History Of Development Of North Sumatera Religious: Study On Tourism Policy And Its Implementation In Regional Regulation (Perda) In Perspective Of Management Of Island, Sea, Lake, River, Mountain, Animal And Rare Plants

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Abstract: The purpose of this study is to describe the History of Development of North Sumatra Religious: Study on Tourism Policy and Its Implementation In Regional Regulation (PERDA) In Perspective of Management of Island, Sea, Lake, River, Mountain, Animal and Rare Plants. Based on the problems in such research, the methodology used is the more precise analysis of the history of tracing. As well as the descriptive method was selected as the way in solving the problem. Then the data in the analysis of this descriptive method with a qualitative approach. The location of research conducted in the area of Tourism in North Sumatra Province include Lake Toba, Bukit Lawang, Brastagi and Pantai Cermin Serdag Bedagai Regency. The results conclude that Policies are efforts made by the Government to develop tourism in Indonesia. Each region in North Sumatra has different policies in terms of tourism development in their respective regions. However, in the Law of the Republic, the Law of the Republic Of Indonesia Number 10 Year 2009 Chapter II Article 3 Tourism.

Keywords: History of Development, Regional Regulation, Management of Island and cultural creations.

1. INTRODUCTION

Tourism as a strategic sector and a medium of integration of programs and activities between sectors of development, so that tourism is very reasonable set to be leading development. The purpose of being a leading development is to mobilize the nation's economy. The Tourism is the key to development, prosperity and happiness. At least there are several reasons the tourism sector should be encouraged in its development. Firstly, as tourism destinations and investment increase in Indonesia make Tourism a key factor in export revenues, job creation, business development and infrastructure. The contribution of the tourism sector to GDP in the last five years ie in 2010 until 2015 always increased. According to sources BPS/Ministry of Tourism, in 2010 the contribution of tourism to GDP of 261.05 T to 461.36 T rupiah. The contribution of the tourism sector to foreign exchange amounted to 7,603.45 million dollars in 2010 to 12,225.89 million dollars (2015) and contribution to Manpower by 4 million people in 2010 to 12.1 million people or 10.6% of total national workforce. The natural potential of North Sumatra that has a stretch of mountains, rivers, lakes, waterfalls, and beaches and oceans, as well as cultural creations (wisdom) made by human works and crafts is an infinite gift from the omnipotent to North Sumatra for the beauty of nature. Cultural wisdom, peace, and harmonious multi-cultural society in North Sumatra. We start from the Leuser ecosystem, to see the potential of mountains, rivers and their potential derivatives such as waterfalls, caves, hot water and flora and fauna.

Nature-based tourism (ecotourism) has long been evolving in Gunung Leuser National Park, such as forest roaming (trekking), rafting (rafting), and drifting with used tires (Tubing) and wildlife observations such as Orang Utan Sumatra (pong pygmaeus abelii), Siamese ang (hylabates syndactiulus), Owa (Hylobates lar), Kedih (presbytis sp), Long-tailed monkeys (macaca fascicularis), and macacca (macaca namestrina). Some locations within the Leuser Ecosystem (KEL) area have long been developed into tourist destinations, such as the Bukit Lawang-Bahorok Area, Sibayak-Berastagi Mountain, Ketambe Lawe Gurah-Kuta Cane, and which is currently being cleaned up and highlighted in Sumatra’s highlights North is the Tangkahan Ecotourism Area Langkat district. Tangkahan area does have natural bentuka-formation that can be a tourism potential, especially ecotourism. Several potentials such as hot springs in Sei Beluh, Sei Sekucup, and Sei Glugur, Umang Waterfall, Gambir Waterfall, Cave and Cliff are a very reliable attraction for the development of Tangkahan area as a tourist area later. The rivers in North Sumatera are highly potential for rafting, rivers, rafting and high rivers, with varying grades, which can be crafted for beginners (family rafting - fun rafting) Up to grade 2, 3, 4 for professional rafting fighters, making this rafting tour increasingly popular in North Sumatra. There are many rafting tour operators operating in north sumatera. Options river that can be operated as a rafting destination is the Bingai River, Bahorok River, Wampu River, Batang Toru River, and the most important and has become a place for the international rafting event is the Asahan River in Asahan district. Enjoy the beauty and charm of Lake Toba can be seen from the trip starting from Tanah Karo regency, in this district we can see the panorama from the height of the village of Tongging which is at the foot of the shore of Lake Toba, and Sipiso-piso Waterfall. Karo District has also opened an area to enjoy the beautiful panorama of Lake Toba and a very beautiful recreation place in the area of
Simalem Tanah Karo Resort. For the marine tourism of North Sumatra is very rich because the two coastal areas of West and East into something different ekosistemenya, different waves and white sand. The Eastern Region from Pantai Cermin, Puteri Beach, Klang Beach, Sialang Buah Beach, to Tanjung Balai is the eastern coastline rich in mangrove forests (Mangrove) to the types of fish that live in the sea with its coastal mangroves, beaches with waves And relatively high and heavy waves due to the oceans in the form of the Malacca Strait that separates Sumatra island from the Malay Peninsula, will be different from the coastal areas of the West coast that overlook the Indian Ocean, which is rich in coral reefs, coral reefs and their very beautiful and rich reefs , The fish in the gorgeous inner sea fascinates down to the relatively high waves with its tiered waves. International standard surfing place is Nias Island. Lagundri beach area and Sorake beach on Nias Island is the place for international events to surf. Entering the 21st century, tourism is forecast to be the largest industrial activity in the world. Compared to other sectors, tourism has seen a steady development since World War II, and has so far escaped extreme fluctuations as experienced by other industrial sectors. This terrible phenomenon causes many countries, regions, communities, and investors in this world who began to glance, plunge and involve themselves in the world of tourism. Indonesia is also aware of the power of this sector and continue to develop the tourism industry in the country. The multidimensional crisis that has plagued Indonesia since mid-1997, and the enactment of regional autonomy since 2001, has further encouraged the need to strengthen the tourism sector as a source of foreign exchange and national unity. In that context many local governments are beginning to realize the importance of developing the tourism sector in their respective regions, although initially still seen as a potential source of local revenue (PAD). Policies in the field of tourism taken later is to encourage all the potential of the region to develop new attractions, products and tourist destinations.

2. LITERATURE REVIEW

2.1. Tourism Policy
Tour by Law no. 9/1990 on tourism is defined as a voluntary and temporary travel activity, such as a journey that is partly or wholly aimed at enjoying the objects and attractions. Often tourism is seen only in the economic framework, whereas it is a series of global economic, environmental and socio-cultural forces. Tourism should be able to sell, but tourism can also benefit and contribute among others to:
1. Cultural preservation and customs.
2. Increasing people's intelligence.
3. Improved health and freshness
4. Safeguarding sustainable natural and environmental resources
5. Maintained ancient relics and heritage of the past.
It must be admitted also that sometimes tourism activities bring negative impacts on the natural environment and socio-cultural, but in tourism activities that conceptualized well and orderly, the impact of "sell" itupun can be minimized. Concretely tourism will not sell forests, but the beauty of the forest. He will not sell rare animals, but he will sell the scarcity of the beast, and so on. Basically the principle of developing the tourism sector has several things to consider:
1. Tourism involves multisector (nexus, accommodation, tourist object, travel agent, etc.) whose development depends not only on the Office of the Ministry of Culture and Tourism and local government.
2. Developing the tourism sector by considering cultural and environmental sensitivities and not solely on the basis of consideration for obtaining foreign exchange.
3. Inclusive tourism development that includes community potential.

The policies of the Regional Government for tourism development include:
1. Analyze the potential of regional tourism, as well as examine the external and internal factors that affect the development of regional tourism. Regions should be able to identify combinations of cultural attractions that become regional strengths that will be the priority of regional tourism development.
2. The policy of developing a combination of local cultural attractions is aligned with the overall regional development as well as provincial spatial planning.
3. Development of regional infrastructure that supports the development of tourism sector in cooperation with private parties. Regional infrastructure of transportation facilities (including railway stations, airports), educational facilities for tourism industry workers, basic infrastructure for the development of potential tourist attractions located in remote areas.
4. Cultural and tourism promotion (which is the responsibility of the provincial government) in cooperation with private parties and tourism associations. If the region is experiencing limited funds, cultural and tourism promotion activities can take advantage of promotions through the tourist market.
5. Conservation and maintenance policies of natural resources that are very important for the development of regional tourism, such as: beaches, rivers, forests by involving the private sector and the community.
6. Policies on business development and foreign investment in tourism that can be directly undertaken by local governments with regional autonomy, including technical policies such as: the provision of investment licenses in the regions.
7. Tourism small-scale tourism development policy: encouraging partnerships with domestic and foreign large enterprises, establishing/facilitating the provision of integrated facilities (training, provision of financial facilities, marketing, technical, human resources development).
8. Policies to access funding sources for potential investors, especially prospective middle and small investors with an emphasis on business feasibility. Provide information/explanation on various credit schemes available and escort agencies to be able to access the source of funds.
9. Human resource development policy. Particular attention is paid to the development of human resources in sectors/skills required/in accordance with regional priorities and strengths. Included in the priority of human resource development is the development of

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entrepreneurship in the form of education/training of formal and informal skills.


Mill Roekaerta and Kris Savat in Mass Tourism in South and Southeast Asia: A Challenge to Christian and The Chuches affirmed some of the following benefits of tourism:

1. Opening job opportunities: The tourism industry is a very long chain activity so that many open employment opportunities for the surrounding community.
2. Increase the input or income of local communities. In the tourism area, people can increase their income by selling goods and services.
3. Increase the country’s foreign exchange: with the increasing number of foreign tourists coming to Indonesia will be more and more foreign exchange received.
4. Stimulate the growth of indigenous culture Indonesia: existing culture can grow and develop because of the tourism. Foreign tourists who come to Indonesia many who want to see the original culture of Indonesia so that culture can grow and develop.
5. Supporting the movement of regional development: in many tourism areas arise roads, hotels, restaurants and others so development in more developed areas.

Tourism literature (UNESCAP 2003) tells us that tourism promises economic growth by generating foreign exchange for a country, tax revenues and new investments, diversification of the local economy and direct and indirect employment creation. Tourism also contributes to the development of infrastructure that benefits both tourists and local residents. Furthermore, much of the work created by tourism is that low-wage and unskilled jobs are an important stage for developing maps of the poor. Workers expect high wages, but their skills are minimal. From the above description can be concluded that the development of tourism can be interpreted as a series of development from various business sectors which together produce goods and services capable of generating rapid economic growth in the provision of employment, increased incomes of the community and the region.

2.2. The influence of Tourism on the Economy

The expenditure of the tourism sector will cause the local economy to wriggle and become a stimulus to invest and cause the financial sector to grow as the growth of other economic sectors. Experience in some countries that the arrival of tourists to a tourist destination also led to the growth of foreign exchange business to provide services and convenience for tourists during their trip. The contribution of tourism to government revenues can be described in two, namely: direct and indirect contributions. Direct contributions are derived from income taxes levied from tourism workers and tourism businesses in tourism areas received directly by the revenue service of a destination. While indirect contributions of tourism to government revenues are derived from taxes or customs on imported goods and taxes imposed on visiting tourists. In some countries that have developed the tourism sector, it is evident that the tourism sector internationally contributes significantly to the creation of employment opportunities.

The creation of tourism-related businesses such as accommodation business, restaurants, clubs, taxis, and souvenir artwork businesses. The development of the tourism sector can also encourage local governments to provide better infrastructure, the provision of clean water, electricity, telecommunications, public transport and other supporting facilities as a logical consequence and all of which can improve the quality of life for both tourists and the local community itself as the host. Tourism revenues are often used to measure the economic value of a tourist area. While some local revenues are very difficult to quantify because not all tourist expenditures are clearly identifiable such as the income of informal workers such as unofficial taxi drivers, unofficial guides, and so on. The diversity of industries in an economy shows the health of a country, if there is a country that relies only on one particular sector such as tourism for example, will make a country dependent on the tourism sector as a result its economic resilience becomes very risky. In some countries, especially developing countries with limited resources, it is appropriate to develop tourism that is deemed not to require substantial resources but in countries with diverse resources, it should also be able to develop other sectors proportionately.

2.3. Conceptual Framework

![Conceptual Framework](image)

*Figure 1. Conceptual Framework*
3. RESEARCH METHOD

This study used qualitative descriptive approach, with using field research technique. It meant that the research was conducted as it is, and as objective as possible. Based on problems in such research, the methodology used is the more precise analysis of history tracing. As well as the descriptive method was selected as the way in solving the problem. Then the data in the analysis of this descriptive method with a qualitative approach. The qualitative approach so that it is more in reference to the approach of the description or overview of the objects examined, based on the data that appear as is, and describe systematically will facts the situation factually and closely. This qualitative study has the steps, namely:

1. Data collection, which collects the data, in the form of words by interview of observation, the essence of document, recording, and writing.
2. Data reduction, which summarizes to choose principal things, focus on the important, look for themes and patterns, and set aside unnecessary.
3. Data display, shows the data, classifies the data, presents in the form of narrative text or chart. Drawing conclusion/verification, to conclude and verify so as to formulate the findings of researcher.

The flow of this research approach as follows:

History of Tourism Development of North Sumatra

4 RESULT

4.1. Tourism Development of Lake Toba in North Sumatra

North Sumatra has a wide range of tourism destinations in terms of the development of tourist objects consisting of nature, culture and other attractions such as culinary, and others. Tourism Development is expected to be one of the ways in alleviating poverty, in accordance with the objectives of tourism development in Law No.10 Year 2009 namely Increasing economic growth, Improving people's welfare, Eradicating poverty, Overcoming unemployment, Preserving the environment, Promoting culture, Water, strengthen identity and Strengthen unity among nations. The tourism programs have been outlined in the Provincial Medium-Term Development Plan (RPJMD) North Sumatera Province Year 20013-2018, namely Development of tourism marketing, tourism destination development, Partnership Development, Cultural Value Development, Cultural Wealth Management, Management of Cultural Diversity and Development of wealth management cooperation culture. However, in the development of tourism in North Sumatra is still facing various obstacles that is the global crisis that causes the decline in investment in tourism, limited professional human resources, low infrastructure quality, service to tourists not prime, and still unconscious people around the attraction of the importance of conscious Tours / sapta charm. Ministry of Forestry Decree No: 687/Kpts II/1989 Chapter I General Provisions, Article 1 paragraph 1: that forest tourism is a forest area specifically devoted, fostered and maintained for the benefit of tourism and hunting, ie forest tours that have natural beauty and Its own characteristic so that it can be used for recreational and cultural interest is called Taman Wisata. The lake as a study material, the area of Lake Toba especially the city of Parapat, Tigaraja, Tigaras and Haranggaol in Simalungun, Tongging in Karo District; Tomok, Tuktuk, Ambarita, Simanindo and Balige (Tapanuli Utara) have developed into a tourist destination marked by the many visits of domestic and foreign tourists, moreover Parapat is on the route Sumatra-Jakarta via Tapanuli, then no doubt at that time many hotels stand Managed by private and government from class of jasmine to star class, home of resident which also made as home of foreign tourist. Various pariwisatapun industry business flourish built exactly on the shore of Lake Toba, especially hotels, even many residents who moved from the hills and build houses on the beach. According to the measurements of the experts when the water level of Lake Toba is at 905 meters above sea level which is used as the normal limit of lake height. Some of the regencies in Lake Toba, such as North Tapanuli Regency at that time also issued Perda on Prohibition of controlling and destroying land of Pangehanan (land arising due to the receding water of Lake Toba), but this regulation also neglected into the rule on paper not realized in the field along with the political changes of local government and the turn of the leaders at the provincial and regional level II. Thus, North Sumatera Regional Regulation No. 1/1990 and North Tapanuli Regulation on pangahan land can not be applied and faced with the factual condition that is prohibited area has many standing buildings and the source of livelihood of the population. The District Government and the District Government are unlikely to be able to issue Building Permits for hotels and other buildings on the edge of Lake Toba and subsequently many tourism businesses have no operational permits and other permits because their IMB does not exist, to date, of course. North Sumatera Regional Regulation No. 1/1990 on the Regulation of Lake Toba Regions has been 18 years not executed, suspended animation, without anyone responsible to run it even though the last five years there are institutions established in the framework of handling and preservation, among others BKPEKDT, LTRM. The death of the law No. 1/1990 has caused the Lake Toba area, the second largest lake in the world after the lakes of Victoria in Africa looks chaotic and no longer provide maximum benefits for the community, whereas the Lake Toba area has been designated as a national strategic area and national tourism object. We are very confident, the government will be able to find a solution and solve the problem of the management of Lake Toba area without any feel disadvantaged or neglected, especially considering that there are already many activities/businesses that stood in the region that "violated" the local regulation. Development of Tourism Mountains in Berastagi North Sumatra. Berastagi is a major tourist destination in Karo District. Berastagi is located in the District of Berastagi, Karo Regency, which is also known by the name of Tanah Karo and the capital Kabanjahe. The city of Berastagi as the center of Tourism of Karo Regency lies in a strategic position on the main road connecting Medan City with Parapat (Simalungun) or Taman Iman (Dairi). The city is also a gateway to travel to other attractions in North Sumatra. Berastagi City has also been supported by accommodation facilities and restaurants that are adequate with good public facilities such as the bus station, means of communication, health facilities, banking and money changer. The development of Berastagi tourism
is certainly related to the effort to introduce the wealth, culture, and identity of Karo Culture, which means also related to the protection, development and utilization in supporting the world of tourism. Karo Regency Culture and Tourism Office has Vision and Mission Organization which can be considered as organization philosophy. The vision and mission that has been formulated is fixed and long term which also becomes the basic framework of Strategic Planning for tourism development in Karo Regency. The vision is: Creating advanced Karo Tourism, Modern environmental and high-tech minded by maintaining the cultural values of karo through the participation of society and business world as much as possible to increase the Original Regional Revenue and welfare of the community.

**While Mission Organization namely:**

1. Utilize the potential of special interest tourism optimally.
2. Maximally empower the objects and attractions of operational and potential tourism and agrotourism.
3. Partiality to medium and low entrepreneurs as well as communities, especially employers and local communities.
4. Increasing partnerships between various government technical agencies to achieve interrelated development objectives.
5. Improving the quality of Government Apparatus, Tourism Actors and related communities.
6. Fostering culture as a tourism asset.
7. Encourage the development of tourism facilities, facilities and facilities.
8. Increased revenues derived from tourist expenditures.

Based on the Regional Regulation of Karo Regency Number 11 Year 2006 on Retribution Entering Tourism Objects and Entertainment Licensing in Chapter II on Tourism Development Article 2 mentioned the purpose of tourism development efforts in Karo Regency is to increase the Local Original Revenue from the sector of Object-Retribution Levy and Income Society, Expanding employment and encouraging tourism business activities, and introducing and utilizing regional potentials from the sectors of natural beauty, regional culture, local agricultural products and local handicrafts. Furthermore, Article 3 also states that tourism development efforts are carried out by maintaining and/or fostering and preserving the beauty of nature and local culture as objects and attractions, fostering recreation and entertainment facilities and encouraging tourism businesses and tourist attractions, organize and equip the objects- Attractions of natural beauty and cultural tourism. Then, it is stated that tourism development efforts can be done and cooperate with private parties. As an effort to develop tourism in Berastagi, one of the ways in which local governments are carried out is by holding a Mejuah-Juah party tradition "and" Fruit and Flower Feast "every year. Further Tanah Karo also has a tradition that has been hereditary conducted the "Work Year" held every year by the Karo people who live in the area or who have wandered back to the village that has a family relationship to visit each other and stay in touch. Utilization of cultural heritage as capital must be implemented optimally through the implementation of good, smart and appropriate tourism, which generally aims to improve the economy or income of Karo community in particular. The one responsible for preserving Karo culture is the government, either through the offices directly related to it or not. The local government should undertake various efforts to manage and preserve the rich and diverse cultural heritage of the ancestors. In preserving this it is necessary to cooperate with various stakeholders, that is related to the culture itself. For example with related institutions, academics, researchers, business, social organizations (NGOs) and so forth. The steps taken by the government are to develop a synergic communication system among agencies, academics, coordination, and synchronization, developing various patterns of data collection (inventory), study, facilitation, cultural titles, art performances, coaching, advocacy, empowerment, revitalization and Expanding communication and information networks and others. This all indicates caution in managing cultural heritage, let alone linked to the world of tourism.

**4.2. Development of Tourism River in Tangkahan**

North Sumatra Province in general has a lot of tourism potential, one of which is ecotourism in Tangkahan. Isu ecotourism in Indonesia continues to grow in recent years. Even in some other developing countries has made ecotourism as an alternative in increasing state revenues and opening up new job opportunities. What is particularly encouraging is the considerable attention and increasing tendency of NGOs to participate in developing ecotourism. The integration of the implementation and the training in improving the capacity of the business of the managers and the NGOs themselves may be urgently needed held. In addition, a proper implementation model is required, which must be continuously improved. Considering that the management of ecotourism is inseparable from the business sector, training for the management of a small business is needed, which is a sector that is rarely involved in the activities of NGOs. Given the high tourist interest to travel challenging as well as enjoy the natural beauty of tropical forests, it is necessary This potential tourism development effort where in this area there are many rivers that flow throughout the year with the condition of the forest is still natural. However, this large potential can not develop without real and maximum effort to improve the quality of human resources, conserve watersheds, and add facilities and infrastructure that support this tourist attraction. Langkat Regency is very rich in natural resources in the form of tropical forests and biodiversity: Cultivation area of food crops, livestock and plantation; River; Sea; Tourism; And mining materials such as earth and earthquake. If traced, almost all districts have superior commodities that can be marketed to Medan, especially in the triangle area of Indonesia-Malaysia-Thailand IMT-GT (Indonesia Malaysia Thailand Growth Triangle) growth. As in the agricultural sector who is not familiar with Brahrang rambutan, Jeruk Pantai Buaya, Durian Bahorok. Also for the commodities of oil palm, rubber, cocoa, coconut. Goat and laying hens. Shrimp, grouper and crab, mangrove wood and resin or from home industry like .. Terasi, fish crackers, wicker purun industry, palm sugar, embroidery embroidery and others. From the Leuser ecosystem, to see the potential of mountains, rivers and their potential derivatives such as waterfalls, caves, hot water and flora and fauna. Nature-based tourism (ecotourism) has long been evolving in Gunung Leuser National Park, such as forest roaming.
(trekking), rafting (rufting), and drifting with used tires (Tubing) and wildlife observations such as Orang Utan Sumatra (pony pygmaeus abelii), Siamang (hylolobates syndactilus), Owa (Hylobates lar), Kedih (presbytis sp), Long-tailed monkeys (macaca fascicularis), and macacca (macaca nemastrina). Some locations within the Leuser Ecosystem (KEL) area have long been developed into tourist destinations, such as the Bukit Lawang-Bahorok Area, Sibayak-Berastagi Mountain, Ketambe Lawe Gurah-Kuta Cane, and which is currently being cleaned up and highlighted in Sumatra's highlights North is the Tangkahan Ecotourism Area Langkat district. Tangkahan area does have natural bentuka-formation that can be a tourism potential, especially ecotourism. Several potentials such as hot springs in Sei Beluh, Sei Sekucip, and Sei Glugur, Umang Waterfall, Gambir Waterfall, Cave and Cliff are a very reliable attraction for the development of Tangkahan area as a tourist area later. Tangkahan area is located at the confluence of two rivers, the Buluh River and Batang Serangan River, which moves downstream and meets the Musam River. Batang River Attack that flows through the city of Tanjung Pura before reaching the East Coast of Sumatra. Tangkahan area into the two villages of Namo Sialang and Sei Serdang villages, the majority of which are Karo, Batak, Malay and Javanese. Tangkahan area in the Gunung Leuser National Park, has a rich diversity of flora and fauna. Most of the Tangkahan area is a tropical rainforest, ranging from Dipterocarpaceous primary forest and mixed primary forest, generally dominated by plants from the family Dipterocarpaceae, Meliaceae, Bucuraceae, Euphorbiaceae and Myrtaceae. Large trees of up to one meter in diameter such as damar, meranti, king and sandalwood trees can still be seen on relatively easy paths within the beautiful forest area of Langkat Regency.

Tangkahan is a combination of forest vegetation and hilly topography, making this place is ideal for tourist attractions. Batang Serangan and Buluh Rivers that divide the forest is a type of river that characterizes the river in tropical forests, with a wide range of plants and colorful cliffs at the edge of this sugai. Very clear and green river water creates a natural and mystical panorama and atmosphere. Tangkahan has 11 waterfalls and several hot springs, also bat caves. To arrive at this location, from pinang line terminal in Medan city, can use direct PS bus to Tangkahan, passing Stabat. Travel to Tangkahan can be reached about 3-4 hours from the city of Medan. To get to the ecotourism area, we have to cross the river. River rod attacks quite swift currents, so it must use a raft, this is one other adventure that will be perceived visitors in Tangkahan very much activity that can be done either in the form of adventure or just trekking in tropical forest. There are 3 trekking tracks in this forest ranging from soft trekking (for children and families) to adventurous ones. Visitors will be accompanied by local guides equipped with forest knowledge and natural interpretation. The existing trekking track has also been equipped with information boards about some natural phenomena in the Tangkahan forest. For those who like adventure, can feel the new experience, namely tubing. Tubing is a kind of rafting activity, but does not use a rubber boat as usual. We will sit on a car tire and flow along the river to a certain point, passing through the cave, enjoying the scenery by the river. Do not worry, the guides in Tangkahan are all very experienced in this activity, and they have attended safety training and have SOP. Other activities that can be done other than bird watching, swimming, and other outdoor activities, visitors can also participate with communities that monitor forest with elephants. Visitors will be invited to tour the forest while riding an elephant. To date there are 3 elephants that are kept and used for monitoring. To stay at Tangkahan, there is a community-run ecolodge (bamboo river), equipped with a restaurant that provides a simple local menu, but tasty enough to be enjoyed. The Tangkahan Forest is still part of the Leuser Ecosystem Area. This forest area is one of the original habitat of Sumatran Orangutans. As an orangutan habitat, data explaining the existence of orangutans in this location is still very less. Tangkahan Forest is located in Namo Sialang Village, Sei Serdang District, Langkat Regency, North Sumatra. This area has a vast expanse of tropical rainforests that are vast and rich in biodiversity. Issues in regulatory and policy issues include: commitment and leadership and political will embodied in RPJMD to make the tourism sector a relatively low priority sector, spatial and land use/utilization which often hampers investment in tourism sector and potentially leads to conflict, regulation business licensing in the tourism sector is often a complaint of business actors in the tourism sector because of the process that takes a long time and high cost. In addition, relatively low government funding support for tourism development programs is another issue in the tourism sector. Meanwhile, the problem of limited infrastructure provision includes transportation infrastructure, tourism infrastructure, and technology and information infrastructure. Issues of transportation infrastructure such as the limited infrastructure facilities for airports, ports, railways, and road infrastructure. In terms of tourism infrastructure and information technology, the problems faced include the availability of adequate hotel accommodation, limited transportation facilities, travel agencies, supporting facilities in tourist destinations (availability of clean water, toilets, etc.), limited availability of financial facilities such as ATMs, banking, currency exchange, and limited access to communications facilities, especially in tourist destinations. Human resource aspect problems, such as limited quantity and quality of human resources in tourism sector, opportunity to provide human resource management especially object managed by government institution, public attitudes around tourism object to immigrants as well as in public facility services such as public toilets, drinking water service, and hygiene facilities. Need for rewards and punishment system. Reward is given to local governments who have successfully developed tourism in line with national tourism policy and/or succeeded in making creative breakthroughs to optimize tourism potential in their area. Punishment is given to areas that develop the tourism sector solely for commercial purposes without regard to local wisdom and environmental preservation.

4.3. River Tour Implementation

North Sumatra as an area traversed by Bukit Barisan Mountains is widely flooded by rivers spread across the various districts. The rivers are the Wampu River, the Asahan River, the Sei Bingei River, the Deli River, and other rivers that serve as a tourist destination. The potential of river tourism is a tour of nature baths, arum rafting and
fishing. The most famous tourist destination today is Bukit Lawang and Tangkahan which are both located in the area of Langkat District Government. The diversity of flora and fauna in Bahorok District, is one of the supporters of the increasing interest of foreign tourists visiting Bukit Lawang. In addition to Orang Utans there are some animals that are currently breeding and well preserved. Bukitlawang area has become the Center for Observation Orang Utan Sumatra (Viewing Center) which has become one of the mainstay of tourism in North Sumatra. When the banjir bandang disaster in the area of Bukit Lawang on November 2, 2003, for six months this area was closed for all tourism activities. As a result, local people who rely on their livelihood from the tourism sector are forced to be unemployed. Now after the means of transportation to the Bukit Lawang area has been better than previously estimated the number of foreign and local tourist arrivals in the coming years will continue to grow. In accordance with the vision and mission, the goals and objectives of Langkat Regency, then set policy directions in the field of tourism Langkat Regency as follows:

1. Explore and develop the tourism potential especially in regions with an emphasis on improving tourism facilities and infrastructure.
2. The marketing of the tourism industry with an emphasis on the integration of tourism products and markets, including the development of inter-regional tourism information systems in order to support the strengthening and development of integrated tourism promotion into global markets.
3. Explore, nurture, develop and preserve the value of regional culture rooted in traditional values as well as historical and historical sites.

In addition to river tours located in Langkat, there are also other river tours located in the area of the Regional Government of Serdang Bedagai Regency which is a natural tourism object (bathing nature) that utilizes the beauty of the river. The rivers are rivers located in Kecamatan Kotarih, Silinda Sub-district, Bintang Bayu Sub-district, Dolok Masihul Sub-District, Serbajadi Sub-District, Sipis-pis Sub-District and Dolok Merawan Sub-District. The Government of Serdang Bedagai Regency in terms of maintaining cleanliness, neatness and beauty issued the Regional Regulation of Serdang Bedagai Regency Number 9 Year 2008 About Management of Coastal and River Coastal Objects in Serdang Bedagai Regency. In the regulation to maintain cleanliness, neatness and beauty is contained in Chapter III Article 6 which it contains:

1) Prohibited to build or erect any type of permanent buildings along the river 15 meters from the highest and lowest tide points.
2) Do not open a business or sell along the river 15 meters from the highest and lowest tide points.
3) Prohibited from taking or removing or reducing land and anything that may alter or damage riverbank conditions.

The above regulation is a regulation issued by the Government of Serdang Bedagai Regency so that it applies to all river attractions in Serdang Bedagai. To ensure the implementation of the regulation, in this law is also written how the implementation and supervision contained in Chapter IV Article 7 which its contents are:

1. The implementation of this Regional Regulation shall be conducted in an integrated manner under the coordination of the Regional Head.
2. In certain respects it is deemed necessary that the Regional Head be able to establish an Integrated Issuing and Monitoring Team.

For the effectiveness of the regulation, the Regional Regulation is also set forth in the sanctions contained in Chapter V Article 8. Those who violate the provisions referred to in article 6 of this Regulation shall be subject to the following sanctions:

1. Violation of the provisions of article 6 paragraph (1):
   Sentenced to a criminal penalty of 30 days or a fine of Rp. 10.000.000,-.
2. Violation of the provisions of article 6 paragraph (2):
   Sentenced to a criminal penalty of 30 days or a fine of Rp. 5.000.000,-.
3. Violation of the provisions of article 6 paragraph (3):
   Sentenced to a criminal penalty of 30 days or a fine of Rp. 30.000.000,-.

The implementation of regional regulations has so far been so effective that the locations of the river nature bathing in Serdang Bedagai Regency have reached the target that has been referred to as the diversification of tourism destinations in Serdang Bedagai Regency which previously utilized coastal tourism destinations. So far the natural bathing tours are still managed well by Local Government of Serdang Bedagai Regency which can increase government income through retribution and can prosper the surrounding community with the presence of the tour.

4.4. Implementation of Lake Tourism

The potential of lake tourism in North Sumatra is concentrated on the attractions of Lake Toba in Toba Samosir, Karo, Humbang Hasundutan, Simalungun, and several districts whose territory is surrounded by Lake Toba. To that end, the district governments that are surrounded together make an agreement to protect and develop Lake Toba. To support the above policies, the Government of North Sumatra Province seeks to develop tourism Lake Toba. These efforts can be seen from research conducted by the Research and Development Agency of North Sumatra Province, namely:

1. The importance of regular coordination between the central government, Pempropsu and district governments around Lake Toba to cooperate in empowering the Lake Toba region.
2. The need for commitment, coordination, collaboration and synergy of the Local Government in the area of Lake Toba as facilitators who can move the professionals to manage the tourism of Lake Toba which became the icon of Tourism in North Sumatra. The professionals engaged in the Tourism Industry will be the actors, the manager of Lake Toba becomes the Object of Tourism, and should the tourism industry actors be united in a community or institution, as in Bali with the Bali Tourism Development Board.
3. The need to increase public awareness around Lake Toba area to jointly maintain the preservation of Lake Toba and increase public awareness around Lake Toba area in order to respect and serve the guests.
4. The need to establish an Authorization Agency in the management and empowerment of Lake Toba such as: Asahan Authority and Batam Authority.
5. Consistency of factors that influence the empowerment of tourism sector in Lake Toba area should be implemented properly.
6. The need for structuring and procurement of facilities and infrastructure that support the development of Lake Toba area tourism.
7. The need for local government to make a policy to re-green all the edge of Lake Toba by realizing the movement of a million trees. Similarly, for entrepreneurs who already benefit from the area of Lake Toba, it is appropriate to set aside their profits to help develop tourism in Lake Toba by taking various ways such as participating in road repairs and reforestation.

The absence of awareness and the participation of the people and stakeholders of Lake Toba existence inhibit the development of tourism area of Lake Toba. Several inhibiting factors have also been written by a team of researchers from Baliubang Prov. North Sumatra as listed below:
1. The circumstances surrounding Lake Toba are polluted and threatened with degradation.
2. Forest and mountain areas surrounding Lake Toba increasingly bare.
3. Lake Toba water level that has receded almost four meters and probably more will receding again because of the absence of water retention.
4. Lack of facilities and infrastructure.

Seeing the various shortcomings and weaknesses that exist, it is not impossible the future of natural beauty of Lake Toba as a tourist destination increasingly unattractive for local and foreign tourists. Because, to reap foreign exchange for the country from the tourism sector, not enough just to rely on the beauty of nature and cultural uniqueness only. Improvement and improvement of infrastructure plays an important role to support the beauty of nature, in addition to hospitality and a sense of kinship that can not be forgotten. In addition to Lake Toba tourism, in the Regency of Batubara there is also a lake tour even though the lake is a deliberately created lake. Lake tourism is Lake Lake (Situ) Lake Tador Lake in Sei Suka Subdistrict and Beautiful Reservoir in Kecamatan Air Putih. Both places are currently developed by the Government of Batubara Regency. To realize the development, the Government of Batubara Regency which refers to Regional Regulation No. 9 of 2014 on the Master Plan of Regional Tourism Development Year 2014-2029 seeks various efforts such as:
1. Incorporating a tourism development plan into the Medium Term Development Plan (RPJMD) and the Long Term Development Plan of the Region (RPJMP).
2. The Regional Tourism Development Master Plan (RIPPARDA) is a regional development planning document for a period of 15 years from 2014 to 2029.
3. Establish tourist destinations in which there is Tourism Attractions, Public Facilities, Tourism Facilities, accessibility and interconnected communities and complete the realization of tourism.

4. Build facilities and infrastructure supporting tourism to increase the number of tourist visits.

4.5. Implementation of Coastal/Marine/Coastal Tourism
Coastal tourism destination in North Sumatra is a destination that is not less important with other tourist destinations. Especially when investors start to look at business opportunities in the marine tourism sector. The investors built or packed beach resorts complete with facilities for play rides and various sea food restaurants. One of the beach tourism object that is equipped with the infrastructure is the marine tourism area of Pantai Cermin. Pantai Cermin is a marine tourism object located in Pantai Mirror Pantai Cermin right of Pantai Cermin subdistrict, has a very strategic location with only 30 minutes distance with four wheel drive from Medan city. Cermin Beach Tourism Object is located in the Village of Pantai Cermin Kanan Kecamatan Pantai Cermin was formerly one of the districts included in Deli Serdang Regency. This coastal mirror district has a long coastline of 21 km with very flat ground conditions potential for marine tourism development. Currently, Pantai Cermin sub-district has 5 coastal locations that have been managed, consisting of:
1. Pearl Beach 88
2. Gudang Garam Beach
3. Pantai Pondok Permai
4. Pantai Cermin Theme Park
5. Pantai Kuala Putri

Vision is the articulation of image, values, direction and goals of the organization. Kecamatan Pantai Cermin as the Serdang Bedagai district tool has established a vision that will bring the Coastal Cermin community to exist, anticipative and innovative. The vision of Pantai Cermin District is the realization of Pantai Cermin District as the Prime Subdistrict In Service By Promoting Participatory Development In Toward A Developed and Prosperous Society. To pursue the above objectives, the Government of Serdang Bedagai Regency detects what are the obstacles in implementing these goals for the advancement of tourism Pantai Cermin. In the effort to develop marine tourism object at Pantai Cermin, there are still obstacles in its implementation, such as:
1. The weakness of village regulations and regulations governing the implementation of development causes the lack of awareness of human resources in terms of cleanliness and good service for tourists.
2. Weak human resources in terms of tourism services, such as the provision of tour guides (guide) and the ability to speak English and other foreign languages.
3. Lack of government attention in accommodation management.
4. Lack of supporting infrastructure and damaged road conditions in some lanes.
5. Lack of participation from sponsors or parties concerned.
6. Lack of awareness of the local community about the importance of maintenance of this Cermin Beach attraction.

As in Kuala Putri Beach, Gudang Garam Beach and other tourist beaches there are some food brokers and some wild huts that disturb the comfort and beauty of the beach.
Regional Regulations governing tourism in the Regency of Batubara is the District Regulation of Coal No. 9 of 2014 on the Master Plan of Regional Development of the Year 2014 to 2029. In the Regional Regulation, the focus of marine tourism development in the Regency of Batubara is marine tourism Pulau Salah Namo And Pulau Pandang in Tanjung Tiram Subdistrict, coastal and coastal tourism consisting of Beach History, Flower Beach, Datuk Nature Beach, Beach of Struggle/Jono, Pantai Bunga Laut Indah and Mangrove Forest in Limah Puluh Subdistrict. The policy direction and strategy in the Regional Regulation is for the development of tourist attraction is to strengthen the efforts of managing the potential of coastal and coastal tourism as well as developing new tourist attraction in undeveloped tourism areas such as the Namo Island and Pulau Pandang Island tourist destinations. Efforts made to achieve the above strategy is to build a dock and the provision of transportation modes crossing in the Port of Tanjung Tiram to facilitate the access of tourists to the island of Salah Namo and Pulau Pandang. In addition, road and road transport to coastal and coastal tourism destinations such as Historical Beaches, Flower Beaches, Datuk Nature Coast, Beach of Struggle/Jono, Pantai Bunga Laut Indah Beach and Mangrove Forest in Limah Puluh Subdistrict are also carried out. The development of this infrastructure is a form of implemtation of Article 9 paragraph (4) of the District Regulation of Coal No. 9 of 2014. The above description is an implementation of the planned rules. The above description is the points contained in Articles 13 and 14 of the Regulation of the Regency of Batubara No. 9 of 2014 on the Master Plan of Regional Tourism Development of 2014-2029. Thus it is clear that the rules that have been set for later implemented as an effort to increase government revenue through retribution and can empower the surrounding community for the welfare of the surrounding community.

5. CONCLUSION

Policies are efforts made by the Government to develop tourism in Indonesia. Each region in North Sumatra has different policies in terms of tourism development in their respective regions. However, in each of these policies states that tourism serves to meet the physical, spiritual, and intellectual needs of every tourist with recreation and travel and increase the income of the state to realize the welfare of the people as contained in the Law of the Republic of Indonesia Number 10 Year 2009 Chapter II Article 3 Tourism. Similarly, as contained in the Regulation of the Minister of Culture and Tourism PM. 105/UM.001/ MKP /2010 Concerning First Amendment to the Strategic Plan of the Ministry of Culture and Tourism of the Year 2010-2014. It states that tourism development plays an important role in increasing the absorption of manpower, encouraging equity of business opportunities, promoting equitable distribution of national development, and contributing to the country's foreign exchange revenue resulting from the number of foreign tourists visiting and contributing to poverty alleviation Will improve the welfare of the people. Tourism also plays a role in the effort to improve national identity and encourage public awareness and pride in the natural and cultural richness of the nation by introducing natural and cultural wealth. The success of tourism performance is reflected in the increasing number of tourist movements to the tourist attraction. The number of tourist visits to each tourist area in the area of North Sumatra for each tourist area is uneven. In some areas, there is an increase or decrease in the level of tourist visits. The level of foreign tourist visits to the Province of North Sumatra during the last 4 years from 2011 to 2015 increased every year. Other indicators to measure the success rate of tourism in North Sumatra Province can be seen the occupancy rate of the room and the average length of stay of a guest at a hotel. In 2008 to 2009 there was a decrease in room occupancy rate and average length of stay of hotel guests in North Sumatra Province. This shows that in general, tourists visiting the Province of North Sumatra is still a place of transit to the tourist objects to other areas in North Sumatra such as Lake Toba, Brastagi. Inhibiting factors in the development of tourism business activities in North Sumatra Province can be summed up consisting of the field of promotion, infrastructure and field management of tourism in the province of North Sumatra. The results of interviews that observed the tourist destination information to foreign tourists found that informants said not know with certainty that the Government of North Sumatra Province provide or not information about tourism Province of North Sumatra. Infrastructure in the form of existing facilities and infrastructure in Medan is considered not enough support to make the area as a tourist destination along with the declaration “Visit Medan Year” as the year of tourist visit. Results of respondents also answers about infrastructure in the Province of North Sumatra, many informants stated that traffic in North Sumatra Province is not regular. The city of Medan as the capital of North Sumatra Province (North Sumatra) has a lot of tourism potential but government policy is considered not to have seriousness in managing tourism in North Sumatra Province. Lack of active role of Tourism Office of North Sumatra Province in the preservation of existing tourist attractions proved during this treatment of tourist objects was still greatly reduced. Like the unattended attraction of Medan Zoo (KBM), this zoo has been criticized for not providing proper facilities to accommodate the animals it owns. The most famous attraction of Lake Toba is its natural beauty that has been recognized world. Should be with the natural wealth of Lake Toba if utilized properly will lead to a prosperous life for the people who are in the vicinity, but already hundreds of years Lake Toba existence of people living around it is still in the poor. Environmental issues around the waters of Lake Toba have recently become the agenda and the actual topic. Namely the pollution of lake water, the decrease of lake water discharge and deforestation. Improvement and improvement of infrastructure in the area of Lake Toba plays an important role to support the beauty of nature. The city of Berastagi as the center of Tourism of Karo Regency lies in a strategic position on the main road connecting North Sumatra Province with Parapat (Simalungun) or Taman Faith (Dairi). In the year 2001 until 2015, there was a decrease in the number of tourist arrivals, especially the domestic tourists who are the main consumers of tourism in Karo district. Yet it should be with all the potential that there should be the number of tourist visits can be improved in this area. The decrease of tourist arrivals to Karo Regency, especially Brastagi City, is caused by many damaged roads, especially Medan-
Brastagi, especially around PT Tirta Ceria Sejahtera area and Sembasah tourist area. Pantai Cermin is a marine tourism object located in Pantai Mirror Pantai Cermin right of Pantai Cermin subdistrict, has a very strategic location with only 30 minutes distance with four wheel drive from Medan city. The area of Cermin Beach Tourism Object is located in Pantai Cermin Kanan Village, Pantai Cermin District, formerly one of the districts included in Deli Serdang District. Flora and fauna diversity in Bahorok subdistrict is one of the supporters of the increasing interest of foreign tourists visiting Bukit Lawang. In addition to Orang Utans there are some animals that are currently breeding and well preserved. Bukitlawang area has become the Center for Observation Orang Utan Sumatra (Viewing Center) which has become one of the mainstay of tourism in North Sumatra. The rate of foreign tourist arrivals continued to increase recorded 5,185 tourists (in 2008) and jumped to 8,544 in 2009 and a number of 8,931 foreign tourists in 2010 visited Bukitlawang. The problems that occur in Bukit Lawang is by the number of standing illegal buildings in tourist areas without permission from the government. This proves that people have not realized the importance of the arrangement of the area. As DTW, the area should be well laid out to be attractive and beautiful to be seen by tourists in the country and abroad. North Sumatra Province should have a tourism agenda, such as displaying ethnic art and culture in the city, especially Batak and Malay that can be watched by tourists as well as tourists to Yogyakarta or other areas. If the Government of North Sumatra Province can mepersiapkan all it can not be dipungkiri that the Province of North Sumatra will be a tourist destination for visitors from all over the world. The need for joint commitment from all elements of government, private and public to make tourism in North Sumatra as an asset that has great potential. This means that tourism is considered an asset that can provide many benefits for all parties, for the tourism community can provide opportunities or opportunities to work and strive and can increase the income of the community, for the tourism government can give a very big share of local revenue (PAD) for private tourism is an opportunity to develop a larger business again. Therefore, strong will is needed for North Sumatera Local Government in developing tourism in North Sumatera, so that tourism becomes the main priority in building area because considering the amount of potential and benefits obtained from tourism activities. Tourism development can not be separated from supporting facilities and infrastructure, so the local government is required to pay more attention if you want tourism can be developed and developed. The success of tourism development is determined by several factors, namely the availability of objects and tourist attraction, the accessibility facility is the facilities and infrastructure that allows tourists to visit an area or area of tourism and the availability of amenities that is a means of tourism facilities that can provide convenience services to the community. Therefore, it is very important that facilities and infrastructure support tourism in supporting the success of tourism development, so it is a necessity for the government to provide adequate facilities and infrastructure in the framework of tourism development. The need to improve the quality of human resources and the quality of natural resources. In terms of human resources play an important role in tourism development. An activity without supported by the existence of qualified human resources, it will have many obstacles in the implementation. Conducting promotion of potential tourism objects in North Sumatra, both in the coverage of regional and national and even international. Through promotion then all parties will be able to know what is contained in North Sumatra, especially the potential tourism. It is based on Law no. 9 of 1990 on Tourism in article 3, stated that one of the goals of tourism development is to introduce, utilize, preserve and improve the quality of tourism and tourist attraction through tourism promotion activities. There is a guarantee of security and excellent service to the tourists. To be able to develop the tourism required the existence of its own service management. Tourists are customers who must be served well and satisfactory so they have a distinctive impression and finally have the desire to visit again. Conduct an MOU or a kind of cooperation with both government and non-government agencies, whether located in North Sumatra in or outside of North Sumatra.

REFERENCES


