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Monitoring Center for Sustainable Tourism Observatory
Toba Lake & Sustainable Tourism Working Group
Universitas Sumatera Utara
WHAT ARE WE OBSERVED?
LAKE TOBA SUSTAINABLE TOURISM
PENTAEHELIX Stakeholder Model

Categories:
- Business
- Academics
- Media
- Government
- Community
THE STAKEHOLDERS
LAKE TOBA SUSTAINABLE TOURISM

Public Institutions
National
1. Indonesian Ministry of Tourism (Kemenpar)
2. Assistant Deputy of Tourism Infrastructure and Ecosystem Development, Ministry of Tourism
3. Ministry of Public Works and Housing (PUPR)
4. National Planning Agency (BAPPENAS)
5. Statistics Indonesia (BPS)
6. Lake Toba Authority Agency (BPODT)

Provincial and Local
1. North Sumatra Governor
2. Regents of 7 Regencies (Bupati)
3. Subdistrict Chiefs of 31 Subdistricts (Camat)
4. Village’s Chiefs from 31 Districts (will be selected)

Agency of Tourism and Culture Affairs (DISPAR)
6. Agency of Environmental Affairs (DLH)
7. Agency of Local Development Planning (BAPPEDA)
8. Agency of Transportation (DISHUB)
9. Agency of Public Works and Housing (PUPR)
10. Sanitation Department Office
11. Provincial Statistics Department
12. Tirtanadi Water Company (PDAM Tirtanadi)
13. Tirtalihou Water Company (PDAM Tirtalihou)
14. Toba Caldera Management Board (BPGKT)

Private Sectors
1. Destination Managers
2. Business Operators
3. Association of the Indonesian Tours and Travel (ASITA)
4. Indonesian Tourist Guide Association (ITGA)
5. Association of Hotels and Restaurants (PHRI)
6. Indonesia Congress and Convention Association (INCCA)

Academic
1. University of Sumatera Utara
2. State University of Medan
3. Medan State Polytechnic
4. Medan Tourism Polytechnic
5. DEL Institute of Technology
6. St. Thomas Catholic University
SUPPORTING DATA
FROM THE STAKEHOLDERS

Selected 7 Districts in Lake Toba

Primary Data Collection in 31 sub-districts
- 4 sub-districts (key tourism areas)
  - In-depth interviews with 4 key-person in chosen villages
- 27 sub-districts (non-key tourism areas)
  - In-depth interviews with 27 key-persons in chosen villages

Secondary Data Collection in Provincial Level
- Government
  - University of Sumatera Utara
    - Lectures
      - Research
      - Paper
      - Research
      - Final Project
      - Thesis
      - Dissertations
    - Students

Organisation
- NGOs
- Association
- Private Sector

In-depth interviews with 4 key-person in chosen villages
In-depth interviews with 27 key-persons in chosen villages
THE TEAM OF MCSTO
RESEARCHER AND EXPERT FROM
UNIVERSITAS SUMATERA UTARA

THE EXPERT GROUP

MCSTO
USU

- Economic
  - tourism seasonality
  - destination economic benefits
  - employment
- Social
  - local satisfaction
  - Community participation on tourism
  - governance
- Environment
  - water management
  - wastewater management
  - solid waste management
  - energy management
THE PROCESS OF METHODOLOGY DEVELOPMENT
COMMUNITY PARTICIPATION ON TOURISM IN LAKE TOBA

- Baseline data
- Initial Study
  - Stakeholders Interviews
  - Perception from the range of stakeholder
  - Analyzed the Indicator performance
- Issues on the community acceptance of tourism development
  - FGD & Multistakeholder Meeting
  - Develop the Community Participation as part of the Monitoring Issues

Report The Monitoring Result & Recommendation
CHALLENGES

• Showing Bad Sides = TABOO

• Non-uniformity of available data

• In-digitalized data

• Build Up The Same Goals & Perception To Support The Development Of Sustainable Tourism
STRATEGIC STAKEHOLDER APPROACH

• Research and Community Service on The Monitoring Area

• Involve in The Government Discussion For The Planning Development

• Annual Multistakeholder Meeting
THANK YOU

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