

## Tourism Planning in Developing the Tourism Potential of The Pusuk Buhit Area in Samosir Regency

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**Abstract.** The grouping of existing tourism potential in the Pusuk Buhit area must be carried out in several stages of assessment or measurement as described in the Regional Long-Term Medium-Term Plan (RPJMD) of Samosir Regency for 2016-2021. the need for tourist facilities and tourist attractions of interest. The development of tourism potential carried out in the Pusuk Buhit area has not been realized optimally due to the incompatibility of grouping and planning in the development of tourism areas. The purpose of this study is to identify and analyze the tourism potential that can be developed in the Pusuk Buhit area through tourism planning. The analysis used in this research is qualitative analysis. The result of this research is the existence of tourism potential in the Pusuk Buhit area that can be mapped so that it can be developed according to the planning perspective and can realize superior and competitive tourism. The development of tourism potential is also a follow-up to policies that regulate the overall tourism potential in Samosir Regency, namely Samosir Regent Decree Number 474 of 2017 concerning Determination of Criteria and Classification of Tourism Objects in Samosir Regency. This policy aims to make it easier to classify tourism potential in Samosir Regency, including those in the Pusuk Buhit Area.

**Keywords:** Tourism Planning; Tourism Policy; Local Wisdom

**Received:**20-08-2021    **Revised:**12-10-2021    **Accepted:**20-11-2021

### INTRODUCTION

The success of regional development in the tourism sector is related to development policies based on the characteristics and advantages of the region and its resources. Policies that lead to the development of regional advantages or potentials, especially tourism, are one of the efforts to strengthen the region as the spearhead of the implementation of public service functions, empowerment, and development as well as exploring various potentials and sources of income in developing the region. One of the sectors that are the key to development and can provide welfare and happiness for the community is the tourism sector.

Tourism is great potential in improving the quality of relations between people and between nations so that mutual understanding, mutual respect, friendship, and peace are established in accordance with the principles of tourism implementation. The tourism potentials of the regions

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are the advantages and characteristics of the regions that have great opportunities to be developed in tourism development. One of the tourism areas that has advantages and regional characteristics is the Pusuk Buhit area in Samosir Regency.

The tourism sector in Samosir Regency is a sector that contributes to regional income in 2017 which is 81% when compared to 2016 there was an increase of  $\pm$  about 50% from Rp. 39,222,725,907 (2016) to Rp. 70,960,995,137, which includes hotel, restaurant, entertainment, and billboard taxes, an increase of 105% from 2016 of 6.94 billion and 2017 of 14.2 billion. Samosir Regency has a lot of tourism potential that can be developed, including the Pusuk Buhit Area (Government tourism Samosir Regency, 2018).

Tourism development in Samosir Regency is followed up with policies that regulate the overall tourism potential in Samosir Regency, namely Samosir Regent Decree Number 474 of 2017 concerning Determination of Criteria and Classification of Tourism Objects in Samosir Regency. This policy aims to make it easier to classify tourism potential in Samosir Regency, including those in the Pusuk Buhit Area.

The grouping of tourism potential in Samosir Regency is inseparable from the dimensions of tourism launched by the government, namely attraction, facilities (amenity), transportation (accessibility), and additional facilities (ancillary). However, this tourism dimension is not yet optimally available and can be utilized by tourists and local communities when visiting the intended destination in the Pusuk Buhit Area.

One of the most dominant dimensions that become a problem in developing tourism potential in the Pusuk Buhit area is facilities, transportation and comfort. There are still many tourism potentials in the Pusuk Buhit area which are categorized as pilots in the Samosir Regent Decree No. 474 of 2017 concerning Determination of Criteria and Classification of Tourism Objects in Samosir Regency because it relates to access (transportation) to visit tourist objects in the Pusuk Buhit area. is still minimal, facilities that can provide comfort for tourists visiting are still in the low category, including culinary comfort for Muslim tourists visiting tourist objects in the Pusuk Buhit area. As expressed by Fennel (1999) that tourism is an interrelated system and includes tourists and related services that can be provided and utilized including facilities, attractions, transportation, and accommodation that aim to facilitate visits to tourist objects. Developing regions through potential grouping according to (Shahraki, 2017), there must be an assessment of the development process that develops a systematic program in the development of an area in all sectors.

Based on this statement, David L. Edgell, Sr., Maria DelMastro Allen, Ginger Smith., (2019), asserts that in developing tourism through its tourism potential, there must be 3 (three) interrelated elements, namely 1) Environment (optimally utilizing environmental resources which is a key element in tourism development, maintain important ecological processes and help preserve natural heritage and biodiversity; 2) Socio-Cultural (respect the authenticity and socio-culture of local communities, preserve cultural heritage and traditional values that are built and live and contribute to intercultural understanding and tolerance ; 3) Economics (ensure long-term viable economic operations, provide equitable distribution of socioeconomic benefits to all stakeholders, including stable employment opportunities and income-generating opportunities and social services for local communities, and contribute to poverty alleviation).

The mapping of tourism potential in the Pusuk Buhit area has not been realized optimally due to the incompatibility of grouping and planning in the development of tourism areas. as stated by Inskeep (1991) and Gunn (1993) that optimizing good tourism area planning in carrying out potential mapping must be based on 4 (four) aspects, namely 1) maintaining environmental sustainability; 2) improve the welfare of the people in the tourism area; 3) ensure visitor satisfaction; 4) increase the integration and unity of community development around the area and its development zone. Then, Dredge & Jamal, (2015), that tourism planning can provide innovative spatial mapping so that knowledge and development of stronger methodologies are formed for future tourism development.

Thus, tourism planning is urgently needed in developing tourism potential in the Pusuk Buhit area in Samosir Regency. Based on the explanation above, the formulation of the problem in this study is how tourism potential can be developed in the Pusuk Buhit area through tourism planning theory.

## **METHODS**

The research method used is survey research. Pasolong (2012) explains that survey research is research conducted with or on large or small populations, but the data studied are data from samples taken from the population, so that relative events, distributions and relationships between sociological and psychological variables are found. This research uses qualitative data analysis consisting of a number of components, but in the overall data analysis process involves an effort to interpret the data in the form of text or images that are specifically related to the development of tourism potential in the Pusuk Buhit area in the perspective of tourism planning in Samosir Regency. The reason for using this survey method is to identify

tourism potential in the Pusuk Buhit area that can be developed into a superior tourist destination. Then, informants in this study are local governments, tourist actors and community local, So the informants in this study were 33 people, consisting of:

1. Samosir Regency Tourism Office as many as 2 people
2. Village government in the Pusuk Buhit area as many as 5 people
3. Tourist actors in the Pusuk Buhit area as many as 8 people
4. Community local in the Pusuk Buhit area as many as 18 people

Data analysis is a process of simplifying data in a form that is easy to understand and interpret. This study uses qualitative data analysis, which consists of several components. However, in analyzing the data as a whole, it involves the effort to interpret data in text or images. (Creswell, 2014) explain that the interactive model data analysis consists of 3 (three) activities: word condensation, data presentation, and conclusions/verification that must carry out continuously and repeatedly. Thus, through this analysis, it can be seen the tourism potentials that can be seeded in the Pusuk Buhit area.

## RESULTS AND DISCUSSION

The Lake Toba area is one of 10 (ten) tourist destinations that are prioritized as the key to national development in Indonesia. One of the areas or regencies in the Lake Toba area is Samosir Regency, North Sumatra Province, which has an area of  $\pm 1,444.25$  km and a population of  $\pm 123,789$  people and has 9 (nine) sub-districts, namely Sianjur Mula-mula, Harian, Sitio -tio, Onan Runggu, Nainggolan, Palipi, Ronggur Nihuta, Pangururan and Simanindo. Samosir Regency also has a variety of tourist objects that can be developed, including natural beauty, religion, history and culture, and others.

Samosir Regency has  $\pm 100$  tourism objects that can be developed through the advantages possessed by each of these destinations. Tourism objects owned by Samosir Regency have the potential to be developed and can increase regional income and improve community welfare through synergies between the government, the private sector and the community. Tourism development in Samosir Regency has a great opportunity to be developed through the management of its tourism objects, where these tourism objects have a variety of different potentials to be developed, including in the Pusuk Buhit Area.

The tourism potential in the Pusuk Buhit Area, includes the Sianjur Mula-Mula Learning House, Hutabalian Village which is included in the grouping of tourist villages in Samosir Regency, Pesona Puncak Gunung Pusuk Buhit in Sianjur Mula-Mula District, Batu Sawan

Tourism, Batu Hobon Tourism, Aek Rangat Pangururan, Nai Sogop Waterfall, Sopo Guru Tatea Bulan, Efrata Waterfall, Holbung Hill, Aek Sipitu Dai Baths, Toba Sigulatti Caldera Geopark Information Center. The Pusuk Buhit area is in 3 (three) sub-districts, namely Sianjur Mula-mula, Harian Boho and Pangururan.

The Pusuk Buhit Area is an area that is considered a sacred place for the Batak people, and this area also holds a lot of history and mysteries about Lake Toba. The most famous tour from the Pusuk Buhit Area is the peak of Pusuk Buhit which is visited by many tourists, both domestic and international. The facilities available at the top of this Pusuk Buhit are camping and selfie areas as well as areas to enjoy the beauty of Lake Toba from the highest peak. Tourists can also do trekking to the top of Pusuk Buhit so that they get a panoramic view of the surrounding nature and the beauty of Lake Toba as a whole and enjoy the beautiful and cool atmosphere along the way to the top of Pusuk Buhit. The peak area of this Pusuk Buhit also provides the beauty of the Edelweiss flower bed, as a rare plant and perennial flower. This stretch of Edelweiss flowers provides a beauty that tourists can enjoy from the highest angle of Lake Toba.

The tourist destinations in the Pusuk Buhit area have not been managed properly and are still in the planning stages of development in accordance with public needs. The local government has also started accelerating the development of tourism potential throughout Samosir including the Pusuk Buhit area so that it can create advantages and have great opportunities to become superior and competitive tourism. Thus, tourism planning is needed in the development of Samosir tourism, especially the Pusuk Buhit area.

Unplanned tourism development will result in social and cultural problems, especially in areas or places where there are differences in social level between migrants and residents. This problem arises because it is caused by the behavior of residents who like to imitate what foreign tourists do without knowing the cultural background of the foreign tourists they imitate. This problem is one of the negative impacts that can result from tourism development that is not planned properly and correctly. Moreover, tourism as an industry must really have good planning, implementation, and evaluation so that negative impacts can be tolerated.

Based on the research results obtained, that there are still tourism components that have not been met properly, one of which is access and transportation to tourist sites, public facilities such as toilets, and lodging. There are several tourism potentials in the Pusuk Buhit area, which can be managed and developed properly, and become a tourist attraction, whether prioritized, superior, or included in the pilot category in accordance with the Decree of the Regent of Samosir

Number 474 of 2017 concerning Determination of Criteria and Classification of Tourism Objects in the Regency Samosir.

The table 1 describes the tourism potential in the Pusuk Buhit area based on the sub-districts in this area, and also includes the classification of tourist objects that have criteria in accordance with the provisions stipulated by the Decree of the Regent of Samosir Number 474 of 2017 concerning Determination of Criteria and Classification. . Attractions in Samosir Regency, namely:

a. Featured Tourist Attractions, including:

- 1) Aek Rangat Pangururan in Siogung-ogung Village, Pangururan District
- 2) Aek Sipitu Dai in Aek Sipitu Dai Village, Sianjur District at first
- 3) Batu Sawan in Sari Marrihit Village, Sinajur District at first
- 4) Efrata Waterfall in Sosor Dolok Village, Harian District
- 5) Naisogop Waterfall in Sianjur Mula Village, Sianjur Mula District

**Table 1 Tourism Potential of Pusuk Buhit**

No	Tourism Potensial	Tourism Site	Types of Attractions
1	PANGURURAN	a. Tano Ponggol Canal	History Tourism
		b. Hot Springs in Aek Rangat	Water Tourism
		c. Liberty Struggle Monument Malau	History Tourism
2	SIANJUR MULA-MULA	a. Gunung Pusuk Buhit	History Tourism/Cultural
		b. Pemandian Aek Sipitu Dai	Water Tourism/Cultural
		c. Perkampungan Asli Huta Siraja Batak	Cultural Tourism
		d. Perkampungan Sigulatti	Cultural Tourism
		e. Aek Si Boru Pareme	Water Tourism/Cultural
		f. Batu Hobbon	Natural Tourism/Cultural
		g. Batu Holbung	Natural Tourism/Cultural
		h. Pulau Tulas	Leisure Tourism
		i. Aek Boras	Natural Tourism/Water
		j. Batu Nanggar	Cultural Tourism
		k. Batu Sawan	Cultural Tourism
		l. Rumah Parsaktian Guru Tatea Bulan	Cultural Tourism
3	HARIAN BOHO	a. Air Terjun Sampuran Efrata	Natural Tourism
		b. Mata Air dan Pohon Pokki	Natural Tourism
		c. Gua Parmonangan	Cave Tourism
		d. Kampung Harimau Situmeang	History Tourism
		e. Ulu Darat	Natural Tourism
		f. Janji Motugo	Natural Tourism
		g. Hutan Flora Anggrek	Natural Tourism
		h. Rumah Adat	Cultural Tourism
		i. Hutan Limbong	Natural Tourism
		m. Rumah Adat Sagala	Cultural Tourism

Source: Research Data Processed in 2021

b. Priority Tourism Objects, including:

- 1) Batu Hobon in Sari Marrihit Village, Sianjur District at first
- 2) Siraja Batak Village in Sianjur Mula Village, Sinajur Mula District

c. Pilot Tourism Objects, including:

- 1) Climbing Mount Pusuk Buhit in Sianjur District at first
- 2) Aek Rangat Pitu Batu in Rianiate Village, Pangururan District
- 3) Dolok Holbung Sipege in Hariara Pohan Village, Harian District
- 4) Sinatapan Prayer Tower in Aek Rangat, Pangururan District

The policy made by the Regional Government of Samosir Regency is one of the actions and efforts in developing tourism through good planning so that the tourism potential of each region in the Samosir area can be managed properly and correctly. With this policy, tourism potential can be developed, managed, and utilized and protected so that it can be efficient and sustainable.

The tourism development carried out must be contaminated with the development of globalization and technology, especially now is the era of digitalization and the industrial revolution 4.0. Thus, tourism in its development must be able to involve many parties, so tourism planning is needed to minimize negative impacts or problems that arise due to changes in tourism development. Overall tourism planning includes various aspects as stated by Judisseno (2017: 81), namely

- a. Aspects of developing local, regional, national, and international tourist destinations.
- b. Soft infrastructure aspects, namely various aspects related to human capital and all institutions that are responsible for the sustainability of the economy, health, culture, and social standards which include the existence of the financial system, the education system, the health care system, the government system, the law enforcement and the safety and security system.
- c. Aspects of hard infrastructure, namely all types of physical construction, such as roads, bridges, tunnels, electrical installations, telephones, banking, clean water and others.
- d. Various promotion and marketing programs both at home and abroad.
- e. Institutions that regulate tourism both at the central and regional levels.

Then Almeida et al., (2017), also explains that tourism planning produces 2 (two) contributions in tourism development, namely 1) the development of an integrated and comprehensive analysis of the sources of conflict between tourism development and land use

and natural resource management, while 2) development and implementation of a framework for conflict sources based on a theoretical framework. Based on this explanation, in the development of tourism potential that has a variety of cultures and other advantages, it must be united in one vision and one mission to achieve the goals and objectives that have been set.

Tourism planning must always pay attention to the relationship between the tourism component and the characteristics of the environmental component in determining the framework, so that it can set standard criteria in tourism planning in the level of providing facilities or services. Tourism planning tends to provide changes in the achievement of its goals. Furthermore, (Mason, 2003), stated that the achievement of the main objectives of tourism planning is 1) ensuring the availability of opportunities for tourists to have a pleasant and satisfying experience while traveling; 2) provide means to improve the way of life of residents and tourist destinations. Then, Williams (1998) suggested that tourism planning has a number of main objectives, namely:

- a. Establishment of a mechanism for the provision of structured tourism facilities in a large geographical area.
- b. Coordination of the fragmented nature of tourism (especially in relation to accommodation, transportation, marketing, and human resources).
- c. Specific interventions to conserve resources and maximize benefits to local communities to achieve sustainability (usually through tourism development or management plans
- d. Redistribution of tourism benefits (development of new tourist sites or economic realignment of places that tourists are starting to leave behind)

Based on the explanation above, it can be concluded that in the tourism planning process it is very important to pay attention to the comfort of tourists or visitors who come to a tourist destination. Tourist comfort is the main goal in developing tourism because it can provide a longer sense of comfort to stay in these tourist destinations. Creating this comfort is also inseparable from various aspects that must continue to be developed in the tourism sector, namely related to the principles of tourism, namely attraction, amenities, accessibility, and ancillary (known as 4 A).

The basic approach to tourism development aims to apply the formulation of tourism plans and policies, the basic process of development is continuous (continuous) and incremental, oriented to focus on achieving sustainable development. Then, MacLeod and Cooper (2005) suggest that tourism development must be supported by several categories, namely:

- a. Physical carrying capacity; based on the spatial boundaries of an area by considering some of the material that can be accommodated in the area.
- b. Ecological carrying capacity; in simple terms is the size of the population in an ecosystem system so that the ecosystem can be sustainable, the limit of population density that exceeds the carrying capacity and can cause the rate of species mortality to be greater than the birth rate.
- c. Social carrying capacity; the point is it's a tolerable measure in a place where crowds of people are.
- d. Economic carrying capacity; can be described as the degree to which an area can be changed before economic activity occurs before it is adversely affected.

The plan for developing the tourism potential of the Pusuk Buhit area is a work program that must be implemented and become a tangible manifestation of the government's performance in the tourism sector. The planning prepared must be related to the potential possessed by the Pusuk Buhit Area which includes, destination potential, economic potential, socio-cultural potential, and environmental potential. These potentials are a wealth of tourism in the Pusuk Buhit area of Samosir Regency and become factors in the development of tourism potential. Thus, with tourism planning, these potentials can be identified based on priorities and excellence, then a solution can be carried out in a destination so that they can realize the goals of tourism development through integrated and integrated planning in the Pusuk Buhit area. Identification of the Tourism Potential of the Pusuk Buhit Area, namely:

1. Potential Destinations

Destinations in the Pusuk Buhit area have various tourist objects including natural beauty, history, culture, culinary, religion, and so on. These destinations have their own characteristics that can be developed into advantages.

2. Economic Potential

Local products that can be developed, because of local wisdom and become business opportunities in the tourism sector. The development of local products is related to quality and quantity and becomes a regional strengthening and can increase regional income and community welfare

3. Socio-Cultural Potential

This socio-cultural potential is a potential that cannot be separated from tourism in Samosir, including in the Pusuk Buhit area, which is related to the local community, both ancestral traditions, customs, and culture. This potential can be the forerunner of local

wisdom that can be preserved and developed into a superior and competitive tourism potential

#### 4. Environmental Potential

This potential is one of the strategic issues that must be resolved and becomes a priority in tourism development related to tourism components that must be met to realize superior and competitive tourism

Therefore, it can be concluded that the development of tourism potential in the Pusuk Buhit area must be carried out with a strategy based on economic, socio-cultural, and environmental aspects so that it can provide opportunities and encourage economic growth and income for the community around the Pusuk Buhit area. Yoeti (2016), explained that planning for tourism development is essentially an effort to develop tourist objects and attractions. Then, Suwanto (2004) also stated that the development of a featured tourist attraction must have main elements that need attention to support tourism development in tourist destinations related to planning, implementation of development and development including 5 (five) elements and one of them is objects and activities tourist attraction. In accordance with the above opinion, the results of research conducted by Rita and Arifin (2020) also explain that in promoting tourism, it must be supported by facilities that can be attractive, such as hospitality related to art and knowledge as well as the existence of the hospitality industry as entertainment. reasons for tourists to visit and stay at tourist sites.

The statement above is also in accordance with the results of this study, namely: the development of tourism potential in the Pusuk Buhit area which has not been realized properly, it is due to the fact that there are still obstacles and problems that must be faced by the government, especially community involvement and inadequate facilities. Guo & Sun, (2016), also argues that in accordance with the results of his research, namely there are problems that must be faced in developing rural tourism potential through a system of building cooperation, including the State requires a tourism industry that must be developed, the existence of modernization of tourism policies, tourism literature that can encourage job creation so that they can sell handicraft products. Thus, tourism planning must always pay attention to the relationship between the tourism component and the characteristics of the environmental component in determining the framework. Hajar, (2020), that tourism planning theory has contributed to tourism development in the Lake Toba Region, namely 1) developing alternative views and solutions related to the development of new ways of looking at an area, problems and solutions that are oriented towards new directions. and different from before; 2) creating a framework for spatial

development to be able to design strategies for future developments and actions; 3) stakeholders make high-quality and integrated designs or planning patterns based on a comprehensive framework; 4) designing, mapping, and exploiting spatial issues referring to mapping, analyzing, and visualizing existing situations, problems, and opportunities as part of the design process.

The Pusuk Buhit area is an area that has inherited a lot of ancestral traditions so that the existing tourist destinations have more potential for the authenticity of natural and cultural heritage. This potential is a characteristic that exists in the Pusuk Buhit area including Sianjur Mula-Mula, Pangururan and Harian Boho so that it can excel and become a priority in tourism development in Samosir Regency. Thus, the development of tourism potential in the Pusuk Buhit area must be carried out by mapping the potential based on regional characteristics to make it easier to create a framework in the preparation of sustainable tourism planning. This is also done by Yanuarita (2018) that in sustainable tourism development, identification and grouping of types of tourism must be carried out so that their development is easy to implement.

This research was conducted because of the importance of developing tourism potential in the Pusuk Buhit area in the perspective of tourism planning in Samosir Regency. This is based on the results of research Hajar et al., (2019), that the importance of planning in tourism development so that it can develop the tourism potentials of the area in the Lake Toba area. Then, Mazzeo Rinaldi, (2016) which states that the preparation of strategic planning in regional development is related to integration, cooperation, partnership in increasing local resources. Furthermore, Dredge & Jamal, (2015) that in tourism development planning and policies are needed, especially regarding tourism which is expected to make a shift towards the problematization of tourism which aims to progress and develop science.

The results of this study also recommend a model for developing the tourism potential of the Pusuk Buhit area in the perspective of tourism planning, namely a model that leads to the development of local values, namely local wisdom which is a regional advantage in developing tourism in the Pusuk Buhit area. This model is expected to provide benefits in developing the tourism potential of the Pusuk Buhit area through mapping local wisdom so that it can preserve ancestral traditions and culture.

## CONCLUSIONS

In developing the potential of tourist destinations, there are 4 aspects in tourism that must be developed, namely tourist attractions/attractions, tourism facilities, access/transportation, additional facilities/services/institutions. It is these four pillars that must be well planned in

developing the tourism potential of the Pusuk Buhit Area. In terms of attractions and tourist attractions, the potential of tourist destinations is related to culture and customs. So, every tourism potential that is developed is interconnected and has a relationship with each other so that tourism development planning can run well. With these attractions and tourist attractions, it can also increase the economic potential in the tourism sector to grow the local community's economy through attractions carried out by tourism actors such as cultural attractions, attractions for making ulos and handicrafts and so on.

Potential attractions and attractions in a tourist destination must also be supported by other tourism pillars, namely comfortable and safe facilities (hotels, inns, restaurants, and restaurants), adequate access and transportation and provide tourist comfort during the trip as well as several other facilities. other services such as tourism services through tourism information centers in every public place or entrance to tourist destinations (ports, airports, and terminals), hospitals, schools and other facilities that can provide tourist convenience in traveling (banks, money changers and others). All the potentials that are planned to be developed must also be seen from the potential of the environment around tourist destinations

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