



AN ARRANGEMENT AND DEVELOPMENT OF LAKE BEACH TOURISM AREA, TONGGING VILLAGE NORTH SUMATRA

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ABSTRACT

The Lake Toba area and its surroundings have been designated as one of the National Tourism Strategy Areas by the government in 2014. As a national strategic area, the arrangement of the areas around Lake Toba which consists of various functions of the area will be prioritized to be immediately organized and managed properly in terms of tourism development, with the aim that these areas support each other to make the Lake Toba area and its surroundings true. - Really become a world-class tourist destination. The most appropriate development of the lakeside area in the Tongging village area is the concept of sustainable tourism. The research was conducted using a qualitative method, namely by direct observation in Tongging Village, resulting in a sustainable lakeside area arrangement in Tongging Village.

Keywords: Lakeside, sustainable tourism, Tongging tourist village.

1. INTRODUCTION

The Lake Toba area and its surroundings have been designated as one of the National Tourism Strategy Areas by the government in 2014. As a national strategic area, the arrangement of the areas around Lake Toba which consists of various functions of the area will be prioritized to be immediately organized and managed properly in terms of tourism development, with the aim that these areas support each other to make the Lake Toba area and its surroundings true. - Really become a world-class tourist destination. The Lake Toba Tourism Area Management Authority as a work unit under the Ministry of Tourism responsible for developing the Lake Toba KSPN has planned the northern area to become an alternative center for regional growth and tourism, which includes the sub-district of Brand and its surroundings.

Tongging Village is one of the villages located on the shores of Lake Toba, precisely on the north side of Lake Toba. Tongging Village is one of the villages in the Brand District, Karo Regency, and North Sumatra, which has an area of ± 4.50 km² and is about 40 km from the city of Brastagi. The people of Tongging village mostly make a living as onion farmers and freshwater fish farmers. Tongging village has a lakeside area of about 3.1 km which borders Sibolangit village and Silalahi village, has considerable potential to be managed and developed as a source of livelihood for the community, both as fish ponds and as tourist sites.

To revive the attractiveness of tourists coming to Tongging Village, it is proposed to carry out an arrangement on the shores of Tongging Lake with an Ecotourism Approach in Karo Regency. To introduce tourist attractions on the shores of Tongging Lake to the public and become iconic such as tourist attractions in Brastagi, Kabanjahe, and others, it is hoped that in structuring tourist attractions on the shores of Tongging Lake.

The number of tourism potentials that can be developed in the Tongging Tourism Area in the Brand District of Karo Regency is the main attraction of the Tongging Tourism Area. But the lack of



facilities and infrastructure that supports tourism activities such as inadequate accessibility causes tourists to be less interested in visiting the Tongging Tourism Area. However, the current development of tourism which is more interested in challenges and instagramable using social media facilities to promote a tourist attraction, especially for millennials, makes every tourist attraction interesting for a moment even though there is no infrastructure available because they only stop briefly for selfies, not to linger. long time to do tourist activities and enjoy tourist attractions. So that to make tourism actors feel at home to carry out tourism activities and enjoy the beauty of tourist attractions in the Tongging Area and stay and even come back next time, it is necessary to study the provision of facilities and infrastructure as well as the accessibility available in the Tongging Tourism Area as one of the recognized tourist destinations in Indonesia. North Sumatra, especially the Lake Toba Region Tourism, is the Tourism Object in Kawan Tongging worthy to be used as a tourist attraction. From the above, the problem in this research is how is the feasibility level of each tourist attraction in the Tongging Tourism Area, Brand District, Karo Regency? It is necessary to study the provision of facilities and infrastructure as well as the accessibility available in the Tongging Tourism Area as one of the recognized tourist destinations in North Sumatra, especially the Lake Toba Region Tourism. From the above, the problem in this research is how is the feasibility level of each tourist attraction in the Tongging Tourism Area, Brand District, Karo Regency? It is necessary to study the provision of facilities and infrastructure as well as the accessibility available in the Tongging Tourism Area as one of the recognized tourist destinations in North Sumatra, especially the Lake Toba Region Tourism. From the above, the problem in this research is how is the feasibility level of each tourist attraction in the Tongging Tourism Area, Brand District, Karo Regency?

2. LITERATURE REVIEW

2.1. Tourism Village Development Concept

A tourism village is the development of a village by utilizing the capabilities of existing elements in the community and village that function as a tribute to tourism products into a series of integrated tourism activities and have certain themes according to the characteristics of the village.

[1]. A tourist village is a rural area that offers authenticity both in terms of social culture, customs, daily life, traditional architecture, village spatial structures which are presented in an integrated form of tourism components such as attractions, accommodation and supporting facilities (Zakaria and Suprihardjo, 2007). 2014). In the characteristics of a village that has local wisdom that is developed into tourism potential in order to be able to provide an attraction for local tourists and foreign tourists by utilizing the uniqueness and authenticity in the form of rural characteristics.

[2]. The concept of tourism village development, Pearce (1995) defines tourism village development as a process that emphasizes ways to develop or advance tourist villages.

[3]. More specifically, tourism village development is defined as businesses. To complete and improve tourist facilities to meet the needs of tourists. There are two main concepts in the tourism village component according to Hadiwijoyo (2012), namely accommodation, which is part of the residence of local residents and/or units that develop on the concept of residential areas, and attractions, namely the entire daily life of local residents along with the physical setting of the village location. which allows the integration of tourists as active participants such as: dance courses, languages and others that are more specific.

[4]. Rural tourism should pay attention to things such as:

(1) The location must be in a rural area.

(2) Rural functions are developed in a rural setting that has special characteristics, namely small businesses, open spaces, connection with nature and the authenticity of traditional community activities.



- (3) It is traditional, develops slowly and relates to the local community.
- (4) The rural scale, both in the form of buildings and arrangements, must always be on a small scale.
- (5) Presenting the complex form of the rural environment, economy, history, and location.

2.2. Aspects of Lakeside Areas in Tourism Villages

Formica, S. and Uysal, M (2006) define tourism as an economic activity that must be viewed from two sides, namely the demand side and the supply side [5]. He further stated that success in tourism development in an area is very dependent on the ability of planners to integrate the two sides in a balanced way into a tourism development plan. From the demand side, for example, it is necessary to identify potential market segments for the area concerned and the factors that are attractive to the tourist destination concerned.

The lakeside area is an area located on the outskirts of the lake that provides access for the public to enjoy the atmosphere in this lakeside area[6]. This area is intended to meet the main needs of the community that are directly related to the presence of water, namely as a place for shipping or fishing.

The lakefront area is divided into several typologies based on the main function of the area, namely (Marquette City, 2002 and NRPA, 2002) Recreational area, commercial area, historic area, residential area, protected area and multi-function area.

To develop a waterfront area, there are several main principles that need to be considered in regional development, namely:

- 1) Theme, namely in setting a theme at the beginning of planning will help a lot in solving problems. Analysis of space, layout, design and land use, disclosure of the background, culture and history of the planned waterfront.
- 2) Image, to bring out a uniqueness so that by itself it will form opinions and perceptions to visitors who come.
- 3) authenticity/natural, the waterfront area will feel more alive with water-oriented activities so that the natural impression is more pronounced when in the planned waterfront area.
- 4) Function, with the implementation of appropriate functions such as regional access, circulation, parking capacity, as well as the convenience and comfort for visitors in using the functions of existing activities.

The lakeside area of Tongging village has very good potential for lakeside tourism and to be used as floating cage aquaculture. The existing conditions in the waterfront area of Tongging Village are only used for KJA (Floating Net Cage) farming, grilled fish restaurants and for ship docks which are still under construction. However, it is not well organized and managed so that the potential for lakeside tourist attraction cannot be developed to its full potential. Restaurant buildings that are located along the boundary line and lake block access for tourists who want to do lakeside activities. The lakeside area on the east side also cannot be developed because it does not have road access.

3. METHODOLOGY

The research methodology used is a qualitative research based on extracting as much information as possible to the resource persons, namely the people of Tongging village and tourists who come to visit to get facts and data that will be input in the planning and design of the Tongging tourist village. In addition, a study of case studies of similar tourist villages was also carried out, namely on the Pandawa beach, Kutuh village, South Kuta District, Bandung Regency.

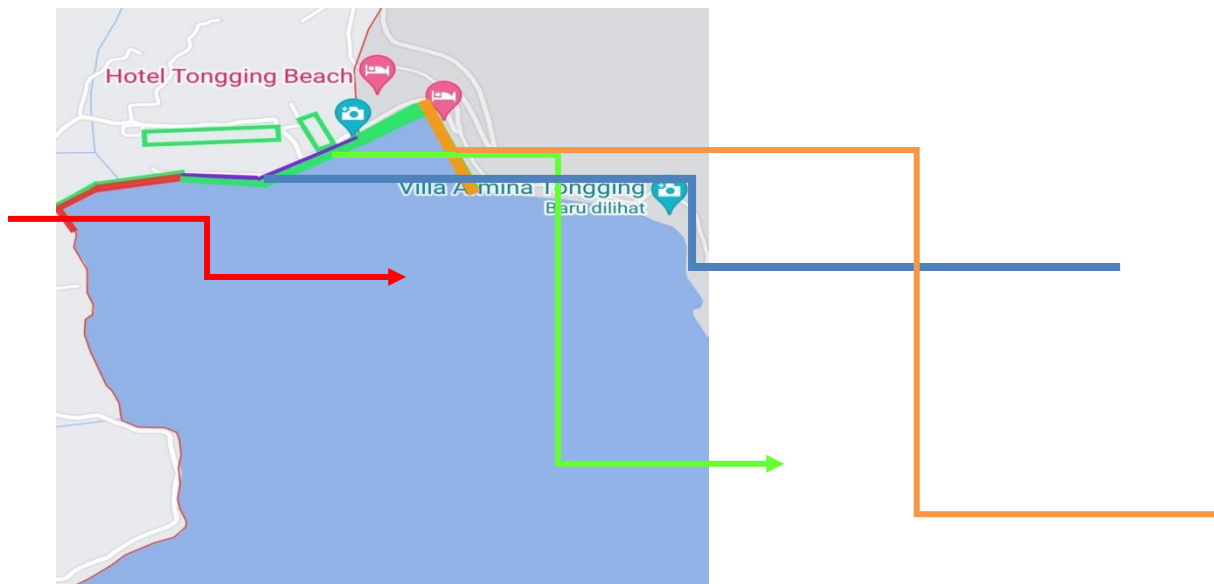
The location of the site chosen for the arrangement is the lakeside tourist area of Tongging Village, North Sumatra. To reach the site location can be done from Jalan Tongging Silalahi. .



Image 1.the location of the tongging tourist area and the surrounding buildings

4.RESULTS AND DISCUSSION

The lakeside area in Tongging village along the 3 km is only partially utilized and has not been used optimally to become a source of livelihood for the Tongging village community both from the side of floating net cage breeders, commercial / grilled fish restaurants and in terms of tourist attractions. In the waterfront area, various tourist attractions can be planned as follows:





Location of water sport rides Location of floating restaurants



Promenade location Pier Location

Figure 2. Construction Site

1. Floating restaurant is a place for visitors to enjoy the typical Tonggong grilled fish;
2. Water sport rides in the form of white sand, a place for water tourism activities such as jetsky, banana boat, and boating and other water tourism.
3. The dock is a place for passenger ships to go to other tourist attractions in the Lake Toba area and cruise ships that have been planned by the Lake Toba Authority for tours around Lake Toba.
4. Promenade, in the form of a public space with a pavement for visitors to walk or sit to directly enjoy the beauty of the lake.

5. CONCLUSION

The lakeside area of Tonggong village has not been optimally organized and managed. It is necessary to plan an open space on the side of the water that can provide a wider space for tourists to carry out waterfront activities. Buildings that function as supporting tourist activities should be moved to a location that does not block access to the shores of the lake. The wharf under construction and floating net cages should be moved to the side a little further towards the middle of the lake so that they are not too close to the edge of the lake.

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