

SPORT TOURISM IN LAKE TOBA AREA: MOVING FORWARD

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Abstract

This study aims to analyze the potential of sport tourism in the Lake Toba Area which includes eight regencies: Toba, Samosir, North Tapanuli, Karo, Humbang Hasundutan, Dairi, Pakpak Bharat, and Simalungun. The method used in this research is a qualitative study approach, using primary surveys through interviews and secondary surveys from literature and previous research. The result of this study shows that trend of sport tourism in each regency has been growing faster than expected to increase in the future. Thus, the development of capabilities of stakeholders in the tourism industry needs to expand in order to tackle the future need.

Keywords: Destination, Lake Toba Area, Sport Tourism, Tourism.

