



1st Global Conference on Hospitality, Tourism and Sports Management (GCHTSM)  
Adelaide, South Australia  
ISBN :978-0-6482404-7-1  
Asia Pacific Institute of Advanced Research (APIAR)  
[www.apiar.org.au](http://www.apiar.org.au)

## MAPPING AND ANALYSIS OF STAKEHOLDERS' PERCEPTION ON THE SUSTAINABILITY OF LAKE TOBA UPON ITS ESTABLISHMENT AS A NATIONAL TOURISM STRATEGIC AREA

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### Abstract

Since 2015, the Government of Indonesian has designated Lake Toba as one of the top 10 Indonesian national priority tourist destinations. As a unique ecosystem, Lake Toba provides enormous environmental services for the people who live around it. Drastic changes to the functioning of ecosystems will be very influential to natural equilibrium and its social environment. In a national program, stakeholder attitudes and responses are crucial in making a policy successful. This study aims to identify and investigate who the stakeholders are, how the position of stakeholders is mapped based on their interests and influence, how the stakeholders perceive the sustainability of tourism in the Lake Toba Region. The study began by identifying the stakeholders involved directly or indirectly in Lake Toba Area. After that, the role of stakeholders in the operation, governance, and policy of tourist destinations in the lake Toba region were analysed. The stakeholders were then mapped and clustered based upon their power and interest into four categories: (i) key players, (ii) subjects, (iii) trend setter, and (iv) the crowd. Next, the attitudes of stakeholders towards sustainability of Lake Toba were collected. The sustainability criteria used here are 12 principles of sustainable tourism from UNEP & UNWTO. The attitude of stakeholders was collected through a series of semi-quantitative measurements using a Likert scale to 330 randomly selected stakeholders. The measurement results are aggregated into two dimensions of sustainability, namely the human system and ecosystem. It was found that the attitude of stakeholders towards the sustainability of Lake Toba after its establishment as a national tourism strategic area stated that it is 1.9% sustainable, 18% potentially sustainable, 47.3% intermediate, 32.2% potentially unsustainable, and 0.6% unsustainable.

**Keywords:** Lake Toba, Tourism, Sustainability, Stakeholder, Ecosystem.

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