

The Development of Lake Toba Tourism Area Based on Tourism Village, in Meat Tourism Village, Toba Regency

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Abstract

The tourism sector as one of the pillars of national development has an impact on foreign exchange earnings, regional income and also the absorption of investment and labor in various regions in Indonesia. The development of the Lake Toba Tourism Area is one of the government's priority areas in developing tourism. With the issuance of Presidential Regulation Number 46 of 2016 concerning the Lake Toba Authority Management Agency, it is an initial capital that the government is currently conceptualizing tourism development in the Lake Toba area. The concept of developing a tourist village in the Lake Toba area is very interesting, where the customs and culture of the people are combined with the natural beauty of Lake Toba to become a tourist attraction. The purpose of this study was to find out and analyze what was applied in the development of a tourist village in Meat village. The research method is a descriptive research method with a qualitative approach. The results of this study indicate that the development of tourist villages in Meat is still not optimal, where access, attractions, and amenities are not adequate. For obstacles in the development of tourist villages in Meat village, budget constraints and lack of human resources in the field of tourism.

Keywords

development; tourism;
tourism village



I. Introduction

Tourism is all aspects that are incorporated in it, including tourists, regional destinations of tourism, the tourism industry, travel and other purposes to support tourism activities. The basis of tourism in Indonesia is Law Number 10 of 2009 concerning tourism, where in article 4 it is explained that tourism in Indonesia aims to increase economic growth, people's welfare, eradicate poverty, overcome unemployment, preserve nature, the environment, and resources that can promote culture, elevate the image of the nation, and also strengthen relations between nations.

Tourism also an industrial sector which is currently got a lot of attention from many countries in the world. The tourism sector is believed to have the ability to increase economic growth (Maciej Debski 2013). Moreover, the tourism sector is positively encouraged to be able to replace the oil and gas sector which has been the main capital in the country's foreign exchange earnings (Siswanto 2007). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry. Thus, developed countries and developing countries continue to develop and improve the quality of their country's tourism. (Amin et al, 2019)

According Welford & Ytterhus in Nurlina. (2020) tourism is one of the determinants of national economic growth because it can influence the growth of other sectors in the economy (Gokovali & Bahar, 2006) and also grows very fast during this decade (Dogru & Bulut, 2018; Wu et al., 2000). Sustainable tourism development can be completed by creating opportunities through networking and cooperation with service providers, where stakeholder engagement, the development of locally oriented codes of conduct, and local government participation are crucial factors for sustainable tourism success

The increase in tourism can advance economic activities, including employment, community income, regional income, and state foreign exchange earnings. Tourism can be increased through efforts to develop and develop the tourism sector itself, to increase regional and state revenues. The position of the tourism industry is in line with other sectors in an effort to increase state income (Widodo, 2013). Indonesia is one of the countries that has a diversity of types of tourism that can be the main source of foreign exchange for the country. The diversity of types of tourism that exist is spread from Sabang to Merauke, including nature tourism, social tourism, and cultural tourism. Known for the beauty of its natural tourist charm that is so beautiful, Also attracting the attention of tourists is cultural tourism as evidenced by historical relics and the diversity of arts and cultural customs of the local community. The diverse tourism potential makes Indonesia a tourist destination for both local and foreign tourists.

Central and local government policies towards tourism development are considered to have a very important role to support the success of tourism development. The development of the tourism industry can promote tourism development and growth, but its development needs to be carefully monitored to keep it on track and its carrying capacity. Development of the tourism industry can increase income, as well as a large contribution to the region if managed professionally, the contribution of tourism industry income has an impact on the area around the tourist attraction.

The government has an important role in the development of the tourism industry in supporting development goals. The development of the tourism industry can support the achievement of the goals of linkage with the tourism industry(Ikhwan et al., 2021; Suharyanto et al., 2020). The development of the tourism sector is expected to provide benefits to the community, because the tourism sector is one of the development sectors in the economy. Tourism is one of the non-oil and gas sectors which is expected to make a significant contribution to the economy of a country. Tourism provides a broad role in development, which focuses on the economic aspect (foreign exchange, taxes), the aspect of cooperation between countries (friendship between nations), the cultural aspect (introducing our culture to foreign tourists).

In the development of tourism areas, Lake Toba is one of the 88 that are included in the National Tourism Strategic Areas (KSPN) based on Government Regulation Number 50 of 2011 concerning the Master Plan for National Tourism Development 2010-2025, so that it becomes a priority in tourism development. Based on Law Number 10 of 2009, Strategic Tourism Areas are areas that have the main function of tourism or have the potential for tourism development that have an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, carrying capacity environment, or defense and security. Regarding the development of the Lake Toba tourism area as a priority tourism area, especially in the Toba Samosir Regency area, there are tourism regulations that support the development of this area, namely Presidential Regulation Number 81 of 2014 concerning Spatial Planning for the Lake Toba and Surrounding Areas.

The regulation contains aspects of the development and development of the Lake Toba tourism area.

As a KSPN, the Lake Toba tourism area is a priority for the development of tourist destinations in Indonesia that has a national and international service scale. With this status, the Lake Toba tourism area should be able to contribute, and the conditions of tourism aspects should be more adequate than other tourism areas that are not included in the KSPN. Various efforts can be made to promote tourism in tourist destinations. The government has a very important role in tourism development. The role of government in developing tourism in outline is providing infrastructure, expanding various facilities, coordinating activities between government officials and the private sector, regulation and promotion. Coupled with the issuance of Presidential Decree 46 of 2106 concerning the Lake Toba Authority Management Agency where this Authority Body will later focus on planning and developing Lake Toba tourism.

The Lake Toba area itself not only sells the potential for the beauty of its natural panorama, but more than that, the wealth of culture, traditions and customs and habits of the people around Lake Toba is also one of the combinations that are worth selling. In fact, many villages around Lake Toba are directly adjacent to Lake Toba. One of them is Meat village which is located in Tampahan District, Toba Regency.

The village has the potential as a community-based tourism destination and is based on the local cultural wisdom of the community and can also be a trigger for economic improvement based on the principle of mutual cooperation and sustainability. This is in accordance with the concept of building from the periphery or from the village to prosper the Indonesian people by exploring local potential and community empowerment which was proclaimed by the Government as a priority program of Law Number 6 of 2014 concerning villages, which explains that villages have origin rights and traditional rights in regulating and manage the interests of the local community and play a role in realizing the ideals of independence based on the 1945 Constitution of the Republic of Indonesia.

The village level government has its own autonomy to manage resources and the direction of development. Local wisdom is the main spirit in the management of tourist villages. The value of local wisdom is manifested in the community through the unique values of culture and traditions owned by the community, values that are ingrained in the culture of the local community, and the authenticity of traditional values that appear in the community. (Harahap, 2018; Harahap & Humaizi, 2020; Harahap, 2020)

These values will attract tourists to visit tourist villages. One model of tourism development that empowers the community with Community Based Tourism (CBT) is the development of tourist villages. Meat village itself is one of the villages with complete potential for sale, both in terms of natural beauty, panorama, and also the customs and culture of the people there. With a fairly long coastline and there are still many original Toba Batak traditional houses in the village, then the surrounding community is also still doing ulos weaving activities which are done by hand, and you can see firsthand how it is made. (Surya et al., 2020; Lubis et al., 2020).

Meat Village itself in 2016 through the Ministry of Education and Culture established Meat Village as a Traditional Village, because there are still many traditional Batak houses that are still original and hundreds of years old, and in 2018 through the Regent's Decree number 518 of 2018 concerning Determination of Tourism Villages in the Regency Toba, Meat Village are included. Referring to these regulations and decrees, it is hoped that the development of the Lake Toba tourism area based on a tourist village in Meat village is expected to be better than before and of course adjusted to the budget and needs of the people there.

Judging from the number of tourist attractions and the potential of the Toba Regency area, the potential for tourism development is very possible and profitable for the region/community. For the success of the development and development of tourism areas, there are aspects that need to be considered. Based on Law Number 10 of 2009 concerning tourism, it is stated that aspects in the development and development of tourism areas include tourist attraction, accessibility, infrastructure and facilities, and the community.

In addition to being based on the law, there are other supporting aspects to support the development and development of tourism areas including according to Yoeti (2002, in Rusnanda 2015) revealing three important aspects in the development and development of tourism areas, including: attractions, accessibility), facilities (amenities). According to Medlik (1980, in Gautama 2012) there are steps for tourism development including 4A, namely: attractiveness, accessibility, amenities, ancillary. Similarly, Nugroho (2009) suggests aspects of tourist attraction, accessibility, infrastructure and facilities, and the community in the development of tourism areas. In this study, these four aspects were used: tourist attraction, accessibility, infrastructure and facilities, and local community support.

The details of the four aspects are as follows. Gunn (2002 in Alam 2010) stated that the aspect of tourist attraction is as an allure, and a stimulant. Tourist attraction consists of all things related to the natural environment, culture, and uniqueness that are useful for attracting tourists (Inskip, 1991 in Rachman, 2011). According to Mc Intosh, tourist attraction consists of natural resources including climate, natural forms, flora, fauna, rivers, beaches, natural scenery, springs, sanitation and others (1995, in Rachman 2011). Meanwhile, according to Burkart and Medlik (2004, in Wardiyanto 2011) tourist attraction consists of tourist attraction which is influenced by the diversity and quality of attractions such as parks, entertainment centers, shopping centers, convention centers, casinos or others.

With the incessant development of tourism around Lake Toba for the sake of economic growth, cooperation of all parties needs to be carried out in the development of natural resources and which are integrated together with natural tourism that sells the beauty of Lake Toba, culture, history, customs of the local community, as well as providing facilities and infrastructure supporting tourism industry activities and providing infrastructure to encourage the development of community economic growth in the Meat village area.

Previous research conducted on the potential and strategy of developing a tourist village related to this research, among others: Widiyanto (2008), the results showed that the development of rural tourism in the tourist village of Ketingan still relies on natural attractions, namely the habitat of herons and blekok. The strategy that should be developed is to improve marketing, quality of human resources, quality of service, and maintain the quality of what is attractively offered by the tourist attraction, more optimized support from the surrounding community, the role of the organization and business capital. Prayogo (2012), assessed the condition and potential of Manigom bathing tourism in Tiga Dolok Village.

In addition, Prayugo also said that the potential tourist attraction owned by the Manigom bathing area is in the form of the mountainous flora of North Sumatra, very beautiful natural panorama, tracking path, camping ground area, and waterfalls. Dhea Nurmayasari (2017), Pokdarwis has played a good role in tourism development in Canggung village. Rimas Martiarini (2017), About the tourism village development strategy through empowering the people of the village of Ketenger Baturraden. Nurulitha Andini (2013), about community organizing in the development of agro-tourism in the tourist village, a case study of the tourism village of Kembragun, Sleman Regency. Firman Syah (2017), about strategies for developing tourist villages.

The researcher uses the literature study method with an explanatory analysis of government policies on tourism, especially about villages. Putri Fitriyaning Army (2016), about the strategy of developing community-based tourism in the village of Dolanan, Pandes hamlet, Stageharjo, Sewun, Bantul. Nisa Amalina Setiawan (2014), about promotion strategies in the development of local tourism in the village of Ugukong. Agatha Patria Putri (2017), about the strategy for developing the tourist village of Limbasari, Beratsari sub-district, Purbalingga Nur Wahidim (2017), about the strategy for developing the Gemawang Tourism Village in Semarang Regency. Fajar Giri Pratama (2019), about the strategy for developing community-based tourism villages (Case study: Lebak Muncang Village, Ciwidey District, Bandung Regency. Nurdin Prasetya (2020), about the strategy for developing the potential of the Sangurejo tourist village in Turi sub-district, Sleman Regency. Eva Novianti (2018)), About the village strategy in developing the ultimate adventure sculpture (PTA) tourism in the village of Margopatut, Sawahan District, Nganjuk Regency. Yani Ambari (2020), concerning the Development of a tourist village by planting family medicinal plants (TOGA) in the village of Jembul, Jatirejo District, Mojokerto Regency, East Java Province. Yustisia Kristiana (2016), about community empowerment through the development of community-based tourism villages in the tourist village of Pasir Eurih.

Based on the analysis, background and previous research, the objectives of this research are: to analyze what is applied and the supporting and inhibiting factors in developing the tourism area of Lake Toba based on the tourist village, in the MEAT tourism village in Toba Regency.

II. Research Methods

The type of research used by researchers in this study is a qualitative approach with descriptive study. Qualitative research as a research procedure that produces descriptive data in the form of words (both written and spoken). This qualitative research method was chosen because it can directly present the nature of the relationship between researchers and respondents and is more sensitive and able to adapt to the patterns of values encountered (Bah et al., 2020a). Descriptive research is concerned with collecting data to provide an overview or confirmation of a concept or symptom, as well as answering questions regarding the status of the research subject (Bah et al., 2020b).

This study aims to describe, summarize various conditions, various situations, or various phenomena of social reality that exist in the lives of the people who are the object of this research and attempt to draw that reality to the surface so that it can be seen how social reality actually exists and is happening in life. community (Bungin, 2007). The results of the study are more focused on providing an objective description of the actual state of the object being investigated, using a qualitative approach, researchers will obtain more in-depth information or data.

This research was conducted in the MEAT tourist village area, Tampahan District, Toba Regency. Conducted for 5 months starting from January 2021 to June 2021, the reason the researcher chose the location of the Meat tourist village is because this area is a tourism area that has great potential and is located right on the edge of Lake Toba. So that the development of tourism requires several strategies, concepts and innovations so that they can develop properly and contribute to income for the region and the surrounding community. With the existence of this Meat tourist village, it is appropriate for the central, regional and village governments or local residents to pay special attention and share in the budget allocation in the development of the Meat tourist village.

Informant are the people who are the sources of information in the research. Informants are considered as people who control and understand data, information or facts from an object of research (Bungin, 2008:62). The selection of research informants used purposive sampling technique to determine research subjects. The purposive sampling technique was used in the selection of informants by determining the following considerations: Indigenous people of Toba Regency; Understanding the MEAT tourist village area; MEAT Tourism Village Policy Maker.

Based on these considerations, the researchers determined that the sources of information to obtain data from this study were: Bappeda staff 1 person; Staff of the Tourism Office 1 person; Dekranasda staff 1 person; 3 traditional figures; Meat community leaders; 2 people in the MEAT area; NGO / NGO; Pokdarwis.

Primary data collection technique is the collection of data obtained through research activities directly to the research location to find complete data and related to the problem under study. The data collection techniques carried out are: Observation, namely the data collection method used to collect research data, where the research data can be observed by researchers. In the sense that the data is collected through the observations of researchers through the use of the five senses.

In this study, researchers made direct observations to the MEAT Village area. Observing very interesting beaches, traditional houses and ulos weavers, which will become one of the economic icons of the MEAT tourism village, Toba Regency. In-depth interviews are a question and answer process that is carried out directly and in depth to informants such as Bappeda Toba Regency staff, Toba Samosir Regency tourism office staff, traditional leaders and people in the MEAT Village area. This is done in accordance with the draft questions that have been prepared and adapted to the existing problem formulations, as well as using interview guides or guidelines and interview tools such as tape recorders, small notes and others to obtain data and information about village communities.

FGD (focus group discussion) This is done in accordance with the draft questions that have been prepared and adapted to the existing problem formulations, as well as using interview guides or guidelines and interview tools such as tape recorders, small notes and others to obtain data and information about village communities. FGD (focus group discussion) This is done in accordance with the draft questions that have been prepared and adapted to the existing problem formulations, as well as using interview guides or guidelines and interview tools such as tape recorders, small notes and others to obtain data and information about village communities. FGD (focus group discussion) is a focused discussion of a group or association to discuss a particular problem, in an informal and relaxed atmosphere, thus, FGD means a systematic process of collecting data and information about a particular problem that is very specific through group discussions.

This was done with the local government in this case represented by the tourism office, NGOs/NGOs, environmental activists, traditional leaders, pokdarwis. SWOT analysis was used to obtain information and data on tourism development strategies in Meat village.

III. Result and Discussion

3.1. Development of Lake Toba Tourism Area Based on Tourism Village in Meat Village, Toba Regency

In the context of developing tourism in Lake Toba, an approach is made to existing tourism organizations (Government and Private), as well as other parties who are expected to be able to support the growth and development of tourism such as local communities. Meat village is located at an average altitude of 150-600 meters above sea level. The climate in Meat Village based on the junghun classification is a cool climate seen from a height along with the types of plants that grow and produce optimally according to temperature.

A tourist object is a place or natural state that has tourism resources that are built and developed so that it has an attraction and is cultivated as a place to be visited by tourists. The tourist attraction in Meat Village is a panoramic view of natural beauty, beaches, and history which are in great demand by Indonesian tourists. Meat Village is a village that has very interesting natural resources because it has several historical sites and a long coastline. This is influenced by its location on the outskirts of Lake Toba. This village is located approximately 4 km from the city of Balige, and 250 km from the city of Medan to the location of the village of Meat.

Tourism facilities quantitatively indicate the number of tourist facilities that must be provided, and quantitatively which shows the quality of services provided and which is reflected in the satisfaction of tourists who receive services. In relation to the type and quality of service of tourist facilities in tourist destinations, a standard tourist standard has been prepared, both nationally and internationally, so that tourism facilities providers only need to choose or determine the type and quality to be provided (Suwanto, 1997: 23).

The general characteristics of tourist attractions in Meat Village are as follows: Meat tourist village has 16 homestays that have been managed by residents; In the tourist village of Meat, there are several places worth visiting including, Pakkodian beach, views of Tarabunga and original Batak houses.

Tourist attractions in Meat village do not provide / there are no restaurants or restaurants that usually provide foods that are commonly found in other areas. Whereas in Meat Village they have special dishes such as Lappet, gomak noodles and others. However, these special foods have not been provided or offered in every restaurant. Indeed, there are some special foods that are not allowed for Muslims. If you want to introduce or provide these special foods, each restaurant must be distinguished, special restaurants for Muslims and special restaurants for non-Muslims.

Based on the results of research, the man-made facilities and infrastructure in Meat Village have greatly supported the journey of visitors for their tourism activities. It can be seen that roads, restaurants and other public facilities have been provided in the tourist attraction area. Except, there is still a lack of places of worship for non-Muslims, so that it becomes a matter of concern for the government and local residents.

To meet tourist satisfaction several things must be met, namely: (1). Activities (acts) and objects (artifacts) that exist must be in good condition, (2). The way of presentation in front of tourists must be good and appropriate. Tourist objects / attractions are the terminals of a spatial mobility of a journey. Therefore, it must fulfill a spatial determinant, namely accommodation, transportation, promotion and marketing, (3). Circumstances in tourist objects must hold tourists long enough to stay (4). The impression that tourists get when watching tourist attractions must be endeavored to last as long as possible.

Thus, a tourist attraction can be said to be a tourist attraction if it has fulfilled some of the things above. And these conditions can not be separated from the factors driving the

interest of other tourists such as other complementary facilities and infrastructure. This is in line with RGSoekadijo's 1996 statement in the Indonesian tourism anatomy book which states that a good tourist attraction must bring in as many tourists as possible, hold tourists at attractions for a long time and provide satisfaction to tourists who come to visit.

Tourism management must pay attention to the following principles: Tourism development and development must be based on local wisdom and special local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment; Preservation, protection, and improvement of the quality of resources that are the basis for the development of tourism areas; Development of additional tourist attractions rooted in local cultural treasures; Services to tourists based on the uniqueness of local culture and environment; Provide support and legitimacy to tourism development and development if it is proven to provide positive benefits, but otherwise control and/or stop tourism activities if it exceeds the threshold.

This is in accordance with Cox's statement (in Pitana, 2009) that tourism management must pay attention to the principles of development, security, tourist attractions, and services that provide satisfaction to tourists.

The following are the three main actors who play a role in tourism development and development according to Pitana and Gayatri (2005: 95):

1. **Public**, namely the general public who live around tourism objects, who are also the legal owners of various tourism capital resources, such as culture, community leaders, intellectuals, NGOs and the mass media. In supporting the development of tourism, community participation is needed. The community as the owner of tourist attractions can be one that causes the progress of tourism.
2. **Private**, namely such as tourism business associations and entrepreneurs engaged in the tourism sector. The development of tourism in the village of Meat, namely Private, has not been maximized or exists, in the form of services that are also provided by the community to tourists such as being a travel agent provider or tour guide to Meat village, because as is known apart from being a natural tourist attraction, this Meat village also presents historical tours and local wisdom of ulos weavers. However, from the shops that sell food and drinks as well as souvenirs, there are not many that highlight the characteristics of this Meat Village, that this village has a lot of potential that can be used as an attractive tourist destination, especially in terms of culinary. Examples of gomak noodles, a typical food of Batak Toba or better known as spaghetti toba, or lappet which can be innovated in shape, as well as a combination of flavors so that tourists are interested in buying. One of the things that can be used as special souvenirs from Meat Village is the work of ulos weaving by local residents.
3. **Government**, namely starting from the central government, province, district, sub-district and so on. In order to develop tourism potential in Meat Village, good cooperation and synergy are needed between various parties, including the government, the private sector and the community. Because there are many parties involved in the development of tourism potential in Meat Village, the Tourism Office as the manager of a formal institution must be able to become a facilitator and synergize among various other parties in tourism development efforts in Meat Village, in other words, the Tourism Office must be able to apply the principles of Good Governance both inside and outside the institution.

Good governance itself according to Sedarmayanti (2003) is a process of administering state power in implementing the provision of public goods and services. To realize good governance, one of the elements that must be fulfilled is the commitment of all members in the organizational unit/institution in realizing clean governance, prioritizing and considering the elements of effectiveness, efficiency and economy in providing excellent service to the public.

The main attraction of the Meat Village area is the Pakkodian beach nature tourism and historical tours of the original Batak traditional house and the handmade ulos weaving of local residents which is also a place to find fortune and additional income for local residents. The beach location with long sandy beaches can be a place for playing and relaxing on the outskirts of the Pakkodian beach in Meat village.

In addition to views of the beach on the outskirts of Lake Toba, tourists can also enjoy the sunset in the Tarabunga area which is only 5 minutes from Pakkodian Meat beach, in an area about 150 meters above sea level in Tarabunga you can enjoy the sunset, for tourists who want to spend the night can also look at local locations in the form of homestay facilities that are managed by residents and have good and comfortable standards.

So the goals and objectives of the development of Meat Village as outlined in the preparation of this village's RPJM are as follows: Community development with a tourism perspective; Improvement of agricultural business road infrastructure; Increasing access to transportation and tourism supporting infrastructure; Increasing the capacity and quality of human resources to support MSME-based economic activities; Improvement of tourism supporting facilities and infrastructure. Utilization of natural resources according to village potential based on community participation; Development of human resource capacity in modern agricultural management; Utilization of appropriate technology in increasing agricultural production. (Interview with Meat Village Head, April 2020).

For lodging, there are about 12 inns or homestays in this Meat village tourist attraction, all of which are managed by residents and each inn can accommodate up to tens of people. In addition, there is a cafeteria/restaurant available at each inn. Equipped with security posts to oversee the tourist area and to control the safety of the visitors. There is also a large parking area at each homestay.

3.2. Supporting Factors for the Development of Lake Toba Tourism Areas Based on Tourism Villages in Meat Tourism Village, Toba Regency

The tourism industry is expected to develop properly and optimally, therefore it needs to be supported by various factors or components that are directly or related to tourism activities, for example the condition of tourist objects, social facilities, ease of transportation to reach tourism objects, security and order. in tourism objects, and government policies related to the tourism sector.

According to Yoeti (2002, in Rusnanda 2015) revealed three important aspects in the development and development of tourism areas, including: attractions, accessibility, facilities. This requires collaboration between stakeholders, both the government, the private sector and local residents.

The supporting factors owned by the tourism sector of Meat Village are: The distance traveled both from the city of Medan and from Silangit Airport is not far, and very easy to reach; Meat Village is one of the villages directly adjacent to the shoreline, resulting in a beautiful panorama; There are several tourist objects that are no less interesting and have many benefits such as Pakkodian beach tourism, Tarabunga gaze, Batak traditional houses that are still original and the results of ulos weaving by local residents who still use hands;

The price of a free ticket to enter the Meat village area; Safety for tourists is guaranteed in Meat Village

3.3. Inhibiting Factors in the Development of Lake Toba Tourism Areas Based on Tourism Villages in Meat Tourism Village, Toba Regency

Inhibiting factors In a development in addition to the factors that support the development of the tourism industry, there are also inhibiting factors for the tourism industry, which have little effect or even stop something from being more than before This is in accordance with research conducted by Tegar Mahardika that in an effort to increase Regional Original Income through the tourism sector, the inhibiting factors for the development process are the lack of good human resources, inadequate infrastructure conditions and the lack of the existing budget.

The inhibiting factor for the tourism industry in Meat Village is the lack of awareness for business actors and the public about the process of developing the tourism industry which causes the quality of human resources in the tourism sector in Meat Village to be inadequate. Lack of awareness of the importance of an innovation in an effort to improve the economy causes everything to be hampered.

Lack of coordination between the Department of Culture and Tourism with the tourism business actors themselves. Where they are not included in the planning process and are only invited during the implementation of the promotion, so that tourism actors are less aware of the tourism agenda in Toba Regency.

The lack of funds for the development of the tourist attraction itself and the lack of promotion costs outside the region, resulting in the less than optimal performance of the Department of Culture and Tourism. The lack of infrastructure funds received by the Toba Regency Tourism and Culture Office in the context of developing tourism in the region has an impact on the lack of facilities and infrastructure. The lack of awareness of private institutions on tourism in Meat Village as one of the tourism destinations in Toba Regency. This is because the development process has not been optimal, which has caused few private institutions to cooperate to develop the tourism industry in Meat Village.

The inhibiting factors of the tourism sector in Meat Village are: Lack of Adequate Human Resources; Human resources are one of the basic capital in tourism development efforts. Human resources in the field of tourism must have the expertise and skills to provide tourism services and deal with various tourism problems and existing problems. The success of a development and development of the tourism sector in Meat Village also depends on the ability of the implementers in charge of tourist destinations as well as the implementing apparatus for the development of the tourism sector, namely the Culture and Tourism Office itself.

3.4. Lack of Attention from the Government

Tourism in Meat Village is still fully based on Law no. 10 of 2009 concerning Tourism, but there is no special regional regulation that regulates tourism in Toba Regency, only with the Regent's Decree 518 of 2018 concerning the Determination of Tourism Villages in Toba Regency. This is what makes tourism development in Toba Regency, especially Meat Village, not managed optimally. Call it a tourist attraction that is managed by a family or private, there must be strong rules that regulate, whether it's an explanation of ownership, the distribution of results from retribution income.

In order to develop tourism potential in Meat Village, good cooperation and synergy are needed between various parties, including the government, private sector and the community. Because there are many parties involved in developing tourism potential in Meat

Village, the Tourism Office as the manager of a formal institution must be able to become a synergistic facilitator among various other parties in tourism development efforts in Meat Village, in other words, the Tourism Office must be able to implement principles of Good Governance both inside and outside the institution.

The tourism sector in Meat Village is currently receiving less attention from the local government. The local government here cooperates with the management of tourism potential. The condition of tourism is still classified as less attractive to tourists. Tourism potential has not fully received the attention of tourism potential managers.

The tourism sector is a flagship program that the government can rely on to accelerates regional development. The tourism potential of Toba Regency is very diverse. However, there is a lack of attention from the local government to help the community develop potential tourism such as this tourist village.

IV. Conclusion

In the development of Lake Toba Tourism based on Tourism Villages in Meat Village, Tampahan District, Toba Regency, it is still not adequate. there are several tourist attraction locations, all of which are still not well organized, ranging from access, amenities and attractions. However, some of them such as public facilities and infrastructure such as roads must be renewed, the environment is not clean and public facilities are not well maintained, such as public toilets and homestays. Supporting factors in developing Lake Toba tourism based on tourist villages in Meat Village, Tampahan District, Toba Regency, include: The distance traveled from both the city of Balige and from Silangit is not far, and very easy to reach; Meat village is one of the villages on the outskirts of Lake Toba which makes Meat village has a long coastline;

The inhibiting factor for tourism development in Meat Village is the lack of awareness for business actors and the public about the tourism industry development process which causes the quality of human resources in the tourism sector in Meat Village to be inadequate. Lack of attention from the local government of Toba Regency to help the community develop potential tourism and minimal budget allocations to support tourist villages.

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