

## DEVELOPMENT MODEL OF TOURISM AREA BASED ON LOCAL WISDOM IN LAKE TOBA, NORTH SUMATRA

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### ABSTRACT

*This research is titled "Development Model of Tourism Area Based on Local Wisdom in Lake Toba, North Sumatra." The problem addressed is that cultural aspects are key in the development of the tourism sector as a realization of the concept of sustainable development. Data analysis techniques used relevant methods with the research objectives, including seven types of analysis techniques and compilation of analysis results to determine the direction of development, such as: socio-economic environmental analysis; analysis of the Importance Values of cultural resources in the Lake Toba area in Toba Samosir Regency; Content Analysis to describe the communication content about the principles of local wisdom; SWOT Analysis in the Tourism Area Development Strategy of Lake Toba in Toba Samosir Regency. Thus, a concept and formulation of the Development Strategy of the region are obtained. The research results show that the core values of culture of a nation or ethnic group usually reflect the identity of the respective tribe or nation. The core values that remain fixed and apply to all sub-tribes of Batak in any region they are in, namely "Dalihan Natolu" customs, where these customs can penetrate religious barriers into a social unit. It is one of the cultural values that pride the Toba Batak people, namely the philosophy of life, namely the social relationship system "Dalihan Natolu," which is realized in very close kinship relationships based on blood lineage (genealogical) and marriages that are passed down through generations to the present. The Development Model of Lake Toba Tourism Area in Toba Samosir Regency is sustainable tourism area development through strategies that raise local aspirations for global environmental interests to achieve sustainability.*

**KEYWORDS** *Tourism Area Development Model, Local Wisdom, Lake Toba Area*



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### INTRODUCTION

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The sustainable and rapid development of Lake Toba Tourism Area is realized through an approach of protection and management of the area, which is continuously pursued by stakeholders wisely, effectively, and efficiently. The development of Lake Toba tourism area must consider and utilize all the potentials of this region and can provide economic, social, and cultural benefits, based on the principles of caution, environmental democracy, decentralization, and recognition and appreciation of local wisdom and environmental wisdom.

In the Lake Toba area, which has the potential as a National Strategic Tourism Area (KSPN), there is currently a phenomenon of declining quality in terms of environment, social, cultural, and economic aspects. The decline in environmental quality poses a threat that can negatively impact the continuation of social, cultural, and economic life of the local community and region.

The tourism sector in Lake Toba is progressing very slowly despite the increasing number of tourists. The Minister of Planning/Bappenas Head stated that enthusiasm and response from local governments are expected in line with the spirit of the Government which has put a lot of effort into developing Silangit International Airport and improving infrastructure.

Regarding the phenomenon of environmental damage and the decline in the number of tourists in the Lake Toba area, the author notes several references from experts. Among them is the correlation between environmental issues and spatial planning, as stated by Djoko Kirmanto (2013), that spatial planning and the environment are like two sides of a coin: if spatial planning is good, then the environment will be good, and vice versa if spatial planning is not good, then the environment will be damaged. From the statement above, it can be interpreted that spatial planning implementation in a region/area needs to be studied for improvement actions if there is a phenomenon of environmental damage.

Regarding the socio-cultural aspect (local wisdom), according to Madiaswaro ed. (2015), "The role of socio-cultural aspects is also parallel to economic and environmental aspects. In a global context, it is considered that cultural aspects are key in realizing the concept of sustainable development."

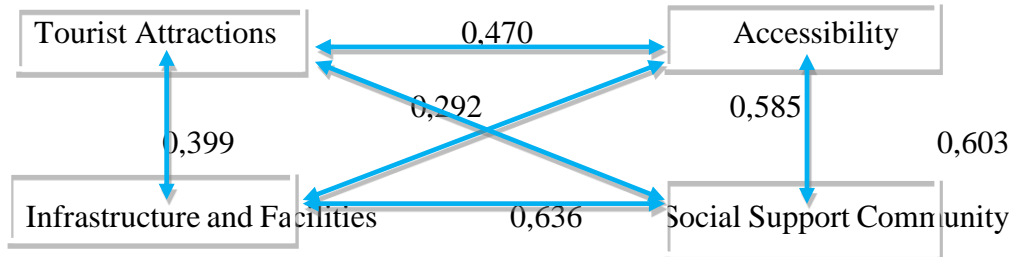
### **Literature Review**

The research report titled "Aspects of Lake Toba Tourism Area Development, Toba Samosir Regency" is used by the author as a reference material in this study. The aforementioned report was written by Rizky Arimazona Siregar, Hanny Wahidin Wiranegara, and Henky Hermantoro in November 2017 (Source: Tata Loka Volume 20 No. 2, May 2018, 100-112 © 2018 Biro Penerbit Planologi UNDIP P ISSN 0852-7458- E ISSN 2356-0266).

The conditions of various aspects of tourism area development analyzed include: tourist attractions, accessibility, infrastructure, social conditions, and community support. It is stated that all aspects of Lake Toba tourism area development have significantly different categories. The research results above indicate that the accessibility aspect and community support have lower categories compared to other aspects. The aspect that needs to be prioritized in the development of Lake Toba tourism area in Toba Samosir Regency is the accessibility aspect. Efforts to

provide and improve accessibility conditions for the development of Lake Toba tourism area in Toba Samosir Regency are required regarding this aspect.

A complete correlation diagram among the aspects is shown below:



**Figure 1. Correlation Between Aspects of Lake Toba Tourism Area Development**

(Source: *Tata Loka Volume 20 No. 2, May 2018*)

In handling the condition of aspects of tourist attraction, socialization, structuring, management and supervision efforts involving the public and private sector are needed, especially those who occupy the lake border line, who establish encroachment businesses, who are involved in the souvenir industry, who live around tourist attraction objects, etc. In addition, in the aspect of Infrastructure and Facilities, it is recommended that it is necessary to improve tourism supporting facilities such as trash cans, toilets, restaurants, parking lots, souvenir shops, lodging places.

## RESEARCH METHOD

Data analysis techniques use analytical methods that are relevant to the research objectives of seven types of analysis techniques and compilation of analysis results to determine development directions, including: Analysis of the socioeconomic environment; analysis of the Important Value of cultural resources in the Lake Toba Area in Toba Samosir Regency; Content Analysis to describe the contents of communication about the principles of local wisdom; 7) SWOT Analysis Analysis in the Development Strategy of Lake Toba Tourism Area in Toba Samosir Regency. So that the concept and formulation of the Regional Development Strategy are obtained.

## RESULT AND DISCUSSION

### Tourism Development Model of Toba Samosir Regency

Tourism of Toba Samosir Regency is sought to be more advanced, able to organize and availability of places for various kinds of tourist activities supported by Pasara and adequate Public Facilities, complete tourism facilities, and ease of services / services provided by the Community, Entrepreneurs, Government and Local Government with the aim of realizing the wishes of tourists.

Toba Samosir Regency ( Fig. 2) as a Tourist Destination can display Tourist Attractions and provide Accessibility for ease of movement of tourists, as well as present interrelated communities and complement the realization of good tourism in order to make Toba Samosir Regency a beautiful tourism place.



Figure 2. Lake Toba Area

Activities related to tourism are certainly multidimensional and multidisciplinary, which emerge as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, Government, local governments, and entrepreneurs.

In the development of tourism in Toba Samosir Regency, it must always maintain the outlook on life and environmental quality, as well as the local wisdom of the local community. Tourism development is carried out in line with development programs from various tourism industries. Not only the tourism industry on a medium and large scale, but industries on a small scale will also be able to benefit. Tourism Industry is a collection of tourism businesses that are interrelated in order to produce goods and / or services to meet the needs of tourists in the implementation of tourism.

In developing international tourism, a directed and appropriate program is needed in order to increase the number of foreign tourist arrivals (tourists). Increase marketing activities and improve various facilities needed by foreign tourists, such as immigration services, transportation facilities, banking, accommodation, restaurants, travel agencies and so on.

To improve marketing activities, appropriate planning is needed based on quantitative and qualitative information about foreign tourists in previous times. The unavailability of data in the past will make it difficult to make careful and targeted plans.

The leading events of Toba Samosir tourism include activities: as explained in the table below sourced from the Toba Samosir Regency Tourism and Culture Office, Year 2019, the following description :



Figure 3. **Top Events of Toba Tourism Samosir Local Wisdom of Batak People in Lake Toba Area**

The identification of local wisdom of the Batak Community in the Lake Toba Area is examined in 2 (two) parts of the study, namely:

- i) Types of local wisdom of Batak indigenous peoples, in the form of Cultural Wisdom of Batak indigenous peoples including Batak Cultural Philosophy, Batak Cultural Philosophy, Dalihan Natolu as the Core Value of Batak Culture and its functions, as well as Batak Cultural Wisdom in managing the Environment, and
- ii) The form of local wisdom of the Batak indigenous people, in the form of local wisdom (tangible local wisdom) including elements of cultural arts,

architecture, Batak traditional house ornaments, and Batak cuisine in the Lake Toba area.

### **Cultural Wisdom of the Batak Indigenous Community**

The cultural wisdom of the Batak indigenous community encompasses the Batak Cultural Philosophy, Batak Cultural Philosophy, Dalihan Natolu as the Core Values of Batak Culture and its function, as well as the Batak Cultural Wisdom in managing the environment.

The Batak cultural philosophy includes, among others, the attitude of consistency in upholding the sacred values of Batak customs in building social relationships for sustainable well-being.

Consistently adhering to the cultural values inherited from ancestors, as revealed in customary sayings such as: "omputta na di jolo martungkot siala gundi, adat na pinukka ni parjolo ingkon ihuthonon ni parpudi." This saying has a profound meaning, namely "all rules established by ancestors must be followed and obeyed and implemented from generation to generation."

Maintaining the integrity of all the provisions of the Batak customs and cultural values that have sacred value in building social relationships for life, as revealed in customary advice obtained from ancestors: "martagan sipiliton, maransimun so bolaon, adat ni ama dohot ompu tokka siubaon." The value contained in this customary advice implies that customs inherited from ancestors cannot be changed. In the Batak cultural philosophy lies a goal in the form of a principle, namely "Living Wisely and Nobly."

From various studies of several expressions followed by the experiences of Batak cultural customs in daily life, the Batak cultural philosophy can be seen as a type of local wisdom consisting of seven cultural values. The seven Batak cultural values referred to are kinship, religion, hagabeon, hamoraan, uhum and ugari, pangayoman, and marsisarian (Source: Anwar Saleh Daulay, <http://www.karyas.com/> Online article).

In summary, the Batak cultural values can be explained as follows :

#### 1) Kinship

The value of kinship or closeness occupies the most important place (core value) among the seven main cultural values of the Batak community. This is evident in both Toba and Batak Angkola Mandailing and other Batak sub-tribes, all of which equally prioritize the Value of Kinship as the most fundamental. The core value of kinship in the Batak community is manifested in the implementation of the "Dalihan Natolu" custom. Kinship relations are evident in greetings, both due to blood ties or marital ties.

#### 2) Religion

The value of religion/belief among the Batak people is considered very strong. The religions practiced by the Batak ethnic group are quite diverse. Batak areas with a majority of Islamic adherents, such as Angkola Mandailing; Batak areas with a majority of Christian adherents, such as Toba Batak, and there are Batak areas where the percentage of followers is balanced, such as the Simalungun Batak area. Religious nuances are quite prominent in marriage ceremonies, as well as in

mourning. Religious phenomena sometimes become stronger than customary phenomena, especially in the Mandailing Angkola community.

The dominance of religious nuances in the Mandailing Angkola community is supported by religious education facilities such as Islamic boarding schools, which are numerous in that area, such as in the Mandailing Angkola, Padanglawas, and Sipirok regions. The influence of Islam, which is dominant in the lives of the Mandailing Angkola Batak community, is evident in the acceptance of intra-lineage marriages there (although rare). Despite intra-lineage marriages being clearly prohibited in Batak customs, as they are considered taboo or "inces," their acceptance by adherents demonstrates the strength of the religious belief that allows it. Who can be married and who cannot be married is clearly stated in Islam, for example, in the Quran, Surah An-Nisa 23-24, which clearly states who can be married, and there is no prohibition on intra-lineage marriages, except for close relatives.

### 3) Hagabeon

The cultural value of hagabeon means the desire for a long life, many children, grandchildren, and goodness. With old age, it is hoped that one can marry off their children and have grandchildren. Happiness for the Batak people is incomplete without having children, especially sons who serve to continue the lineage of parents and their clan. For Batak Muslims, hagabeon includes the desire to perform the Hajj pilgrimage to the holy land of Mecca. A person's happiness increases when they can place themselves in a customary position in daily life. A struggle that stands alone but is supported by exemplary behavior and progressive views.

### 4) Hamoraan

The value of hamoraan according to Batak customs lies in the balance between the spiritual and material aspects within a person. Wealth and positions/status held by a person are meaningless if not supported by their spiritual virtues. A person who has wealth and holds high positions, accompanied by a willingness to help/advance others, has offspring, and is accompanied by religious piety, is considered honorable and respected.

### 5) Uhum dan Ugari

The value of uhum (law) for the Batak people is absolute and its acknowledgment is reflected in the sincerity in its application to uphold justice. The value of justice is determined by adherence to ugari (habit) and loyalty to promises. Every Batak person who respects uhum, ugari, and their promises is seen as a perfect Batak person. The steadfastness of Batak individuals is laden with legal values. Betrayal of customary agreements is highly condemned and carries customary legal sanctions. Therefore, Batak people are always straightforward and sincere without much beating around the bush.

### 6) Pengayoman

Protection must be given to the community environment, a task undertaken by the three elements of Dalihan Natolu. Indeed, each element of Dalihan Natolu is believed to have magical powers to protect each other. The protective relationship is like a spider's web cycle that binds all parties involved in Batak customs. The principle that everyone becomes a protector and receives protection from each other is a strong stance in the eyes of Batak customs. Because they feel they have

protection by custom, Batak people are not accustomed to seeking new protectors. Along with this, Batak people usually do not know the habit of begging for protection/mercy or seeking favor to be protected. Because those who are protected are also protectors for others.

7) Marsisarian.

Marsisarian means understanding, respecting, and helping each other. Together, each element must understand and respect each other. In this life, it must be recognized that each person has strengths and weaknesses, so they need to understand each other, not blame each other. When conflicts arise among members of the community, the principle of marsisarian needs to be prioritized. The principle of marsisarian is an anticipation in resolving conflicts/disputes.

**Development Model of Lake Toba Tourism Area**

The Development Model of Lake Toba Tourism Area in Toba Samosir Regency is aimed at sustainable tourism development through strategies that elevate local aspirations for global environmental interests to achieve sustainability.

- Tourism Ecosystem Development

The strategy for developing the tourism ecosystem emphasizes the harmony and integration (networks, value chains, and interconnections) of tourism management starting from tourism institutions and human resources, tourism industry and regulations, as well as tourism marketing development in realizing world-class Indonesian tourism.

- Tourism Investment Development

Tourism destinations are crucial in tourism management. Quality destinations are the reasons for tourists, both domestic and international, to visit. The development of quality destinations, including the development of Attractions, Amenities, and Accessibility (3A), requires increased investment in the tourism sector as the main capital for destination tourism development.

- Implementation of Sustainable Tourism Destinations

Sustainable tourism implementation aims to maintain the sustainability of the economy, society, and environment in tourism destinations. Tourism management is not only oriented towards prosperity (improving welfare) but also has a positive impact on the surrounding community (community empowerment) and preserves nature. Sustainable Tourism can endorse the implementation of sustainable tourism destination programs, observatories, and certifications to realize sustainable tourism in Indonesia.

- Amenities Development

Amenities development aims to improve tourism facilities (infrastructure and facilities) for tourists, including the provision of homestays and facilities for nomadic tourism. The construction of homestays and provision of nomadic facilities is done to bridge the potential attraction of tourism destinations with the limitations of amenities in those tourism destinations.

- Accessibility and Connectivity Development

Accessibility and connectivity development aim to provide access to potential destinations that are still considered in need of development in terms of quality. Limitations in access and connectivity to and from destinations are one of the inhibiting factors that directly affect the number of tourist visits to those destinations.



One trend in accessibility development is the growth of LCCs, so it needs to be accommodated with the availability of LCCTs.

- Attractions Development

Attraction development aims to enhance the appeal and tourist experience. Attraction development focused on digital destinations is a response to changes in tourist behavior. The development of information technology, social media, and generations Y and Z influence tourist behavior in choosing tourism destinations. From searching to deciding on a tourism destination, the majority is done online. A destination that is viral digitally encourages tourist visits.

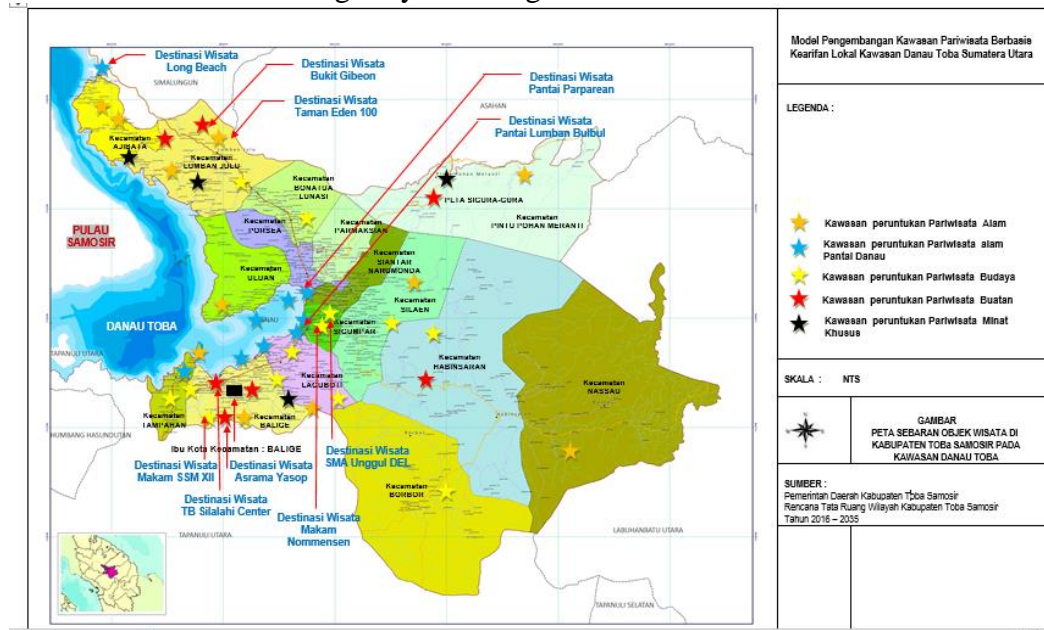


Figure 4. Tourism Development in Lake Toba

## CONCLUSION

The core values of culture of a nation or ethnic group usually reflect the identity of the tribe or nation concerned. Core values that remain standard and apply to all Batak sub-tribes in the region wherever they are, namely "Dalihan Natolu custom", where this custom can penetrate religious barriers / beliefs into a social unity. It is one of the cultural values that the Toba Batak people are proud of in the form of a philosophy of life, namely the social relationship system "Dalihan Natolu" which is manifested in very thick kinship relationships based on blood descent (genealogical) and marriage that applies from generation to generation until now.

Lake Toba Tourism Area Development Model Toba Samosir Regency, namely the Development of Sustainable Tourism Areas through a strategy of raising local aspirations for the benefit of the global environment to achieve independence (sustainability).

As a suggestion in the Lake Toba National Tourism Area Development Model based on Local Wisdom, it can be a solution to improve the environmental

quality of the Lake Toba Area to become Sustainable, and in demand by foreign and domestic tourists interested to visit as a Wisdom Tourism Destination.

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