in the village of North Meranti Toba Regency.</p>
<p>13 Transportation accommodation and available hotels are quite complete. Hotel Labersa Toba Hotel and Convention centre located in Balige is a 4-star hotel that offers combined accommodation for business and recreation. It features a restaurant, bar, garden, terrace, and waterpark rides. Adapun Sere Nauli Hotel, Vila Tiara Bunga.</p>	<p>The wealth of natural resources owned by Lake Toba which has plants like Andaliman that do not exist in other areas</p>

14	Indigenous people have a culture of preserving the natural environment, such as Parmalin, which has a prohibition to damage nature by cutting down trees, burning forests, polluting river water.	Local people have a strong tradition with a pattern of life-preserving the environment of Lake Toba, such as the local Palmarin community in the area of Lake Toba.
15	Weather and natural valley atmosphere can support tourists to linger in tourist attractions.	The Caldera is a tourist location managed by the Managing Board of the Lake Toba Authority. With an area of 386 hectares in Pardamean Sibisa and the strategic area of Lake Toba National Tourism, this tourist spot stands in the Zone Authority of Lake Toba Tourism, Ajibata Subdistrict Toba Regency.

After assessing the strength and opportunities owned by Lake Toba in the Tourism sector, the next step is the stage of discussion about expectations or follow-up that must be done to raise the requirements of Lake Toba tourism potential as a priority choice of tourist destinations in North Sumatra. Efforts will be made to the level of strength possessed as a potential strength and minimize the threat, the careless point that exists in the tourism potential of Lake Toba as an opportunity for the development of Lake Toba Tourism Potential in North Sumatra.

Aspirations and results of Toba Regency

Table 4. Aspirations and results of Lake Toba in Toba Regency

A	ASPIRATION	R	RESULT
A1	The increase of tourists visiting Lake Toba both local tourists and Mancanagara tourists.	R1	Comprehensive Governance of Tourism Planning Activities for Lake Toba Tourism
A2	I have Varieties of Culinary Tours And Traditional Snacks such as Andaliman Pizza That Only Exists In Lake Toba, North Sumatra.	R2	Managing Culinary Tourism and Traditional Snacks by Establishing The Branding of Processed Sales of Local People of Lake Toba
A3	A Lake Surrounded by 7 Districts That is integrated Directly From One District to Another That Is In The Area of Lake Toba.	R3	Sustainable tourism development with Increased Education of local communities with agencies related to Lake Toba tourism
A4	The Toba Caldera has received recognition from Unesco Global Geopark because it has geological links, cultural heritage, and high biodiversity. The Caldera of Toba, better known as Lake Toba, was designated as UGG at the 209th session of UNESCO's executive board after being assessed and decided by the UG Council at the 4th International Conference of Unesco Global Geoparks in Lombok on August 31 - September 2, 2021.	R4	Work with investors to invest in Lake Toba tourism
A5	Local people have a tradition inherited for generations to maintain the natural environment around Lake Toba as a form of respect for nature in the Lake Toba area.	R5	We are socializing about environmental awareness of local communities in the development of environmentally-based tourism.
A6	Carrying the concept of nomadic tourism, tourist sites are available various kinds of tourism support facilities in the form of tents, cabins, even parking areas for caravans, and facilities such as The Amphitheater Caldera, caldera plaza, caldera stage,	R6	Develop a comprehensive Lake Toba tourism model to attract investors to invest in the Lake Toba area.

	and caldera hill. Gambling at the Caldera is comfortable. The manager provides tent facilities like a star hotel on 2 hectares of land. In each tent, there is a mattress, complete with chairs and a table. There is also a bubble tent, a clear bubble-like tent that makes travellers like sleeping in the open. And also a parking area for caravans complete with clean water facilities.	
A7	We are developing Lake Toba Tourism to attract tourists to Lake Toba by presenting world-class tourism standards.	R7
		Provide facilities and infrastructure supporting tourist facilities in the form of accommodation and transportation that is easy to reach.
A8	Creating events as a form of promotion of the attractive selling value of Lake Toba is published through the Website of Lake Toba and the Government of North Sumatra Province.	R8
		Create a promotional exhibition of Lake Toba on a National and International Scale that connects every year for its implementation.
A9	We are publishing up-to-date information on tourist destinations connected to the Lake Toba area.	R9
		Establish an information centre integrated with tourism spots located in Lake Toba, surrounded by seven regencies as a whole.

Lake Toba is integrated into the area by seven districts. One of them is Kabupaten Toba which has natural beauty and diversity of flora and fauna around nature planted more than 100 types of plants in the sea, which is a natural panorama of Lake Toba that is easily explored through Bakara, estuary, Tele, and Tongging. This object is very popular for tourists because it is an exotic tourist area because of the valley's expanse. Several natural forest area spots have a high attraction for tourists to visit lakes Toba, both local tourists and Mancanagera tourists. The Toba Caldera has received recognition from Unesco Global Geopark because it has geological links, cultural heritage, and high biodiversity. The Toba caldera, better known as Lake Toba, was designated as UGG at the 209th session of UNESCO's executive board after being assessed and decided by the UG Council at the 4th International Conference of UNESCO Global Geoparks in Lombok on August 31 - September 2, 2021. Carrying the concept of nomadic tourism, tourist sites are available various kinds of tourism support facilities in the form of tents, cabins, even parking areas for caravans, and facilities such as The Amphitheater Caldera, caldera plaza, caldera stage, and caldera hill.

A local culture that has a tradition inherited for generations to maintain the natural environment around Lake Toba as a form of respect for nature in the Lake Toba area. As for having culinary tours that are various types of food and traditional snacks such as Andaliman pizza that only exist in lake Toba North Sumatra. A series of aspirations have been gathered according to the strength & opportunity possessed. Description of the results presented, namely, the management of comprehensive and sustainable tourism planning activities for Lake Toba. Management of traditional food and snack tourism by building a sales brand processed by locals, establishing MoUs with investors to manifest in the field of tourism, encouraging the community to take advantage of the natural beauty of Lake Toba tourism provides accommodation that is easily accessible to tourists, Packaging exhibitions and events that can be published through the internet, print and electronic media, The establishment of an information centre integrated with tourist attractions in the Lake Toba area surrounded by a total of 7 districts. The next step is to identify positive points, opportunities, and aspirations in the Toba caldera geopark tourism sector. So that it can find the purpose of the development of geopark caldera Toba tourism to

become a tourist destination by the standard of recognition from Unesco Global Geopark, important points that need to be done to achieve the objectives that have been planned for the development of the planning model are as follows:

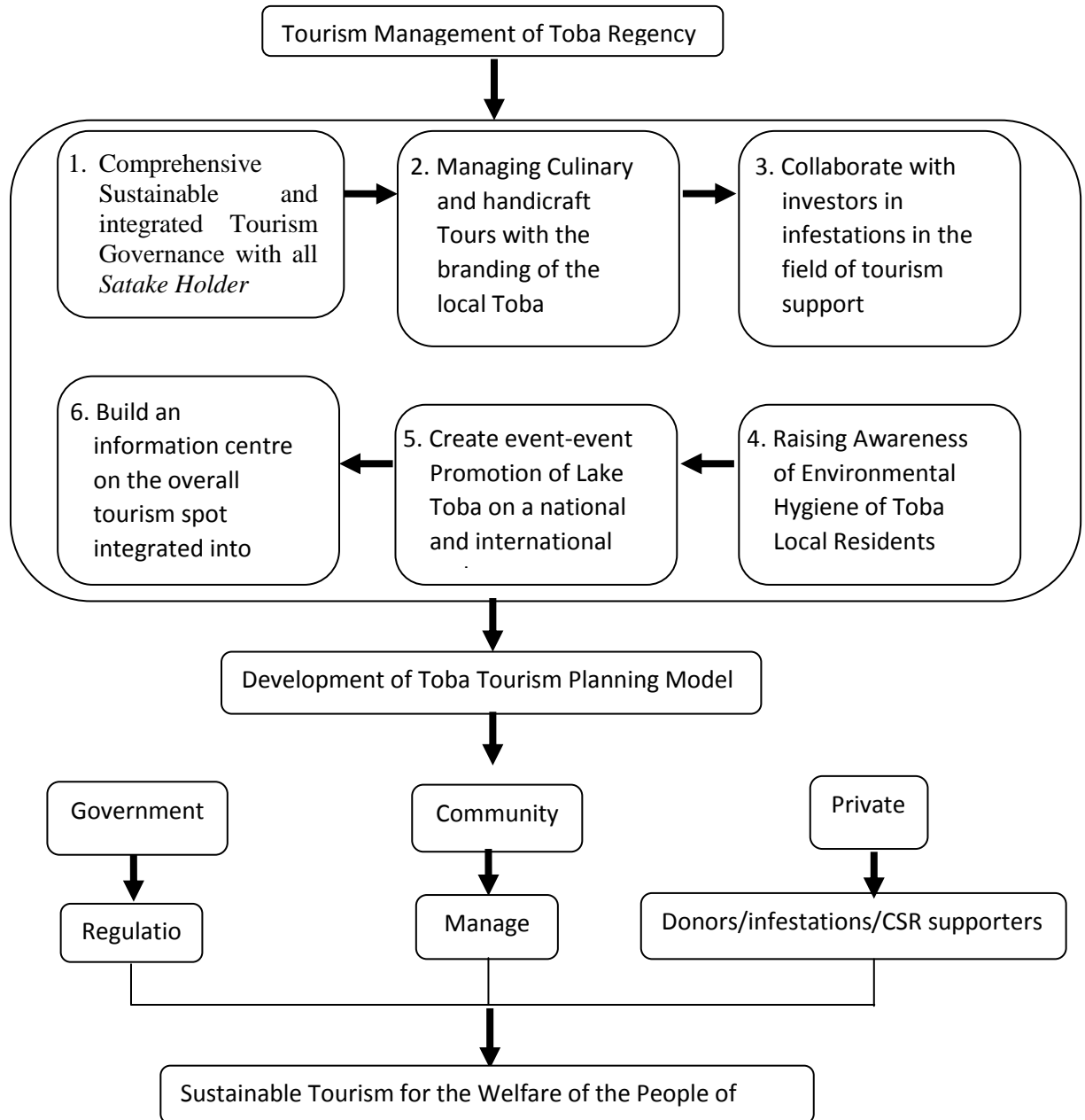


Figure 3. Development of Tourism Planning Model of Toba Regency

At this point, the number of tourist visitors began to increase, and the role of the government and local communities began to be involved. The theory of the life cycle of the evolution, there is a target cycle that exists somewhere in the area, and the tourist attraction in the Toba regency based on the characteristics outlined above is at the participation stage [20]. It is important to note how the public has full awareness that their tourist destinations are valuable assets so that they are always maintained, cared for and preserved and not marketed to large investors, because in the third phase, the development phase, according to Butler, the government and private sector come on a large scale, which can threaten the existence of local communities.

[20]. Currently only a small investment, but if the development management succeeds in bringing the destination to the next level, automatically the investment can immediately be carried out in the development of tourism in the area. [21].

5. Conclusion

This research activity is to get a planning strategy for Lake Toba tourism development because one of the tourist destinations for tourists can be opened with a soar analysis strategy model. This analysis consists of 4 (four) important factors: strength, opportunity, aspiration and results. The main purpose of the research using this analysis is to provide information in the planning of Lake Toba tourism development, taking into account the potential and opportunities of tourism in North Sumatra. After that, the next step is to determine positive points and opportunities and aspirations in the Lake Toba tourism sector to set a goal to develop Lake Toba tourism into a tourist destination that meets the standards of the world tourism organization in the future..

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