



Planning the Development of a Comfortable Area Waterfront of Lake Toba of North Sumatera Province area, Simalungun Regency

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Abstract

Planning a development that takes careful effort. This paper was aimed at finding an area development theory for the Waterfront of Lake Toba of North Sumatera Province which could make the tourists more comfortable and get satisfaction from viewing Lake Toba of North Sumatera Province. An exploration study was conducted to take data on the concept of region and regional development for the tourism destination of Lake Toba of North Sumatera Province. Data found reveals that area development involves tourism geography research which is related to the location of the Waterfront of Lake Toba of North Sumatera Province. This research was carried out in Simalungun Regency. It is one of the autonomous areas in North Sumatra Province. The research was carried out in the Waterfront area of Lake Toba of North Sumatera Province; which is located in Simalungun Regency. Explanatory research was applied to collect the data; it refers to the hypothesis that will be tested against the phenomena. A plan to construct a comfortable spot on the waterfront has supported the perceptions of visitors of Lake Toba of North Sumatera Province and attracted more tourists to enjoy sightseeing from a comfortable Waterfront of Lake Toba of North Sumatera Province.

Keywords: *Lake Toba, Planning Development, Waterfront Area.*

INTRODUCTION

Planning tourism areas in Regional development science needs a well and comprehensive blueprint. The planning area is to add, improve, improve and expand the location of the tourist destination. In addition, stated that regional linkages with tourism development are getting stronger due to changes in the global and local tourism constellations (Zhang et al., 2022). Said that the dynamic changes in tourist psychographic also affect the demand for higher-quality tourism goods and services (McLaughlin et al., 2022). The concept of region and regional development plays an important role in tourism geography research, related to the location of various tourism activities (Li et al., 2021; Ridwan et al., 2024). Argued the importance of environmental elements is one of the prerequisites for an area to be used productively in people's lives.

Moreover define regional development as the implementation of national development in an area that is adapted to the physical and social capabilities of the region and complies with applicable laws and regulations (Zhang et al., 2022). (Hong & Zhang, 2021) argue regional development is an act of regional development or building an area or area to improve the level of welfare of people's lives or promote and improve and improve something that already exists (Jiang et al., 2021). In this case, careful planning for

the use of public resources and the private sector (farmers, small entrepreneurs, volunteer organisations, cooperatives, and large companies) must take part in the planning process (Ye et al., 2019).

This research was carried out in Simalungun Regency. It is one of the autonomous area in North Sumatra Province, the area of this district is 4,386.60 km² or 6.12% of the total area of North Sumatra Province. The population of Simalungun Regency in 2012 was 830,986 people with a density of 189.44 people/km². This area is divided into 31 sub-districts, 22 sub-districts, and 345 villages/nagori. With a very strategic location and flanked by hills, the tourism potential of Simalungun Regency is quite large. In general, the tourism potential that Simalungun has is natural scenery tourism, where Lake Toba of North Sumatera Province is the centre of tourist destinations. Lake Toba of North Sumatera Province, which is located in Simalungun, is a blessing in itself for the surrounding community. Besides being a source of life with millions of cubic meters of water in it, Lake Toba of North Sumatera Province also has very promising tourism potential. The tourist destination of Lake Toba of North Sumatera Province has even become one of the international-class tourist destinations owned by Indonesia.



Figure 1. Map of Simalungun Regency (wikimedia.org)

Tourism development is inseparable from the spatial conditions of space that contain important resources, such as the physical environment, richness of flora and fauna and humans as determinants of development (Sachs et al., 2019). Thus, the availability of local resources is a great potential for tourism development as well as what distinguishes it from other regions. The greater the use of resources for tourism purposes, the stronger the tendency for the development of the region to become a tourism destination.

In the Lake Toba of North Sumatera Province area, which incidentally is a tourist area, the same concept can also be used. This is needed in addition to increasing the number of visitors to Lake Toba of North Sumatera Province as well as empowering the tourism community in the Lake Toba of North Sumatera Province area. As one of the tourist destinations that have the main attraction in the landscape sector, Lake Toba of North Sumatera Province is a tourist destination that can be used by local people as a source of a sustainable economy (Indra, 2021; Lubis et al., 2021; Matondang, 2021). However, the tourism community there must be equipped with a further understanding of tourism so that the tourist destinations they manage can last a long time. Lake Toba of North Sumatera Province tourism already has something to see in it. Lake Toba of North Sumatera Province has provided beautiful quality scenery for the surrounding community so that it can be used to develop the businesses they manage (Wiweka et al., 2020). Communities around Lake Toba of North Sumatera Province only need to make improvements in several aspects so that the tourism they manage becomes advanced and crowded with visitors, such as adding attractions that can be done by

tourists who visit there and providing merchandise that is worth buying for visitors who come.

METHODS

The research was carried out in the Waterfront area of Lake Toba of North Sumatera Province; it is located in Simalungun Regency. An explanatory research was applied to collect the data; it refers to the hypothesis that will be tested against the phenomena (Zemtsov et al., 2020). In a tourist destination, all the factors that exist in visitors have a very large influence on the development of the tourist destination. One of these factors is visitor loyalty (intention loyalty). Visitor loyalty is divided into two indicators, namely the visitor's desire to come back to the destination (intention loyalty) and the visitor's willingness to recommend destinations he has visited other friends (recommendation loyalty). This link will have a significant impact on tourism development (Sachs et al., 2019). Since 2008, the capital of Simalungun Regency, which was previously located in Pematang Siantar, has been moved to Raya District. Its astronomical location is between 02°36' - 03°18' North Latitude and 98°32' - 99°35' East Longitude with an area of 4 372.5 km² at an altitude of 0 – 1400 meters above sea level where 75 per cent of the land is located (Purba et al., 2019). A development plan for a comfortable Waterfront promotes a positive image of a tourist destination to influence consumer decisions to visit it (Lanshina et al., 2018).

RESULTS AND DISCUSSION

Plan Development takes many aspects for people welfare. Bueno & Valente (2019) explained that the regional development is intended to reduce the growth gap and welfare inequality between regions. For this reason, the notion of territory becomes an important point in for tourism destination facility. The Law of the Republic of Indonesia No. 26 of 2007 concerning spatial planning defines the area as a space which is a geographical unit and all elements related to it whose boundaries and systems are determined based on administrative aspects or functional aspects of regional development. A tourist destination sells services and services to attract visitors and provide satisfaction to them. The tourism industry produces products and services aimed specifically at meeting the needs of tourists (Kalogiannidis et al., 2022). Tourism products



and services are not only available natural potential, but are also influenced by other elements that also become a unity in it, namely accessibility, amenity, and hospitality (Ballas et al., 2017; Indra et al., 2024).

Today, one of the most relevant challenges of any developing society is to ensure that development is achieved harmoniously throughout its territory. To this end, there has been broad agreement on the need to recognize and respond to local and regional needs, creating an appropriate and flexible combination of decentralization and centralization (Arancibia-Carvajal et al., 2022). Decentralization refers to the devolution of responsibilities, political decisions, and fiscal powers to subnational, regional, and local levels of government. Effective decentralization requires that several conditions be met, including effective coordination mechanisms and monitoring systems (Jo et al., 2022). At an international level, these institutions tend to be articulated around the governance of the territory, in relation to the capacity to make decisions that affect the political, public, and private framework of the city; planning around inter-level and cross-sectoral coordination of government; and management, through the provision of programs, policies and services, public and private investment, and organisation according to local requirements (Wang et al., 2020). In this sense, local governments and regional planners are configured as central actors of economic and social development (An & Kim, 2022). Among the significant challenges of regional and local governments, particularly in Latin America, is the fact that concentration of wealth, income and employment, investment, and social mobility is highly asymmetrical in large cities, and very few are able to achieve significant improvements in terms of equity.

That the perception of tourists in consuming products and services during tourists visiting several destinations will be influenced by differences in facilities, tourist attractions, and services in each destination (Barbulescu & Constantin, 2019). This is also supported by the opinion of (Boyce & Brown, 2019) that is offering a tourism product three components need to be considered, namely, accessibility, amenities and hospitality. The three components of tourism products are available in a destination to be able to satisfy the needs and desires of tourists. As a tourism product in Indonesia, a tourist destination of the calibre of Lake Toba of North

Sumatera Province should be one of the tourism destinations that can provide satisfaction to tourist visitors (Sianturi et al., 2022). This is not only for the sake of the progress of Lake Toba of North Sumatera Province itself but also for the growth and development of the area around Lake Toba of North Sumatera Province.

The argued the destination image is familiar in the world of tourism because, in essence, it is the image that moves and encourages tourists to determine their choice of tourist destinations (Bratucu et al., 2020). (Chatzitheodoridis & Kontogeorgos, 2020) says that the dimensions or indicators of the destination image variable, developed based on the dimensions of the corporate image there are 5: professionalism, modernity, serving all tourist segments, and attention to tourists which is an approach from customer orientation (customer orientation), safe, which is the approach of corporate credibility. Image is dynamic according to changes in time depending on the perception of the quality of services provided by the organisation or service provider (Dvorsky et al., 2020).

Lake Toba is one of the vulkano-tectonic lake, due to the process of land terban (subsidence) in the middle formed Samasir Island with a mering position to the western arena and in other parts of its lower position inundated surface water to form a lake. However, the beauty of the panoramic estitika and any potential natural resources (NR) of the region threatened its function preservation due to unequal development pressure between economic, social and environmental development. According to (Purba et al., 2019), in the last two decades the rate of damage to natural resources and environmental pollution in Indonesia has been increasing steadily and showing no signs of decline. If two decades ago the rate of forest destruction in Indonesia at tengarai about 1 to 1.2 million per year, has now reached 2 million hectares per year. The high population growth, urbanization, industrial, agricultural and fishery flows around the lake are the greatest threat to the environmental degradation of the lake. Consequently, the diversity of lake biota is reduced, water quality declines, and silting due to water hyacinth and sedimentation, thus affecting environmental function. In addition, agricultural development has not been able to prosper the community, this is due to: 1) lack of water discharge of Lake Toba) and 2) irrigation farming system is not



fulfilled. To prevent the above mentioned in the development of the region with programs that are environmentally sound with the aim of preventing damage, maintaining equilibrium and maintaining natural sustainability (Nainggolan et al., 2021).

As an area, the image of the Lake Toba of North Sumatera Province tourist area can be said to be influenced by the presence of the Waterfront area of Lake Toba of North Sumatera Province Simalungun. (Purba et al., 2019) argued that the tourist destination influences the image of the Lake Toba of North Sumatera Province area from node and landmark elements. affect the image of an area or city consisting of five, namely paths, edges, districts, nodes and landmarks. Paths are circulation routes that are usually used by people for general movement, namely roads, main alleys and so on. Edges are linear elements that are not used/viewed as paths. Edges are on the boundary between two specific areas and function as linear breakers, such as beaches, walls and topography. Districts are urban areas on a two-dimensional scale that have characteristics that are similar in shape, pattern and form. Node is a circle of a strategic area where the directions or activities meet each other and can be changed to other directions or activities, such as traffic intersections, bridges and so on.



Figure 2. View of Lake Toba

The Waterfront area of Lake Toba of North Sumatera Province Simalungun is used to refer to a place that presents views of Lake Toba of North Sumatera Province. The Waterfront area of Lake Toba of North Sumatera Province Simalungun is a specially made place to gaze at the charm of the world's largest volcanic lake. The Waterfront area of Lake Toba of North Sumatera Province Simalungun was originally just a simple place built to enjoy the view of Lake Toba of North Sumatera Province. Then, as time goes by, the view is increasingly favoured by visitors who travel to

Lake Toba of North Sumatera Province, so many visitors come and stop by to just rest while relaxing. This encourages local people to make the Waterfront area of Lake Toba of North Sumatera Province a place of business that has economic value (Raisha Ghadati Raudina & Anthoni Veery Mardianta, 2022). it can be seen that tourism is closely related to three factors: economics, social and ecological or environmental. The diagram above shows that tourism that should be continued and has the potential to become an economic source for the community is tourism that can grow sustainable economic resources for the community in the long term. Then, good tourism is also able to have a positive impact on social values such as alleviating poverty and involving community participation in the process. The next factor that is included in the tourism element based on the diagram above is preserving ecology (Lubis et al., 2021).

CONCLUSION

Analysis of planning development relationship between Waterfront area of Lake Toba of North Sumatera Province as viewpoint and comfortable location of Waterfront area of Lake Toba of North Sumatera Province as an interesting tourist destination affects visitors. The image of a tourist destination makes visitors revisit the Waterfront area of Lake Toba of North Sumatera Province. Comfortable viewpoints at tourist sites make visitors happy.

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