

TOURISM DEVELOPMENT POLICY THROUGH ECONOMIC

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1 Tourism Development Policy Through Economic Potential in Supporting Tourism and Creative Economy Programs in the Lake Toba Region

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ABSTRACT

With optimal planning, tourism development drives economic growth and improves people's well-being. However, poorly planned tourism development will affect people's livelihoods around Lake Toba. Efforts to develop tourism objects with economic potential by increasing the diversity and competitiveness of local community products and promoting and facilitating community tourism business through tourism marketing programs. Tourism development can also create job opportunities and build local economies and communities in tourist destinations such as Lake Toba. Among the various economic possibilities that can be developed in the Lake Toba region is the improvement of the quality of local folk crafts such as carvings, souvenirs and textiles that characterize the Lake Toba region. The method used in this study was a qualitative research method and analyzed by SWOT analysis. The results of this study highlight the opportunities and challenges in the tourism development of the Lake Toba region through the economic potential group plans of the economic potential by type. The advantage of the developed economic potential lies in the uniqueness of the Lake Toba area and in supporting the tourism development of Lake Toba. One of his achievements is the creation of a tourist village, Uros village in Lumban Suhi Suhi Turan village, which is the hallmark of tourism in Samosir province. Article Error (ETS)

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Keywords - Tourism Policy; Economic Potential; Tourist; Creative Economy

INTRODUCTION

The strategic objective included in the first draft of RPJMN 2020-2024 is the added value of tourism in the acquisition of overseas tourism stock market (US\$1 billion) in 2018 (19.2), so the success in 2024 will be 28 expected reach billions. There are several goals to achieve. That is, the number of foreign tourists (millions of visits), the number of domestic tourists (millions of trips) and the number of workers (millions). The tourism sector plays an important role in the economy by promoting the economic prosperity of the communities in the Lake Toba region. Tourism development in the Lake Toba region seeks to explore the economic potential of improving the well-being of local communities.

Regional economy and income in 8 areas of Feiqiao Lake. In 2017, the total PAD of the eight counties around Lake Toba reached Rp. The figure was Rs 942.4 million, and

increase of 71.4 percent from Rs 549.9 million in 2016. The districts considered important for PAD growth are Rp 85.6 billion Humbang Hasundutan Regency and Rp 54 .8 billion Toba Samosir Regency.

This increase of PAD from the tourism sector shows that the economic potential of the Feiqiao Lake area is enormous. According to the explanation contained in Article 9(2) of the North Sumatra Regional Regulation No. 7 of 2003 on the Regional Rural Development Plan (RTRW) in North Sumatra from 2003 to 2018, the land development policy in North Sumatra actually looks like this: from:

Strengthen the national economic base. Through the tourism sector, the development of tourism in the Lake Tobase region can improve the economy and the welfare of the people in the region. Several outstanding products have economic potential for tourism development in the Lake Toba region.

Table 1. Leading Products in the Lake Toba Region

No	Sector	Commodity	Article Location Distribution
1	Food Crops and Horticulture	Rice, Corn, Sweet Potato, Andaliman, Orange	Dairy Regency, Simalungu Regency (Haranggaol District, Horison and Surrounding Areas), Samosir Regency (Pangururan District, Palipi District), Toba Samosir Regency (Portsea District, Sigumpar District, and surrounding areas), Humbas District (Dolok Sanggul District)
2	Plantation	Coffee, Frankincense, Cinnamon, Cloves, Pecan Rubber, Cocoa, Palm Oil, Tea	Samosir Regency, West Pakpak Regency, Humbas Regency, North Tapanuli Regency, Karo Regency. Humbas Regency, Simalungun Regency
3	Fishery	Aquaculture (Nila, Mas, Mujair)	Lake Toba waters with firm control to avoid overcarrying capacity
4	farm	Chicken, Buffalo, Cow and Pig	Simalungun Regency (Kec. Dolok Pardamean) and evenly distributed according to land suitability.

Source: bpiw.pu.go.id

The manufacturing sector also derives from agriculture, plantations, fishing and animal husbandry. However, there are sculptures, souvenirs and textiles. Made by the local community. Handicrafts such as handicrafts and textiles are frequently requested items by tourists in the Lake Toba region. The fabric can also be used as a scarf or clothing, but the aurochs in each room in the Lake Toba area is a different color as it represents the culture of each of the seven counties. All local crafts in the Lake Toba region need local government support to develop community-led tourism. These tourism companies, run by local governments, must have regulations and structures in place to promote and sell products of the highest quality. As you can see below, there are various products made by local

communities.

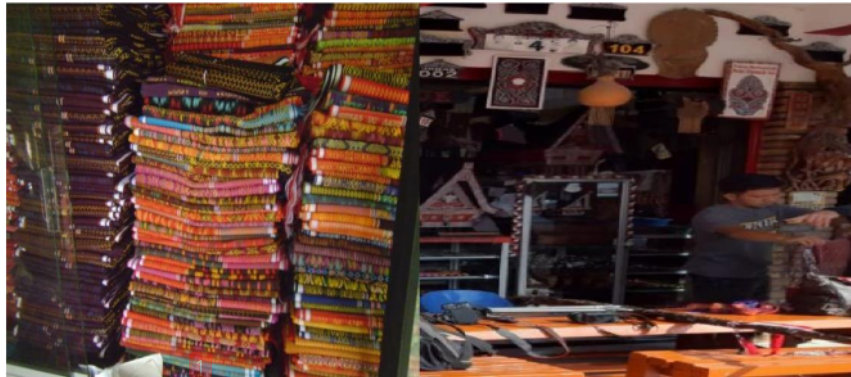


Figure 1. Local Community Handicrafts

(Source: Research Documentation Results, February 2019)

As seen in the image above, the economic potential of the Lake Toba region's tourism sector can also be realized through the development of local manufacturing through the creation of small and medium-sized enterprises (UMKM). The activities of UMKM can develop the country's economy and are also a good forum for creating productive jobs. There are no special requirements such as UMKM, diploma or professional experience. The tourism industry has strong links with other industries and has a positive impact on employment. The sector is also a potential source of new growth (1).

The Lake Toba region is a potential driver for regional tourism goals in North Sumatra. Tourism as an engine of economic development increases local natural income to support the strengthening of local economic independence and efficiency. The area around Lake Toba has a variety of tourist attractions leading to tourism in Indonesia especially in North Sumatra. The tourism sector is an important sector for increasing the local income and community economy in the Lake Toba region. Since 2016, the Lake Tobase Region's tourism sector has contributed to local economic growth and income (PAD). Nearly 100 PAD regions belong to the tourism sector, namely Samosir, Simalungun and North Tapanuri. According to the findings of the government performance report of Jokowi and JK (2016), one of the openly raised issues in the tourism industry this year (establishment of 10 new Bali, national tourism performance, promote larger market) is acceleration of national development. .). Antariksa (2016) has several reasons to encourage governments to improve.

sightseeing:

1) These different motivations may present opportunities for countries to develop their economies through integrated policy models. 2) Opportunities include creating job opportunities, increasing social welfare around tourist destinations, enhancing local values/images even in areas with weak economic resources and understanding how to

promote the revitalization of disadvantaged areas. Attractiveness 3) For developing countries, the tourism industry can be an economic development tool that does not require large long-term investments before bringing benefits. 4) Funds are needed to carry out the development. Based on other countries' technology, the need to import goods deprives the country of foreign exchange for development. However, the tourism industry can reduce its reliance on imports, as destinations may or may not supply goods. tourism-related handicrafts. 5) The United Nations World Tourism Organization (UNWTO) states that, among other things, the tourism industry contributes to the global economy.

The number of international tourist visits will reach 1.035 billion, the value of exports will reach 1.3 trillion US dollars, the number of manufacturers will be between 1 and 11 (by 2012), and the number of overseas trips will reach 1.8 times in 2030. billions a year. In 2020 alone, the number of long-haul flights is expected to grow by 18% to 24%. (World Tourism Organization. Tourism vision 2020:

Europe). 6) The tourism sector is believed to play an important role directly related to poverty reduction efforts (2).

The tourism industry can reduce poverty due to its specific characteristics.

1) Consumers arrive at their destination and offer residents the opportunity to sell a variety of goods and services. 2) create opportunities for local initiatives to economically validate surrounding development; 3) Create opportunities for SMEs

Table 2. GRDP Per Capita Based on Constant Prices (Rupiah) 2016-2018 in Districts in the Lake Toba Region

District	2016	2017	2018
North Tapanuli	17 151 461, 02	17 731 975, 77	18 374 588, 91
Toba Samosir	26 393 269, 60	27 535 657, 44	28 741 532, 99
Simalungun	27 512 314, 33	28 764 975, 24	30 098 896, 98
Dairi	20 271 732, 74	21 175 176, 62	22 131 904, 16
Humbahas	19 348 073, 78	20 136 242, 78	20 936 543, 77
Samosir	21 171 504, 34	22 197 192, 88	23 301 473, 13
Karo	31 505 119, 61	32 603 230, 05	33 548 968, 75

Source: Central Bureau of Statistics of North Sumatra Province in 2019

According to the above table, the development of economic potential in the seven counties of the Lake Tobace region should be carefully and optimally managed. With the development of tourism in the region, the economy also develops, not only the economic sector, but also other sectors. According to the announcement of the North Sumatra Tourism Authority in RIPPARDA, the development of tourism in the region is expected to bring economic impact, mainly to help improve the economy of the region. Raising the local level. Income and improvement of the economic life of the enterprise. The economic empowerment of the tourism sector should also be underpinned by policies that enable the tourism industry to improve the quality of its products and establish the empowerment to promote and market its products in local communities. The development of tourism in the Lake Toba region has not yet been planned in the Lake Toba region, which is one of the major obstacles to the development of tourism potential in the Lake Toba region. The current tourism development policy is still a single district, not a policy that regulates the overall tourism potential of the Lake Toba region, especially its economic potential.

The importance of planning the economic potential of tourism in the Lake Toba region to monitor the decline in tourism in the period 2018-2020. The impact of Lake Toba on the development of economic potential in the tourism sector. Therefore, in the tourism development of the Lake Toba region, the principles of tourism consisting of attractions, comfort, accessibility and services, or 4A for short, are of paramount importance to be optimally planned. Principle 4A is intended to be an indicator of the development of the economic potential of the Lake Toba region's tourism sector in order to generate economic strength in the sector.

METHOD

The research methods used are qualitative, a type of research that attempts to describe the object or subject of research as it is, in order to systematically and accurately describe the facts and characteristics of the object of research and to understand their contexts. The phenomenon as a whole (4). Creswell (2014) states that qualitative methods practiced by a small number of individuals or groups are methods for discovering and understanding the meaning of social or human issues (5). In this study, SWOT analysis was used to analyze internal factors for planning tourism development potential in the Lake Toba region. The strengths and weaknesses are known through the analysis of internal and external factors with an aim to find opportunities and threats that should be addressed to achieve the well-being of the people around Lake Toba through the tourism sector.

RESULTS AND DISCUSSION

The economic development of the Lake Toba region in tourism can affect the tourism industry. Business as Nugroho (2018) argues that the tourism sector can be an economic engine driving globalization. This includes changes in global production and consumption patterns, challenging conventional economic assumptions about global trade and markets. In other words, travel agencies can expand their business globally. Many choose the competitive strategy of internationalization. According to Nugroho, Edgell, and other. (2008) argued that tourism is viewed as an industry involving the buying, selling and

management of services and products (to tourists), from hotel accommodation to the sale of souvenirs to the operation of airlines. . To carry out this complex activity, the sector needs the most creative and innovative people (managers).

See Nugroho and Edgell et al. The economic potential of the tourism sector is synonymous with industrial activity. To produce high-quality products and demonstrate competitiveness in Japan and abroad, there is an urgent need to increase human resources, including those in local communities. The development of Lake Toba's economic potential in the tourism sector aims to strengthen the economy of local communities capable of competing nationally and internationally. Hong (2008) states that competitiveness in the tourism sector is necessary and measured by competitiveness aimed at achieving the best results and future development (7).

After developing the economic potential in the tourism sector, the government of North Tapanuli District, one of the Lake Toba regions, will prioritize the promotion and development of the tourism potential, similar to the basic model for the development of the district of North Tapanuli. At RIPPARDA 2015. this means:

1) Evaluation of tourism as one of the regional economic potential. 2) Development of tourism by building tourist objects, both tourism of an artificial nature and cultural tourism, taking into account the protection of the environment. 3) Sensitize public opinion to a greater love for nature and the environment, to allude to the value of a religious, historical and patriotic nature. 4) To increase the income of the surrounding residents using the integrated tourist destination. 5) Expand tourism publications and services for domestic and foreign tourists, taking into account religious, cultural, historical and patriotic values. To support the economic viability of tourism development in the Lake Toba region by using funds for local community enterprise development and job creation to increase the income and prosperity of people living near Lake Toba tourism destinations.

Funds are needed to unlock the economic potential of the tourism sector. But for tourism to become a viable economic option, human resources must go hand in hand with tourism management skills. One of the programs implemented by BOPDT is to develop agritourism (onion farming) in partnership with Bank Indonesia, and to help farmers get training and funding for onion farming. The development of the economic potential also requires that the different partner institutions meet future tourism development objectives, employ local residents and provide salaries that comply with current regulations. Sunaryo (2013) notes that the development of tourism in the economic sector can only aim to increase production and income, but in practice many negative impacts are often seen in the form of human dignity. He said that he rarely sees the human factor as a problem . he refused to be alone

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Table 3. Policy Directions, Strategies and Indications of Tourism Industry Development Programs

No	Policy Direction	Strategy	Program/Activity Indication
1	Improving the quality and diversity of tourism business products	<p>a. Improving the competitiveness of tourism businesses</p> <hr/> <p>b. Creating a conducive business climate</p>	<ul style="list-style-type: none"> - Increasing the certification of all tourism businesses - Increasing the standardization of all tourism businesses from national to international level - Increasing managerial ability in managing international competitive tourism businesses - Improved hotel quality throughout the region - Improving hotel standards and quality as an international standard MICE facility - Development of a free booking service information system for all tourism products/services sold (in collaboration with Telkomsel) <hr/> <ul style="list-style-type: none"> - Provision of a guarantee system for cross-border payment transactions (with letters of credit and bank guarantees for tourism business transactions)

¹

No	Policy Direction	Strategy	Program/Activity Indication
			<ul style="list-style-type: none"> - Improved business protection for the local spa industry - Development of a one-stop tourism business registration system - Development of an integrative registration system for the type of tourism business which includes multi-activity and multi-product (example: hospitality)
2	Improved facilitation, regulation, and incentives for tourism business development	<p>a. Improving facilitation systems and schemes for tourism businesses</p> <hr/> <p>b. Improve regulatory systems and schemes for tourism businesses</p>	<ul style="list-style-type: none"> - Development of licensing incentives to protect the local tourism industry - Facilitate communication between the government, tourism businesses and the community by organizing regular coordination and communication forums - Providing incentives to the tourism industry using local products and UMKM products - Development of the right delivery system between small industries/suppliers and the tourism industry - Fostering the adopted child system - foster father between large industries and small industries/surrounding communities - Providing facilities/display space for small entrepreneurs in the tourism sector to showcase their products and local souvenirs at the hotel <hr/> <ul style="list-style-type: none"> - Exploration with the insurance industry and banking for the issuance of a tourism insurance system - Reviewing the procedures and requirements for granting permits to foreign companies so as not to harm tourism

No	Policy Direction	Strategy	Program/Activity Indication
1			businesses
		c. Increasing the use of information technology in businesses in the tourism area	<ul style="list-style-type: none"> - Development of digital information centers in each national and international class tourist area - Development of online cooperation networks between tourism areas - Development of a management information system (MIS) in the tourism area of Lake Toba
3	Strengthening tourism business structure	a. Facilitate the formation of tourism industry organizations	Facilitate the formation of a combined Lake Toba tourism industry as a forum and coordinator of synergistic cooperation between tourism businesses
		b. Strengthening the value creation chain	<ul style="list-style-type: none"> - Intensification and efficiency of existing promotional agencies to be used again as a vehicle for joint promotion with shared sources of funds - Development of promotional support in strategic areas - Development of promotional support in disadvantaged areas - Increasing regional development programs in channeling CSR funds from tourism businesses - Development of cooperation schemes between tourism businesses in creating packages and selling tourism products
4	Strengthening tourism business partnership	a. Develop patterns of cross-sectoral industrial cooperation	<ul style="list-style-type: none"> - Increased absorption of local content in the accommodation/hotel business, which must use at least 30% local materials - Use of local resources (HR and other resources) in the implementation of tourism businesses, (eg hotels must use at least 30% local materials) - The application of using a

No	Policy Direction	Strategy	Program/Activity Indication
1	Missing "," (ETS)		minimum of 30% local materials in the entire tourism industry chain - Implementation of the use of at least 30% of local human resources in the implementation of tourism businesses
		b. Develop patterns of cooperation for emergencies	- Making post-disaster recovery pilot projects based on regional themes - Development of mentoring patterns in post-crisis tourism recovery - Development of pilot patterns with airlines and PT. Angkasa Pura - Development of patterns of cooperation with accommodation facilities in disaster areas - Implementation of an early warning system in disaster-prone areas
		c. Developing UMKM in supporting tourism businesses	Strengthening and welfare with UMKM

Source: Masterplan for integrated management of Lake Toba and surrounding areas in 2013

Well-planned tourism development has positive impacts and benefits on the community and local economic development (10). The positive impact of the current economic potential on the tourism sector can also increase local income through job creation. As Pratt's (2015) research shows, China's tourism industry has grown rapidly in recent years. Due to the large multiplier effect, economically developed local economies will enjoy greater economic benefits as tourism continues to grow. However, some inland areas will also benefit from an increase in tourism. Increased visitor numbers to these states could benefit both the tourism industry and the industries that require and serve these industries. This is an interesting source of economic development in underdeveloped states (11).

Together with the findings, Pratt's statement could lead to the conclusion that well-managed and well-planned tourism businesses bring positive benefits to tourism.

The economic potential of the tourism sector in the local economy, such as creating jobs and increasing local income, is the need to minimize the unemployment rate in the tourism sector, so that the quality and amount of products from tourism enterprises. **continuous technological innovation**. However, while the products of the tourism industry need to be improved, so too must the ability and willingness of society to create innovative products of economic and creative value. The Economic Potential Development Plan is therefore an attempt to **valorise** human and natural resources which are the advantages and characteristics of a tourist area, have financial and innovative value, and are competitive at national and international level.

Table 4. SWOT Matrix for Tourism Potential Development Planning for the Lake Toba Region

Internal	Strengths:	(Weakness):
	<ol style="list-style-type: none"> 1. Have an attraction that can be an advantage and priority 2. Has a unique and unique tourism potential 3. Sufficient access 	<ol style="list-style-type: none"> 1. The lack of facilities that meet the standards required by tourists. 2. The lack of community ability in understanding tourism 3. An environment that is not maintained and lacks preservation
Eksternal		
Opportunity:	Alternative Strategy (SO):	Alternative Strategy (WO):
<ol style="list-style-type: none"> 1. There is support from the government for the development of the Lake Toba area 2. Adequate road and transportation access 3. The magnitude of the tourism potential of each region 	<ol style="list-style-type: none"> 1. The Lake Toba Authority Implementing Body was formed by the central government. 2. Lake Toba area as priority tourism at the national level 3. Construction of standard airports and ports 	<ol style="list-style-type: none"> 1. Improvement of tourism service facilities 2. Improving the quality and quantity of service products
Challenges (Threats):	Alternative Strategy (ST):	Alternative Strategy (WT):
<ol style="list-style-type: none"> 1. Lack of community ability in managing tourism in the Lake Toba area 2. Tourism development that has a negative impact on the integrity of local cultural diversity 	<ol style="list-style-type: none"> 1. Promoting and marketing local cultural diversity 2. Increase local community innovation and creativity through training 	<ol style="list-style-type: none"> 1. Environmental regulations for the Lake Toba area 2. National and international standard tourism facilities 3. Local product innovation

CONCLUSION

This work is what makes us study tourism, tourist attractions, cultural attractions, tourist attractions and handicrafts. Destinations are also supported by other pillars of tourism such as comfortable and safe establishments (hotels, inns, restaurants, restaurants), thus increasing the economic potential of the tourism sector and increasing the economic viability of the tourism sector. be boosted through calls from should. , accessibility and reasonable transportation, the provision of tourist comfort during travel and other facilities will be supported. other services. Tourist services provided by tourist information offices in public places or at the entrances of tourist attractions (ports, airports, terminals), hospitals, schools and other entities that facilitate the movement of tourists (banks, money changers, etc.). Also, the development potential can be seen from the potential around the tourist area. The Lake Toba area in particular is heavily polluted with industrial and private (local community) waste, household waste, hotel waste, and waste from the group-managed aquaculture cages in each community. This is BOPDT's first step as tourism manager for the Lake Toba region.

SUGGESTION

The recommendations are based on the objectives of the tourism policy and the objectives of the regional development plan to plan and strengthen the mapping of tourism potential to open new paths for the future, thus promoting the development of regions, especially those with regional advantages. Recommendations for the classification of the economic potential. The know-how of tourism sector employees.

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Frag. This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.



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