

Local People's Perception of the Management Principle of Lake Toba Tourism Destination: Case Study on Simanindo District, Samosir Regency

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Abstract : The aim of the research is: 1) to find out the local people's perception to the principal tourism destination management in Lake Toba, Simanindo district, Samosir Regency, 2) to find out the model of sustainable tourism development in Simanindo district Samosir regency. Franc Lynch method is used to take the sample from local people's aged 15-64 years old and obtained 95 respondent. Data type used represent primary by using questionnaire with Likert scale in each question. Data analysis techniques using the value perception and multiple regression analysis. The result from this research are: 1)The local people's perception to the principal way in managing tourism in Lake Toba in the positive area or good. 2) The model of the sustainable tourism development should be stressed on the attraction and the human resource in Simanindo district.

1 INTRODUCTION

Lake Toba is a 1.145 km creater lake that an island almost the size of Singapore in it's center. It is the widest lake inSouth East Asia and second biggest lake in the world after Lake Victoria in Africa (Vazquez, 2004).

Prapat, Simarjarunjung, TanjungUnta, Harangaol and many other villages are some of tourism destinations that located around Lake Toba. However, one of the most favorite and famous destinations is Simanindo a district in Samosir Regency that has many tourist attraction. Located right by the side of Lake Toba.Simanindo has a lot of natural tourism attraction, culture, and local wisdom custom that make Simanindo as one of the most favorite destination for families to visit during holiday.

The beautiful and magical Lake Toba along withit's tourism potential that surrounding Simanindo as a valuable asset for local people and central government as well. The developed tourism industry surely give a big impact to the locals, like income enhancement new livelihood and economic enhancement through the visitors.

However, according to BadanPusatStatistik (BPS) the amount of International visitors that come to Sumatera Utara through Bandara Kualanamun in

January 2016 was decreased by 47,41% compare to December 2015, meanwhile compare to January 2015 it was decreased by 41,69 %. In other words, overall tourism in North Sumatera was decreasing, include Lake Toba.

In 2015, the amount of local visitors that come to Lake Toba during holiday season was also decreasing, compare to the same time in 2014. Head of Destination Management Organization (DMO) said that the amount of visitors that come to Lake Toba trough Parapat, Simalungun regency reach 22.000 people each day and most of them are from Riau and West Sumatera.

According to government policy No. 50 of 2011 regarding Rencana Induk Pembangunan Kepariwisata Nasional (2010-2015), one of 10 prioritized tourism destinations to be developed is Lake Toba. The aim of this policy is to increase the amount of visitors to 1 million people in 2019 by making Lake Toba a landscape Scenery and Geopark. The targeted international visitors are from ASEAN (Malaysia and Singapore), Europe (Netherland and France), Australia and America, meanwhile the targeted local visitors are from big cities like Java and Sumatera.

The strategy that is used to develop Lake Toba is only focusing on Attraction, Amenities, and Accessibility; and most of them are physical developments. However, to develop a tourism

destination one should not depend only on infrastructure, attraction and nature. Who lives around Lake Toba also need to take part as well. To develop means to follow the fundamental of decentralization, using bottom up movement to include local people (participatory) and do it together (from and with people). Likewise, all stakeholders that take part in developing the tourism need to integrate and represented in planning, develop and managing the operational of a tourism attraction.

Managing the tourism needs to involve all the tourism stakeholders, including local people. To make local people involve, they need to know what is the real definition of tourism. After they got the real definition, they can take part in planning, implementation, supervising, acceptance and utilization.

Sihabudin (2011) state that perception is an internal process done to select, evaluate, and organize stimuli from the external environment. Other than that Samovar (2010) state that perception is how a culture teaches their communities to see the world differently. Perception allows human to get a new knowledge. Perception change sensation to information. If sensation is how sense work, then perception is the way individual processing those sense to information so it has a meaning.

People around Simanindo and the visitors have different culture background, they were born and raise in different place. People near Simanindo raised with Toba culture that is why they have a very different culture experience from visitors, and all the references that they got from their culture will have a big impact in shaping their mindset or how to interpret something.

Simanindo district with all its tourism potential along with its tourism development strategy turned out to be the opposite from the amount of visitors that come through Kualanam, were its decreased significantly. This topic is really interesting to be studied, more over if it's linked to local culture. Local people who work in entrepreneurship need to be studied, because one of the key to success is sustainable tourism development.

2 RESEARCH METHOD

This research was done at Simanindo district, Samosir Regency Province North Sumatera and held from March 2018 – Juli 2018. This research population is all the local people in Simanindowithage from 15-64 years. Tihis classification is taken because this age is a productive

age, especially in the tourism industry. Based on the data from BPS Samosir regency of 2016, it was known that population of Simanindo district with age from 15-64 was 11.929 people. Sample calculation using Frank Lynch's formula (Irawan, 2016).

$$n = \frac{Nz^2.p(1-p)}{Nd^2 + z^2.p(1-p)} \quad (1)$$

Based on the formula then it is set that the research sample is 95 respondent. In this research, the technic used in talking sample is purposive sampling. Sample taking based on field observation on people of Simanindo district who works as an entrepreneur, because a side from being a productive local people they also take part in managing the tourism based on their business.

Descriptive quantitative methodology is used to describe the problem focus in this research. The research is an explanatory research which is concerned to its variable and also the influence of each variable to one another.

Primary data is taken directly from the source trough interviewing the informant. The respondents come from different background and demography secondary data is taken trough documentary studying from BPS, Direktorat Jenderal Kependudukan dan Catatan Sipil, Dinas Pariwisata, dan Dinas Perhubungan Sumatera Utara.

The methodology used in analyzing data is perception value through analyzing the average score and multiple regression. Value perception analyzes explained the data and score achieved from the field and the presented in a table. Regression analyzes used to find out the direction of the dependent and independent variables. The multiple linear regression model as follows :

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 \quad (2)$$

The effects of independent variables to dependent variables is examined with a confidence interval 95% or $\alpha=0,05$. The hypothesis test used a simultant test (test-F) and partial test (test t). The independent variables in this research are service (x_1), attraction (x_2), Human resource (x_3), Nature (x_4), and participation (x_5). Whilst the dependent variables are tourism sustainable development (y)

3 RESULT AND DISCUSSION

Validity test is done by comparing the value of corrected item – total correlation in each question to “r” value of the variable. Suntoyo (2009) stated that, if the value of the correlated item – total correlation $r_{count} > r_{table}$ and the value positively, then each question on the variable is valid. Value of r_{table} on $df = n - 2 = 95 - 2 = 93$ and $\alpha = 0,05$ is 0,169. There is no value of correlated item – total correlation under 0,169 in this research, then every single question is valid.

Suntoyo (2009) said that, every question is reliable if the answer given to the question is consistently the same time to time. The reliable measurement used the statistics test of cronbach alpha. According to Suntoyo (2009).”A construct is reliable if only gives a value of cronbach alpha $> 0,60$. In this research, every cronbach alpha for each variable has value above 0,60, then it is considered reliable. Based on the result of validity and reliability, the instrument is good for actual measurement.

Classical assumption tests such as normality, heteroscedasticity, and multicollinearity are qualified for multiple regression analysis, then that the regression model obtained best linear unbiased estimator.

A perception value analysis explained that the data and the numeral found from the field is described in table. And then, the analyzed data shown to figure out mean (the average), and then the conclusion is made based on the score achieved. The average value on the dependent variable is 4,29 or 85%. The result shows that the local people’s perception to the principal way in managing the tourism in Lake Toba in the positive area or good.

The positive perception is a great asset for sustainable tourism development in Simanindo district. When local people’s perception are positive to the principles of tourism management, the foam community can be optimized.

The effect of independent variables to the dependent variable is examined by comparing F_{count} and F_{table} on the confidence interval 95% or $\alpha = 0,05$. F_{count} can be seen on table 1.

Table 1. The Result of Simultan Test (Test-F)

ANOVA ^b			
Model	Sum of Squares	F	Sig.
Regression	10.988	11.542	.000 ^a
Residual	16.945		
Total	27.932		

Source: Processing Data Result

Based on table 1, variables of service, attraction, human resource, nature and participation are influenced to the tourism sustainability development in Simanindo simultaneously and significantly. This could be know from table that showed $F_{count} = 11,542$ is bigger than $F_{table} = 2,31$. And the significantly is less than 0,05, so the decision is rejected H_0 and accepted H_1 .

Table 2. The Result of Regression Estimation

Model		T	Sig.
1	(Constant)	1.002	.319
	Service	.307	.760
	Attraction	2.008	.048
	Human Resource	2.055	.043
	Nature	1.241	.218
	Participation	.510	.611
	(Constant)	1.002	.319

Source: Processing Data Result

Based on table 2 above resulting multiple linear regression model as follows :

$$Y = 0,591 + 0,043 X_1 + 0,326 X_2 + 0,287 X_3 + 0,168 X_4 + 0,045 X_5 + e$$

The result of the multiple linear regression made conclusion that service, attraction, human resource, nature, and participation have a positive relationship to the sustainable tourism development in Simanindo district. This could be know from table that showed positive value on all of variables.

Based on table 3 ; variable of service, nature, and participation has no significant influence to sustainable tourism development in Simanindo district. Meanwhile, Attraction and Human resource significantly give positive impact to the variable of sustainable tourism development in Simanindo district.

Table 3. The Result of Partial test (T-test)

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	.591	.589
Service	.043	.140
Attraction	.326	.162
Human Resource	.287	.140
Nature	.168	.136
Participation	.045	.088

Source: Processing Data Result

This could be know from t-test. Service variable has $t_{count} = 0,307$, while t_{table} gain 1,66, so that $t_{count} > t_{table}$, makes H_1 rejected and H_0 is accepted. This means that variable of service has no significantly effect to the sustainable tourism development in Simanindo district.

Based on t-test, it is found that attraction variable has $t_{count} = 2,008$, while t_{table} gain 1,66, so that $t_{count} > t_{table}$, makes H_0 accepted and H_0 is rejected. This means that variable of attraction give significantly influence to the sustainable tourism development in Simanindo district.

Through the t-test, human resource variable has $t_{count} = 2,005$, while t_{table} gain 1,66, so that $t_{count} > t_{table}$, makes H_0 accepted and H_0 is rejected. This means that variable of human resource give significantly influence to the sustainable tourism development in Simanindo district.

From the t-test, nature variable has $t_{count} = 1,241$ while t_{table} gain 1,66, so that $t_{count} > t_{table}$, makes H_1 rejected and H_0 is accepted. This means that variable of nature has no significantly effect to the sustainable tourism development in Simanindo district.

From the t-test, participation variable has $t_{count} = 0,501$ while t_{table} gain 1,66, so that $t_{count} > t_{table}$, makes H_1 rejected and H_0 is accepted. This means that variable of participation has no significantly effect to the sustainable tourism development in Simanindo district.

Based on the results of estimation of regression and simultaneous test, it is known that sustainable tourism development has a positive relationship and influenced silmultan to service variables, attractions, human resources, environment, and participation. Therefore, the development of sustainable tourism based on the local community can be directed to the following points:

1. Increasing the ability of local community services to tourists visiting tourist

destinations with emphasis on hospitality and willingness to help

2. Preservation and creation of both natural and cultural tourist attractions that are a source of uniqueness and attractiveness of tourists
3. Increasing the capacity and quality of the community in the tourism sector
4. Increasing the position and participation of the community in planning, implementing, monitoring and evaluating tourism development
5. Environmental conservation

The results of this study are consistent with the conclusions conveyed by Suansri (2003) and Sunaryo (2013), that the development of sustainable tourism based on local communities can be directed by increasing the capacity, role, quality, position and role of the community. Nevertheless, based on the results of partial tests there are two variables that influence the development of sustainable tourism in a significantly positive way, namely; attractions and human resources.

Tourist attractions are an important component in tourism. Attractions are one of the core factors of attracting the tourists movement to tourism destinations. There are two functions of attractions, namely as a tourism stimulant and as one of the main tourism products to attract visitors. Tourist attractions must be well managed by the local community, whatever their nature, culture, or special interests

Based on this research, in addition to Attractions, Human Resources also has a significant positive influence on sustainable tourism development in Simanindo District. That is, the quality of human resources must be improved to support tourism development. Human resources in this case local communities are required to understand tourism, active in tourism associations, and capable in foreign languages

4 CONCLUSION

Based on the research result, the conclusions are :

1. The local people's perception to the principal way in managing the tourism in Lake Toba in the positive area or good.
2. The Model of the sustainable community-based tourism development in Simanindo district is as follows:

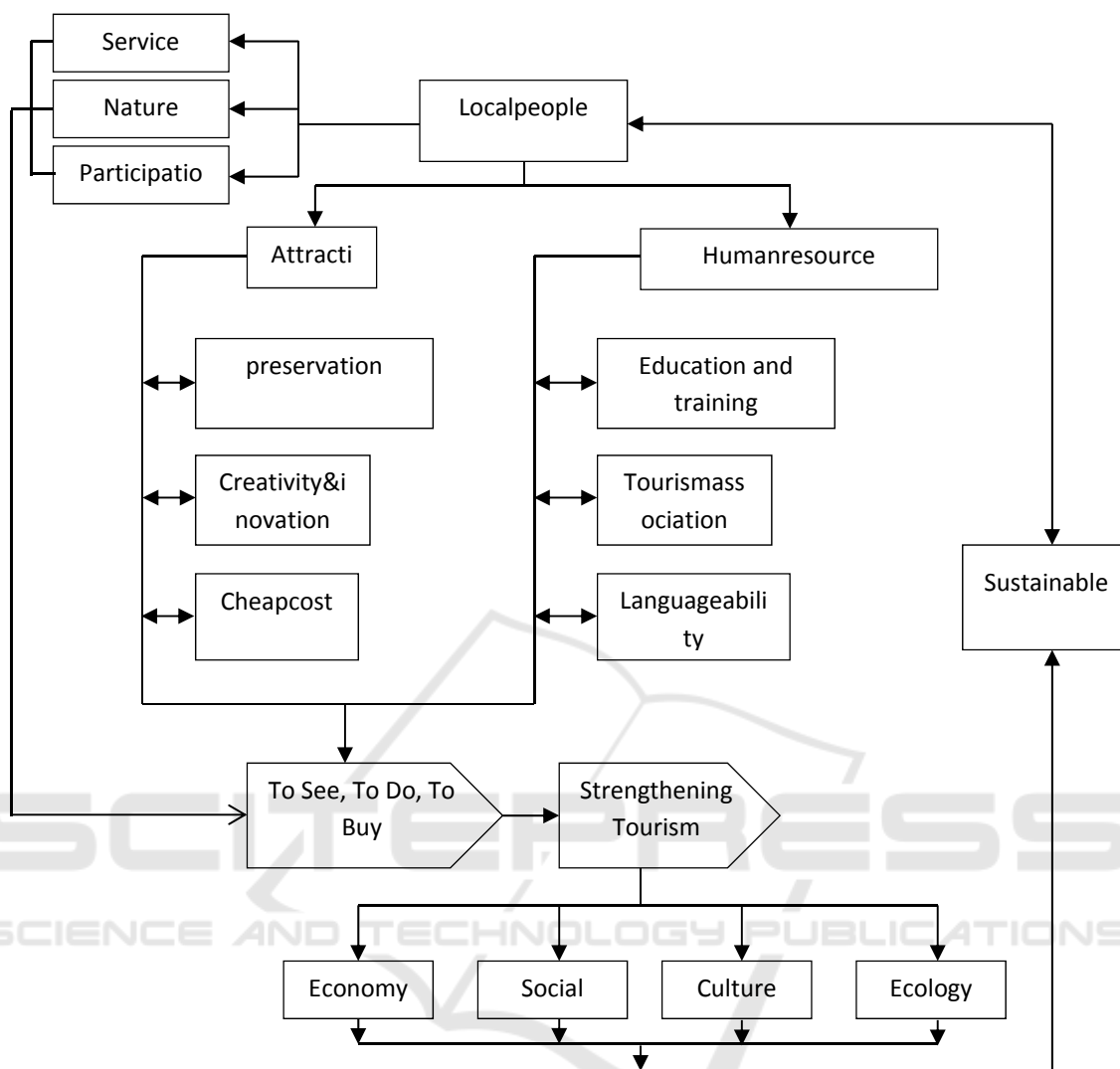


Figure 1: The Model of the Sustainable Tourism Development

Based on the research result, the suggestions are

1. In order to realize the Long and Medium Term Development Tourism Plan, the Samosir Regency Government is advised to make policies that touch the local community
2. Local communities must improve their personality and environment in order to support the formation of sustainable tourism development.
3. Local communities have an important role in the development of sustainable tourism, therefore it is suggested that further researchers explore the needs and strategies of local community development.

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