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## Investment Opportunities and Tourism Business Development in The Village of Siallagan Village, Batak Adat Village

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### Abstract

Siallagan Village is a traditional Batak village located in Samosir Regency, North Sumatra Province, Indonesia. The village has great potential for tourism business development thanks to its rich Batak culture and interesting historical sites such as the Cow Chair Stone. However, this potential has not been fully exploited. This study aims to analyze investment opportunities and tourism business development in Siallagan Village, which is located in the middle of Lake Toba, North Sumatra. The research method used is field surveys, interviews with relevant stakeholders, as well as analysis of secondary data such as tourism statistical reports and economic information. This research identifies the key factors that support investment opportunities and tourism business development in Siallagan Village. First, the natural beauty of Siallagan Village, including white sand beaches, spectacular waterfalls and stunning mountain views, attracts both local and international tourists. Second, the rich and unique cultural heritage, such as traditions of music, dance and distinctive handicrafts, is the main attraction. Third, the large economic potential in the tourism industry can create job opportunities and increase regional income with proper infrastructure development. The results of this study are expected to provide insight for the government, investors and tourism entrepreneurs about the potential and opportunities that exist in Siallagan Village. This research also underlines the importance of sustainable development and environmental preservation in developing a tourism business on this island. In conclusion, Siallagan Village has promising investment opportunities and tourism business development. By exploiting the existing natural, cultural and economic potentials, as well as by adopting the right development strategy, this island can become a major tourism destination that provides significant economic and social benefits.

## INTRODUCTION

Indonesia's current diplomatic challenge is related to the management of foreign relations to focus more on diplomatic efforts in the form of soft power diplomacy. Indonesia's foreign policy priorities are focused on four things, one of which is economic diplomacy to support national economic independence. This is important and necessary. Thus, the implementation of proactive public diplomacy, down-to-earth diplomacy and providing direct benefits to the people and diplomacy for the people, stakeholders and policy makers in the region need to further enhance coordination and synergy in order to explore and exploit the potentials that have opportunities for cooperation with neighboring countries in the Asia Pacific region. This should stick to the national goal of promoting and increasing local economic growth and strengthening the economic empowerment of local communities.

Currently, the tourism sector plays an important and strategic role in supporting the national economy. This sector is able to create jobs by opening new tourist destinations, as well as encouraging investment that contributes directly or indirectly to increasing the country's foreign exchange (Ayuningtyas et al., 2023). To encourage the development of the tourism sector, the government has taken various policies and planned the necessary steps. One of these policies is exploring existing tourism potential, conducting an inventory, and developing natural potential and other cultural diversity.

The development of tourism destinations has become one of the main focuses in President Jokowi's leadership period (2014-2019). The Indonesian government has taken important steps in efforts to develop tourism destinations. However, as time goes by, the Government is conducting an evaluation to accelerate the development of infrastructure and utilities in new Bali. The results of this evaluation identified five destinations as top priorities, namely Lake Toba, Borobudur, Mandalika, Likupang and Labuan Bajo.

The development of a tourism destination involves complex aspects. Apart from involving the components of tourist attractions, it also includes aspects of accessibility, amenities and institutions that support tourism products in these destinations. (Utama & Mahadewi, 2015) Lake Toba is one of the largest lakes in the world. The beauty of this lake is well known not only among the people of Indonesia, but also reaches foreign tourists. The lake is very wide with greenish water, surrounded by green hills, and the most unique is the island in the middle of the lake. Samosir Island, the name of the island. Not only blessed with natural beauty because it is in the middle of Lake Toba, this island is also full of rich Batak culture, one of the tribes in Indonesia originating from the North Sumatra region. One proof of the strong nuances of Batak culture on this island can be seen in Siallagan Village, a village in the Ambarita area, Samosir Island, which shows the authenticity of traditional buildings and also Batak cultural performances. According to the tour guide in this village, Huta means village/village, and Siallagan is the surname of the king who founded the village.

Domestic and international tourists visiting Indonesia continue to increase from year to year. Based on data from BPS Indonesia (2023), the total number of foreign tourist visits to Indonesia has decreased significantly from 2019 to 2021 due to the COVID-19 pandemic. In 2019, 16,106,954 visits were recorded, but this experienced a drastic decrease in 2020 to 4,052,923 visits and continued to decrease in 2021 to 1,557,530 visits. However, there appears to be a significant recovery in 2022 with an increase in the number of visits to 5,889,031 visits. This increase shows signs of recovery in Indonesia's tourism sector after a period of downturn due to the pandemic.

Based on BPS Indonesia (2023), the category of visits from ASEAN countries, it can be seen that Malaysia has the highest number of foreign tourist visits each year. In 2019, the number of tourist visits from Malaysia reached 2,980,753, then decreased in 2020 and 2021, but increased again in 2022 to 1,212,574 visits. Another ASEAN country that also makes a significant contribution to tourist visits to Indonesia is Singapore, with the second highest number of visits each year. In the category of visits from Asian countries (except ASEAN), China has the largest number of foreign tourist visits each year. In 2019, China contributed around 2,072,079 visits, although this number decreased in 2020 and 2021, then increased again in 2022 to 169,378 visits. Other countries that also made significant contributions were India, Japan and South Korea. Category Visits from Middle Eastern countries, Saudi Arabia is the largest

source of tourist arrivals from the region. Although the number of visits from Middle Eastern countries is relatively lower compared to Asian and ASEAN countries, there is an increase in the number of visits in 2022. In the category of visits from European countries, the UK is the largest source of foreign tourist visits from Europe. Other countries such as Germany, France, the Netherlands and Italy also make a significant contribution to tourist arrivals to Indonesia. The number of tourist arrivals from the United States has fluctuated in the last four years. In the category of visits from Oceania countries, Australia contributes the highest number of foreign tourist arrivals each year. There is also a decrease in the number of visits in 2021, but will increase again in 2022. In the category of visits from African countries, no country has a significant number of tourist visits. However, there is an increase in the number of visits in 2022.

Samosir Island and Lake Toba are popular destinations in North Sumatra, which attract tourists to explore new destinations outside of Bali and Yogyakarta. This growth provides opportunities for the tourism business in this area to develop. Based on data from the Central Bureau of Statistics for Samosir Regency, the number of tourist visits to Samosir Regency has experienced an increasing trend from year to year. In 2015, there were 171,912 people visiting Samosir Regency. The number of tourist visits then remained relatively stable in 2016. However, in 2017, there was a significant increase with the number of visits reaching 278,059 people, and continued to increase in 2018 to 378,676 people. However, the situation changed in 2020 due to the Covid-19 pandemic. Samosir Regency experienced a drastic decline in tourist visits. The number of tourist visits in 2020 reached around 405,203 visits, a decrease of 3.32 percent from the previous year which reached 418,271 visits in 2019. This decrease can be attributed to the impact of the pandemic which limited tourist movements and activities. Even though there was a decline in 2020, the previous growth gave confidence that the tourism business in Samosir Regency has the potential to recover and develop.

The tourism sector, if managed optimally, can encourage the development of new industries that contribute to rapid economic growth, increase employment, increase income and living standards, and trigger the growth of other productive sectors. However, even though this island has a wealth of natural resources and great potential, it is not yet fully known widely. After the opening of the ferry route about five years ago, the potential of this island has begun to be seen by increasing accessibility and the emergence of new potentials. In this regard, in the context of sustainable tourism tourism development must pay attention to several important aspects. First, sustainable tourism focuses on responsible environmental management. Second, sustainable tourism emphasizes the importance of preserving culture and heritage. Third, sustainable tourism pays attention to social aspects in tourism development. Finally, sustainable tourism encourages awareness and education about the importance of responsible tourism.

The concept of sustainable tourism derives from the broader theory of sustainable development, which prioritizes long-term, stable and sustainable development and emphasizes equity among contemporaries, future generations, nations and ethnic groups (Ruhanen et al., 2019). This theory reflects the growing recognition of the destructive impact of human activities on the ecological environment and underscores the importance of balancing the goals of efficiency and equity (Zahra et al., 2014).

Sustainable tourism aims to promote the sustainability of the tourism industry by reducing tensions and conflicts that may arise from the complex interactions between industry, tourists, the environment, and local communities while maintaining the quality of natural and cultural resources (Rasoolimanesh et al., 2020; Streimikiene et al., 2021). The main objective is to protect and enhance opportunities for future use while meeting the needs of tourists and local communities, ensuring the preservation of essential ecological processes and biodiversity, and supporting the livelihoods of local people (Guo et al., 2019; Higgins-Desbilles, 2020). In order to achieve sustainable tourism development, several requirements must be met, including meeting the needs of the local population, meeting the growing demand for tourism, and protecting the environment (Chang et al., 2020; Martínez et al., 2019). Achieving this balance is critical to promoting sustainable tourism development, which can help conserve natural and cultural resources, support local communities, and promote economic growth in a responsible and sustainable manner (Della Corte et al., 2019; Sobaih et al., 2021).

Sustainable tourism is a new approach in tourism development that prioritizes ecological environment preservation, protection of cultural heritage, community economic progress, and social development (Chang et al., 2020). This model requires careful consideration of the impact on ecology, culture and society in all aspects of tourism planning, management and operation in order to achieve a harmonious balance between tourism development, ecological protection, cultural heritage preservation and community development (Kim et al., 2019; Sheller, 2021). Sustainable tourism is not only a growing trend in the tourism industry but also an important component of global economic sustainability. (Cheng et al., 2023)

In general, previous studies have focused on the potential and prospects of tourism as a means to improve the regional economy. This includes research on sharia tourism (Nuraini et al., 2019), marine tourism (Rezki et al., 2016), community-based tourism development (Kriswibowo, 2018), and the influence of tourism on economic growth (Asri, 2017). Several studies have conducted case studies in certain locations, such as Bandung City (Nuraini et al., 2019), Wonogiri Regency (Rustiono & Trimurti, 2014), Padang City (Rezki et al., 2016), Sabang City (Amnar et al., 2017), and so on. In this research, they analyzed tourism potential and development strategies at that location (Juliana, 2022). Several studies highlight the role of economics and entrepreneurship in tourism development (Rezki et al., 2016; Rustiono & Trimurti, 2014). They analyze development strategies, investment determinants (Asri, 2017), and the impact of tourism on regional economic growth (Fatihudin, 2013). Several studies also emphasize the importance of social and cultural factors in tourism development. They consider social capital (Nagel, 2017), community-based sustainability (Amnar et al., 2017), and the development of promotional media as important factors in building tourism potential (Sutopo, 2018).

The development of sustainable tourism plans and policies has become very important for the tourism industry (Sun et al., 2020; Sun & Hou, 2021). Siallagan Village, as part of Lake Toba has been designated as a super priority destination in Indonesia, needs serious attention in the context of sustainable tourism that considers environmental, social and economic aspects to maintain the sustainability of tourist destinations in the long term, while providing positive benefits for the local community. By paying attention to the principles of sustainable tourism.

Siallagan Village on Lake Toba can become a sustainable tourist destination and provide long-term benefits for the local community as well as preserving nature and culture. Through holistic and integrated efforts, Siallagan Village can become a positive example in the development of sustainable tourism in Indonesia. Such plans and policies should prioritize protecting the ecological environment and promoting the economic and social development of local communities. However, not much research has focused on investment opportunities and tourism business development specifically in Siallagan Village. To address this gap in the literature, this article explores and further explores the existing tourism potential in Siallagan Village, highlights the importance of sustainable development and environmental preservation in the development of the tourism business in Siallagan Village, studies the economic, social and environmental impacts of tourism activities in Siallagan Village, and identifies sustainable development strategies that can be adopted to ensure the long-term sustainability of the tourism sector. This study provides a reference for promoting sustainable tourism in the region by analyzing investment opportunities and tourism business development. This research also contributes to a theoretical analysis of tourism investment and development opportunities in the business sector, which provides valuable insights for policy makers and other stakeholders.

## METHODS

This study will use descriptive qualitative methods to describe and analyze investment opportunities and tourism business development in Siallagan Village. The data used in this study were obtained from both primary and secondary sources. Primary data collection was carried out through in-depth interviews, field observations, and documentation. In-depth interviews will involve stakeholders related to tourism in Siallagan Village, such as tourism entrepreneurs, local government, local communities and tourists.

Secondary data collection methods will involve reviewing documents such as government reports and publications, statistical data, previous studies, and data from tourism agencies. Data analysis will be carried out using qualitative descriptive analysis techniques.

The analysis techniques that will be used include data reduction, data presentation, and conclusions (conclusion drawing/verification). (Sugiyono, 2013). information will be conveyed descriptively and will be strengthened by using tables, graphs and maps as tools to provide a clearer explanation of the description. To ensure the legitimacy and validity of research results, data source triangulation techniques are often used, in which information obtained from various sources, such as interviews, observation, and document review, is examined together. Through the use of triangulation of data sources, researchers can verify and strengthen research results by obtaining diverse perspectives and points of view.

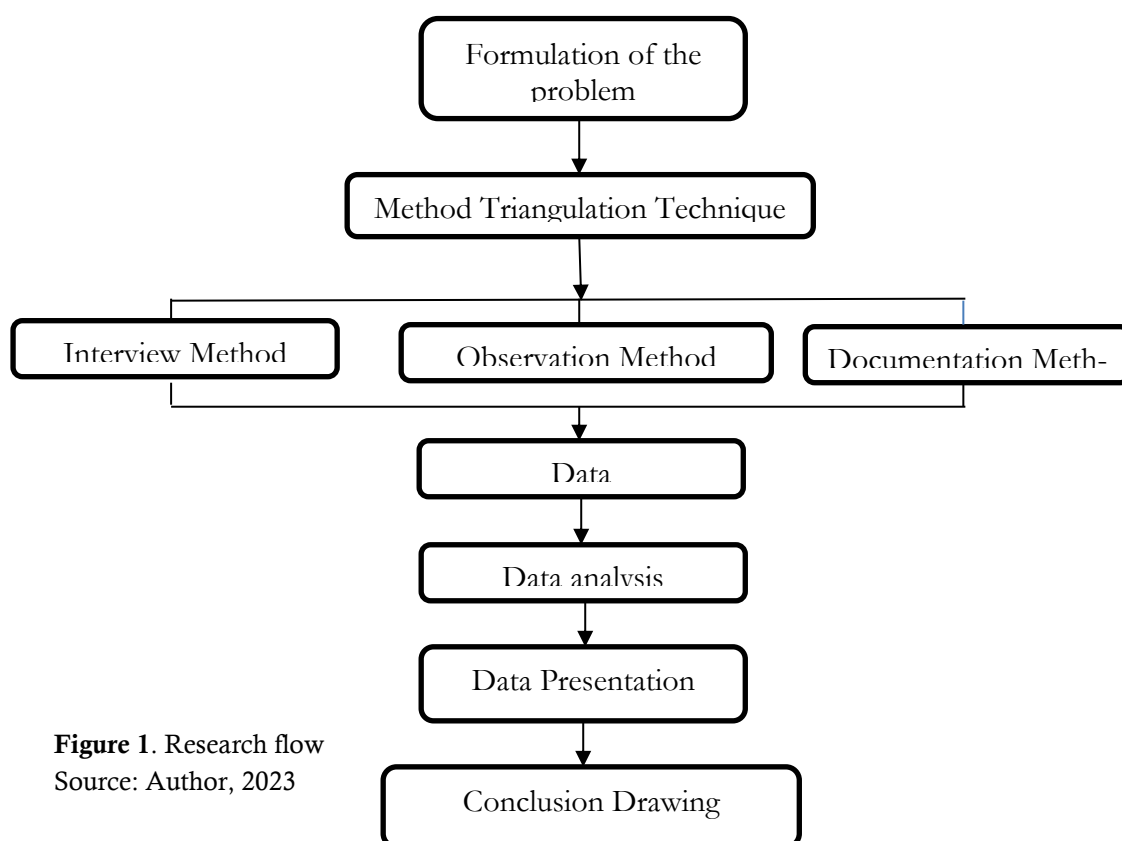


Figure 1. Research flow  
Source: Author, 2023

## RESULTS AND DISCUSSION

Lake Toba in North Sumatra has been recognized as one of the five Super Priority Destinations (DSP) by the Ministry of Tourism and Creative Economy, this decision is based on the beautiful natural potential and cultural uniqueness of Lake Toba. Its natural beauty has made it a well-known tourism icon in Indonesia. In addition, at the 209th session of the UNESCO Executive Board in Paris, France, on July 2 2020, Lake Toba was also officially recognized as a Unesco Global Geopark.

Based on data from BPS Samosir Regency 2023, the number of tourists who came to Samosir Regency in the last 7 years (2015-2021) has fluctuated, in 2015 the number of tourists was 109,782 tourists, then increased 15.43% to 129,813 people in 2016, in 2017 the number of tourists increased by 12.07% or 147.63 5, in 2018 it increased to 153,100 tourists, in 2019 tourist visits experienced a significant increase, namely 483,138 tourists or 68.31%, but decreased again in 2020 by 241.8% compared to 2019 to 141,350 tourists, and in 2021 the number of tourists again increased by 0.71% or to 142,356 compared to 20 20, in 2022 it will decrease by 1.72% to 139,950 tourists.

The number of tourism visitors has decreased significantly in the 2020-2022 period due to travel restrictions imposed by countries around the world in response to the Covid-19 pandemic. The impact of

this pandemic is not only being felt by foreign tourists, but also by domestic tourists. The cultural tourism sector was greatly affected by a significant decrease in the number of tourist visits, which resulted in a decrease in turnover for traders and Micro, Small and Medium Enterprises (MSMEs). The Covid-19 pandemic has also directly impacted the local community's economy, because many tourist destinations and related industries have had to be temporarily closed during the pandemic. This negative impact has even caused several businesses to be permanently closed. As a result, many residents around tourism destinations have lost their livelihoods. Therefore, this situation calls for sustainable tourism development, such as the use of virtual tourism technology, promotion efforts, and improvement of tourism-related infrastructure, in order to prepare for the return of tourists after the pandemic is over.

Siallagan Village, with all its uniqueness and interesting historical value, has become the starting point of law enforcement civilization on Samosir in ancient times. Its existence as a historical site attracts many tourists to visit Siallagan Village. Tourists are interested in exploring and learning more about the cultural heritage and legal traditions that exist in this village. The uniqueness and historical value of Siallagan Village make a significant contribution in developing tourism in the region, and making it one of the popular tourist destinations in Samosir. Even though it is located facing the coast of Samosir Island, this village has not received much exposure through the media. One of the attractions for tourists visiting Samosir is Siallagan Village. Siallagan Village is located in Ambarita Village, Simanindo District, Samosir Regency. This tourist destination has a unique and very historic aura for the Batak people. The experience of visiting Siallagan Village is considered incomplete for those who have not seen the uniqueness that captivates the world. In fact, foreign tourists come specifically to witness and feel the beauty of nature and explore the historical sites of the Siallagan clan.

The legal basis which forms the basis for the development of tourism in Indonesia is listed in RI Law Number 10 of 2009 concerning Tourism. This law forms the basis for the development of the tourism sector by taking into account various aspects such as diversity, uniqueness and cultural and natural uniqueness, as well as meeting human needs in tourism. Tourism development is carried out based on a national, provincial and district/city tourism development master plan, which is an integral part of the national level long-term development plan. In addition, the government and related institutions are responsible for carrying out tourism research and development to support tourism development. It is also important to note that the determination of strategic tourism areas is an aspect that is given attention in tourism development. The arrangement of the area aims to improve the condition of the gorga house and its environment.

Siallagan Village, which is famous for its trial stones, is located on Samosir Island, North Sumatra Province. Samosir Island is one of the well-known destinations in the Lake Toba National Tourism Strategic Framework/Super Priority Tourism Destinations (KSPN/DPSP), because of its natural beauty and cultural uniqueness. The Batak Traditional Village in Siallagan Village has a rich culture and rich customary heritage. Tourists can experience authentic Batak culture, such as dance, music, art and traditional ceremonies. This creates opportunities for business development focused on cultural experience and culture-based tourism. The business potential in Siallagan Village includes natural potential, cultural potential, and economic potential:

### Natural Potential

The natural potential in Siallagan Village offers a unique and interesting natural tourism experience. Tourists can enjoy the beauty of nature, explore mountains and waterfalls, and participate in fun water activities. Siallagan Village has several interesting natural potentials. First, this village is located on Samosir Island which is located in the middle of Lake Toba, the largest volcanic lake in the world. Tourists can enjoy the beauty of Lake Toba with a wide view of the beautiful lake, clear water and fresh air around the village. In addition, this village is also surrounded by green and enchanting mountains. Tourists can explore the mountains around the Village and witness the spectacular views and unspoiled natural beauty.

The area around Siallagan Village also has rich biodiversity. Forests and fertile agricultural land provide habitats for various types of flora and fauna. Tourists can explore the natural surroundings, enjoy the beauty of nature, and explore the existing biodiversity. Samosir Island and Lake Toba also offer a variety of exciting water activities. Tourists can take a boat trip on Lake Toba, dive or swim in the clear water. The existence of Lake Toba also provides opportunities for water sports activities such as water skiing, sailing or fishing.

The natural potential in Siallagan Village provides opportunities for tourists to enjoy the natural beauty that exists, explore the mountains, observe the existing biodiversity, and engage in interesting water-related activities. All of this provides a strong foundation for the development of the tourism and ecotourism sector in this village. Tourists can enjoy beautiful natural scenery, take challenging hikes in the mountains, see first-hand the unique diversity of flora and fauna, and engage in water activities such as swimming, diving or fishing.

The development of the tourism and ecotourism sector in Siallagan Village will also have a positive economic impact. This will create new job opportunities for the local community, increase the income of traders and business actors around the village, and introduce local cultural heritage and traditions to tourists. In addition, the development of sustainable tourism and ecotourism will also help preserve nature and biodiversity, protect the environment and ecosystems. By wisely utilizing its natural potential, Siallagan Village can become an attractive and sustainable tourist destination, provide economic and social benefits for the local community, and help preserve the natural beauty and existing biodiversity.



**Figure 2.** Natural Potential of Siallagan Village

### **Cultural Potential**

Siallagan Village is one of several traditional Batak villages that still maintain Batak traditions and customs. The village holds a rich cultural heritage, including traditional dance, music, arts and ceremonies. Tourists have the opportunity to experience authentic Batak culture and learn about the history and life of the Batak people. Siallagan Village is also rich in unique cultural heritage. Local people take pride in their traditions and customs, including traditional dances, local festivals and distinctive handicrafts. It can be an interesting cultural attraction for tourists who are interested in learning and experiencing local culture. By promoting cultural events that are sustainable and involve the local



community, Siallagan Village can attract tourists seeking authentic cultural experiences and provide economic benefits for the local community.

In the past, the Huta were the political and territorial units of the Batak people. To claim territorial claims, one must establish a homeland from natural land, and the settlement is the legal territory of the family clan. The Batak people have an extended patriarchal group basic structure, and their kinship system is called marga. They belong to an exogamous society where a Batak man must choose his wife from another unrelated clan. Therefore, the marriage of a man and a woman is not a private matter, but rather a matter of merging two clans and building relationships between kinship groups. For the Batak people, it makes sense and is important to recognize one's kinship with other people so that one can clearly position one's position in society. One of the rational reasons for strictly regulated territoriality is the physical constraints of the natural environment and socio-economic threats in the region that demand exclusive solidarity.

The traditional Batak Toba village is rectangular in shape and consists of two rows of buildings (houses and granaries) with a large open space in between. The house and granary are arranged facing an open space (alaman) which is used as a multifunctional public space such as an alley, a place for processing crops, a place to work, a place for gathering, a place for children to play, and ritual ceremonies. Houses stand side by side with gable roofs facing the same direction. The granary is built similar to a house but is smaller in size and has no cover, its position corresponds to the house opposite which is clearly the owner. The village is surrounded by a large wall or bamboo fence to mark its territory, and has one entrance to keep out intruders and wild animals. Around it there are agricultural lands and plantations which are natural resources in supporting the survival of its inhabitants.

Toba Batak traditional houses are built on stilts with soaring roofs that symbolize three different worlds in Batak cosmology. The lower part of the house represents the underworld (banua toru) where demons live. The middle part symbolizes the middle world (banua tonga) where humans live and live a household life. The upper part symbolizes the upper world (banua giriang), which is designated as an ancestral place that protects human life. The lower part consists of a 1.5 meter high wooden structure which rests on a flat rock, and is used as a kiosk and storage room. The living room consists of one large open space and is inhabited by four families who are related by blood. Each family gets a certain area in the house, and the center of the house is defined as the passage for everyone.



Figure 3. Cultural Potential of Siallagan Village

Source: Author, 2023

When entering the Siallagan Village area, you will find several Batak traditional houses called Rumah Bolon and Sopo. One of the uniqueness of Siallagan Village lies in the presence of a group of large stone chairs surrounding a stone table. This collection of stone furniture is known as Batu Parsidangan or Batu Persidang, which has the meaning "Stone for Meeting and Examination". These stones are believed to have been around for over 200 years. In the middle of Siallagan Village, there is a Hariara (Tin or Ara) tree which is considered a sacred tree by the local people.

Apart from the houses and trial stones, in this complex there are also the tombs of King Siallagan and his descendants, some of the tombs are still made of stone, like the megalithic period. Besides that, the execution area is for punishing criminals who have already been tried, a house for imprisoning criminals, various wooden totems, and don't miss the Sigale-gale doll. The Sigale-gale doll is unique in that it can dance and even shed tears and can move on its own during certain rituals. The ritual has the aim of summoning the spirits of the dead. Visitors can still watch the tor-tor dance performance, and even join the Manortor (dancing the tor-tor). In the complex, dance guides are provided who will teach and guide visitors to do the dance. Not only that, visitors can wear ulos hats and scarves, so that the traditional Batak feel is more pronounced.

In addition, the Batak community in Siallagan Village has a rich tradition of using ulos cloth in various important events such as thanksgiving, weddings and mourning events. They maintain the use of ulos looms following traditional methods, which are often placed under their houses. Not only that, many residents of Siallagan Village are also involved in making ulos weaving to be sold to tourists visiting the village. In the context of mourning events, the Toba Batak people tend to use ulos fabrics such as Ulos Antak-Antak, Ulos Sibolang Pamontari, and Ulos Bulean. Meanwhile, to celebrate joy or hold a wedding, they often choose ulos cloth such as Ulos Simpar, Ulos Suri Suri Ganjang, Ulos Simarinjam Sisi, Ulos Tumtuman, and Ulos Ragi Pakko. This tradition enriches cultural heritage and is an attraction for tourists who are interested in learning about and buying ulos cloth as part of their experience in Siallagan Village.

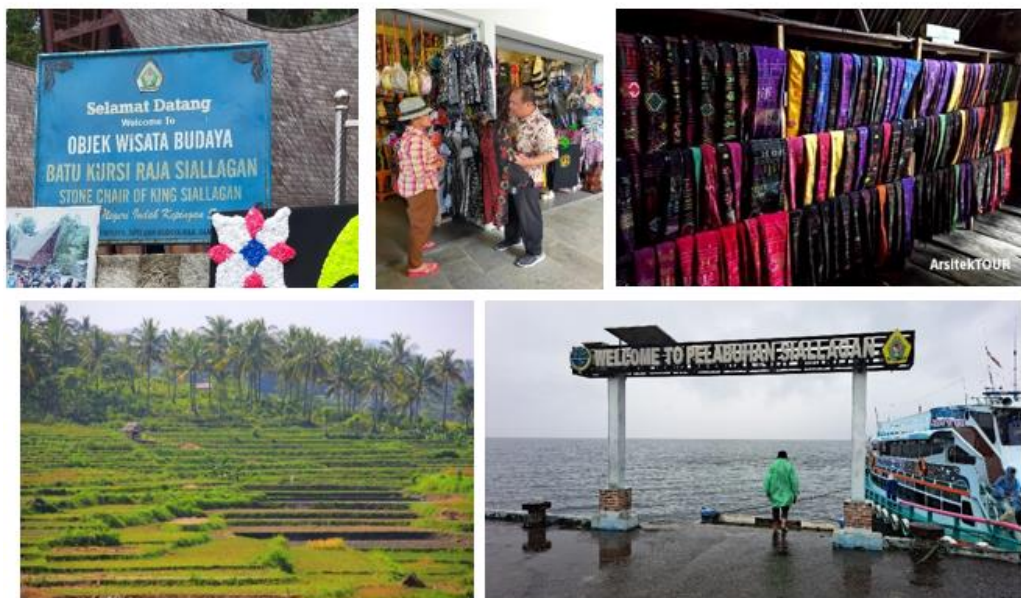
### Economic Potential

Tourist visits to Samosir, North Sumatra, have a positive impact on the community's economy through demand for local goods and services related to the tourism sector. The foreign exchange earnings generated from tourist spending play an important role in supporting small businesses and local shops. The more tourists who come, it is hoped that there will be economic growth through their spending in various tourist destinations in Siallagan Village. Economically, the tourism sector contributes through taxes, parking fees and revenue from ticket sales. In addition, the tourism sector can also generate foreign exchange through tourist visits. The existence of the tourism sector also encourages the growth of related and mutually supportive economic businesses, so as to increase the income of local communities.

Based on data from the Tourism, Arts and Culture Office of Samosir Regency, there has been a downward trend in the number of tourist visits to Siallagan Village in Samosir Regency in the 2016-2019 period. There was a significant change in the number of tourists between 2016 and 2017. In 2016, there were 3,211 visitors, while in 2017 the number of visitors increased to 9,507. However, from 2018 to 2019 there was a decrease in the number of visitors. In 2018, the number of tourists fell to 7,287, and in 2019, the number was even lower, to 4,259. Although Siallagan Village has implemented various strategies, providing facilities, infrastructure, and service quality with assurance, it has not yet achieved optimal customer satisfaction. This can be seen from the fluctuation in the number of visitors each year. If the level of satisfaction has not reached the maximum, it is likely that visitors' interest in visiting Siallagan Village tourism will decrease. (Situmorang, 2021)

Siallagan Village, Samosir Island, there is economic potential that can be developed in several aspects. First, the tourism sector has significant potential. Tourists can visit this village to experience authentic Batak cultural life, visit historical sites such as the burial complex of Batak kings, or enjoy the natural beauty around it. The development of lodging facilities, restaurants, souvenir shops and other tourist services can provide economic opportunities for local residents. In addition, traditional Batak handicrafts are also a promising economic potential in Siallagan Village. Local people have skills in making handicraft products such as weaving, woodcarving, textile arts, and ceramics. The development of this handicraft industry can provide profitable business opportunities, both in selling products to tourists as souvenirs and in marketing products in local and international markets.

Agricultural and plantation potential can also be utilized in Siallagan Village. The fertile agricultural and plantation land around this village can be used to grow crops such as coffee, cocoa and fruits. These materials can be supplied to meet local needs, support the food and beverage industry, or processed into value-added products such as processed coffee or chocolate products. In addition, with the increasing number of tourists, there are opportunities to develop restaurant and culinary businesses. Local people can open food stalls or restaurants serving traditional Batak food, fulfilling the needs of tourists who want to try local cuisine. This can not only increase the income of local residents, but also create new jobs.



**Figure 4.** The Economic Potential of Siallagan Village

Overall, the economic potential in Siallagan Village includes the tourism, handicraft, agriculture and plantation sectors, as well as restaurant and culinary businesses. With the development and utilization of these potentials, it is hoped that the local community can experience positive economic benefits and contribute to the economic growth of the region. This economic growth provides promising investment opportunities for investors in developing tourism infrastructure, such as building hotels and resorts, improving transportation, and providing other supporting facilities. With proper development, the tourism sector in Siallagan Village can become a significant source of income for the local community, create jobs and promote sustainable economic growth.

In an economic context, the development of Siallagan Village tourism objects has a significant impact on local communities, especially in creating jobs in the tourism sector. The development of the Siallagan Trial Chair Stone tourist attraction in Siallagan Village provides positive economic benefits for the local community. Many members of the community participated in the construction of tourism support facilities around the historical tourist attraction Batu Siallagan Convention Chair.

In the social aspect, Siallagan Village has a rich history before it became a tourist attraction. Previously, people's livelihoods depended on the agricultural sector. However, with the development of historical tourism objects, the social life of the community has experienced positive changes. People in Siallagan Village are encouraged to learn foreign languages and develop new skills. The government and the community work together as tourism stakeholders in compiling various training programs to enhance the development of this historical tourist attraction.

In the field of culture, the Siallagan Conference Seat Stone tourist attraction is an important means of introducing Batak culture to tourists. Through this historical tourist attraction, visitors can gain an understanding of the life of the Batak people who still maintain megalithic culture. They have the opportunity to see buildings that are 200 years old and were used as places for criminal trials in the past. The development of this tourist attraction succeeded in reviving the life of the Batak people in Siallagan Village.

Community participation as the main actor in the tourism sector has an important role in introducing the life of the Batak people in Siallagan Village. This historic tourist attraction attracts interest not only from local tourists, but also international tourists who are interested in learning about the past Batak culture that was embodied in Siallagan Village. The efforts of the local government (Pemda) to always socialize and improve tourism objects have so far not been successful. Of course this condition is caused by several factors. First, this is because the improvements made by the regional government have not been maximal and not total. So far, the local government has prioritized efforts to socialize and improve infrastructure, but has missed efforts to improve other aspects that can attract visitors, such as improving facilities and infrastructure. In addition, the improvements made also only rely on one tourist area only. Second, local governments are reluctant to disburse large funds in improving supporting facilities for tourism objects, so that many tourism objects are not equipped with supporting facilities.

In terms of efforts to improve and develop tourism, the local government must boost new concepts and creations. Various things need to be improved. First create traction. Attractiveness is usually always the main thing for everyone to intend to take a tour. Without attraction it is impossible for people to want to visit a place. The concept of this attraction can be done by making interesting events or performances by reviving traditional Batak culture and arts, such as opera and totor, including showing films that have nuances of the life of the Batak people, which are adapted to the location of tourist objects. It could also build an interesting facility. This is necessary so that visitors never feel bored every time they visit.

During a working visit to the Kodim 0210/TU area, the Korem Commander 023/KS Colonel Inf Dody Triwinarto, S.I.P., M.Han and the group visited the Tourism Village of Siallagan Village in Simanindo sub-district, Samosir Regency, explaining

*".....very impressive and optimistic that this village can become a tourist destination if the role of the local government in reforming and the active role of the community in maintaining it can run in harmony, what's more this village has unique rural characteristics, I am very proud and happy to be able to see this village first hand,"*

In the period from 2020 to 2021, a reorganization was carried out in Siallagan Village, which included several activities. This arrangement includes the revitalization of the existing Ruma Bolon, the extension of the Ruma Bolon, the construction of a new Ruma Bolon, the construction of a souvenir center, the repair of the Session Stone, the repair of Sopo Earrings, and the addition of other supporting facilities and infrastructure. After the revitalization process was completed, on February 2 2022, Siallagan Village was inaugurated again by President Joko Widodo. The rearrangement or revitalization of Siallagan Village was carried out simultaneously with the revitalization of Ulos Huta Raja Village which is located in Pangururan. This is supported by the statement of the PUPR minister, Basuki Hadimuljono:

*"The reviatlization program is an integrated program from all sectors that we have surveyed, including the Caldera area. To attract investors, we will program road construction to change the face of the Lake Toba area to become more organized,"*

Diana Kusumastuti, Director General of Cipta Karya at the PUPR Ministry, revealed that by the end of 2021, a number of area planning projects on Lake Toba had been completed. One of them is the arrangement of Ulos Huta Raja Village and Siallagan Village in Samosir Regency. This project has a budget allocation of IDR 57.9 billion in the 2020-2021 DIPA Ceiling.

*" Currently, the physical progress of the arrangement of the areas in the two villages which were made traditionally is 97.6% with a target for completion by the end of September 2021," he also added that:*

*".....Currently, the arrangement that will also be completed soon is the arrangement of Parapat Free Beach, Simalungun Regency, which is divided into three works, namely beach arrangement, construction of public open spaces, and gate arrangement. "Currently, the physical progress is 93.09% with a final completion target of October 2021,"*

*"...In addition to area planning, the Ministry of PUPR through the Directorate General of Cipta Karya has also completed a number of other settlement support infrastructures, namely the construction of the Sidikalang Final Disposal Site (TPA) for Sidikalang Waste in Dairi Regency and the Drinking Water Treatment Plant (IPA) SPAM IKK Brand with a capacity of 20 liters/second in Karo Regency with a budget for IPA of Rp. 10.7 billion and piping of Rp. 18.17 billion through the 2020-2021 Multi Years Contract (MYC) scheme."*

Second, the government must ensure service and comfort in every tourist visit area. The service in question, for example by speaking politely to visitors. It could also provide additional service facilities. Improvement of supporting facilities and infrastructure such as accommodation or travel packages at adjusted prices, provision of restaurants, hotels and eateries according to the character and type of each visitor. While the comfort in question is related to the security of the visitors and the goods they carry, so that visitors are not haunted by worry.

Collaboration with communities and other regions in the management of tourist objects. This collaboration needs to be carried out so that the production of work from the community can be presented to support tourism objects. For example, involving and empowering all craftsmen in Siallagan Village, both crafts made by themselves and those produced by small and medium enterprises (SMEs). Apart from helping to increase people's income, this collaboration is also intended so that the community itself will feel they own the tourism object area and will certainly play a role in its development.

With the government's efforts in developing the prospects for the tourism industry, this will certainly have a positive impact on boosting community economic growth. As is well known, the development of the tourism sector greatly impacts aspects of people's lives, both through employment and money circulation to increase per capita income. Not only that, the development of the tourism industry also benefits the region itself through tourism fees which will later become a source of regional PAD. To optimize this potential, the Samosir Regency Tourism Office has implemented an Integration Strategy going forward in tourism development in Siallagan Village. The Future Integration Strategy is a holistic and comprehensive approach in building sustainable and quality tourism in Siallagan Village. In this strategy, there are several important steps taken to achieve successful tourism development goals and have a positive impact on local communities and tourists.

First, the development of tourism in Siallagan Village pays attention to the fulfillment of supporting factors that are considered important in the initial stages. This includes improving infrastructure, such as roads, ports and other means of transportation, to ensure easy accessibility for tourists coming to the island. In addition, supporting facilities such as accommodation, restaurants and other public facilities are also given proper attention so that tourists can enjoy a comfortable and satisfying travel experience.

Second, this development strategy involves all related elements in the tourism industry. Local governments, local communities, tourism actors, the private sector, and educational institutions work together synergistically to achieve common goals. This collaboration includes the establishment of dialogue forums, coordination activities, and active participation of all related parties. By involving all of these elements, a solid and comprehensive framework is created to promote tourism in Siallagan Village.

Third, this strategy also emphasizes the importance of a thorough identification of the tourism object to be developed. In this case, Siallagan Village has extraordinary natural potential, such as beautiful beaches, stunning mountains, and enchanting lakes. In addition, the richness of local culture such as customs, traditional dances and arts and crafts is also a special attraction for tourists. By identifying it as a whole, development programs can be designed in accordance with the potential and uniqueness of Siallagan Village, as well as preserving nature and local culture.

Fourth, trainings were provided to tour guides, tour operators, and tourism managers in Siallagan Village. This training aims to improve the quality of service and tourist experience for visiting tourists. Tour guides are trained in knowledge of tourism objects, local history and culture, as well as communication skills to provide accurate and interesting information to tourists. Tourism actors, such as souvenir traders and local artisans, are given training in producing quality products and keeping abreast of developing market trends. In tourism managers are trained in destination management, financial management, marketing, and management of tourism sustainability. With this training, it is hoped that the service and experience of tourists in Siallagan Village can be improved, giving a positive impression and encouraging repeat visits. However, in the process of developing tourism in Siallagan Village, there are still obstacles to be faced. Some of the obstacles that arise include the limited human resources with specific skills in the tourism industry, limited budget for the development of infrastructure and supporting facilities, as well as challenges in promoting Siallagan Village as an attractive tourist destination among local and international tourists.



**Figure 5.** Forms of Siallagan Village Promotion on Social Media

To overcome these obstacles, the Samosir Regency Tourism Office needs to work closely with local governments, strategic partners and other related institutions. Collaborative efforts are needed to improve the quality of human resources through competency training and development, as well as adequate budget allocation for the development of infrastructure and supporting facilities. In addition, an effective promotion strategy must also be designed and implemented to introduce Siallagan Village to potential tourists in various markets.

Improving human resources for the quality of tourist destinations in Super Priority Destinations (DSP), to support this, the government through the Indonesian Ministry of Tourism and Creative Economy team deployed master trainers and a team of trainers in Sibandang Village, Papande Village, Aritonang Village in Samosir Regency and Tongging Village and Brands in Karo Regency. The initial stage that was carried out was the socialization of 4 Modules. In this first stage, continued Pardosi, 4 modules will be socialized; namely Sapta Pesona in the era of society 5.0, CHSE, Excellent Service and Conflict Management. Meanwhile, in the next stage, local champions representing 10 people from each village will take part in training on governance systems, marketing, digitization, product packaging, exploration, entrepreneurship, and so on. In Sibandang Village, located in Siallagan Village, Lake Toba area, the socialization was carried out by master trainer Ketut Suwambawa (a practitioner from Bali). And with the Sri Susanty trainer team (STP Mataram, NTB). Next is a tourism awareness group. The government, in this case the Ministry of Tourism and Creative Economy, is targeting villages to be worked

on throughout the years 2022-2023 through the Sustainable and Integrated Tourism Development Program (P3BT). It is hoped that this will be able to improve the quality of destinations, especially tourist villages with the concept of community based tourism (CBT).

Siallagan Village is famous as one of the 16 geosites in the Toba Caldera Geopark. Its existence as a geosite introduces natural potential, traditional culture and social life of the community with the hope of becoming an attractive tourist destination in the future. Although tourism has an important role, its funding tends to depend on subsidies from the public sector. According to (Boonzaaier & Wels, 2018), their sustainability is often threatened due to this dependency and bureaucratic practices related to tourism and local community relations.

Cultural heritage tourism is increasingly important and has the potential to contribute significantly to the growth of the Siallagan Village tourism industry and economy. Cultural tourism can also assist in the restoration, preservation and conservation of natural and cultural heritage resources. The benefits of developing cultural tourism include job creation, increased income and a sense of belonging as well as the development of ethnic group pride in their culture (Kimbu & Tichaawa, 2018). For this reason, the development of cultural tourism in Siallagan Village can contribute to a more equitable distribution of tourism, development and related benefits. Thus, cultural tourism can be used as a development tool called an inclusive business model in local communities (Saarinen, 2014).

The concept of inclusive business development refers to core business efforts that are economically profitable, but also aims to expand job opportunities for the poor and disadvantaged groups in developing countries, especially in rural areas. This approach emphasizes social and economic integration involving the active participation of the community in the business development process. Its main objective is to reduce the economic disparity between rich and poor people, as well as provide fair opportunities for disadvantaged groups. In the rural context, inclusive business development involves efforts to strengthen the local economic sector, encourage local community economic independence, and increase their access to employment opportunities and necessary resources. (Saarinen, 2014). In addition, cultural tourism can reduce the pressure on existing resources in Siallagan Village and also contribute to the development of a sustainable environment. Promotion of cultural tourism will add variety to the existing ones and act as an incentive to extend tourists' stay on the island. Diversification from nature-based to cultural tourism will also help create year-round tourism packages, which will combine natural and cultural tourism (Moswete & Dube, 2013).

## CONCLUSION

The future integration strategy implemented by the Samosir Regency Tourism Office is a holistic and comprehensive approach in developing tourism in Siallagan Village. By fulfilling supporting factors, involving all relevant elements, identifying comprehensive tourism objects, and training for stakeholders, it is hoped that Siallagan Village tourism can grow sustainably, provide economic and social benefits for local communities, and improve the experience of visiting tourists. Even though there are still obstacles, with continuous cooperation and efforts, Siallagan Village has great potential to become a popular and well-known tourist destination in the North Tapanuli region. We recommend that further research be carried out to uncover more cultural and cultural heritage sites that can also be used in tourism that aims to operate responsibly, in relation to the physical, socio-cultural and political environment. Furthermore, the government needs to focus on developing adequate infrastructure in the village, including improving road access, sanitation facilities, clean water and electricity. Good infrastructure will attract more tourists and facilitate the growth of the tourism business. In addition, the government and related stakeholders need to work together to promote the uniqueness of local culture through cultural festivals, traditional art performances and other activities. This will appeal to tourists interested in experiencing authentic local culture. In order to support tourism, it is important to encourage the construction of homestays and other accommodations in Siallagan Village. The government can provide incentives to villagers to open homestays or develop eco-friendly accommodation. This will provide a closer experience of local culture

and also provide economic benefits to the local community. Siallagan Village can also develop various tourist objects, such as the construction of trekking or hiking trails, waterfalls or lakes. This will attract tourists with different interests and increase their stay in the village.

The government and related stakeholders need to provide training and skills development to local communities related to tourism businesses, such as tour guides, homestay managers, or handicraft craftsmen. This will help local people directly benefit from the development of the tourism business and improve the quality of the services they provide to tourists. In addition, it is important for the government and related stakeholders to work together in developing an effective marketing strategy for Siallagan Village. This includes promotions through social media, participation in tourism exhibitions, collaboration with travel agents, and cooperation with related tourist destinations in the surrounding area. This effort will increase the visibility of Siallagan Village as a tourism destination and attract potential tourists. With the implementation of these suggestions, it is hoped that Siallagan Village can optimize investment opportunities and tourism business development, as well as provide significant economic benefits for the local community.

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