

Tourism Potential and How About Its Sustainability (Case Study on Sibandang Island)



Dewi Yanti¹, Robert Sibarani^{2*}, Agus Purwoko³, Emrizal⁴

¹ Postgraduate School, Universitas Sumatera Utara, Medan 20155, Indonesia

² Faculty of Cultural Science, Universitas Sumatera Utara, Medan 20155, Indonesia

³ Faculty of Forestry, Universitas Sumatera Utara, Medan 20155, Indonesia

⁴ Postgraduate Program, Politeknik Pariwisata Medan, Medan 20371, Indonesia

Corresponding Author Email: rs.sibarani@usu.ac.id

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ABSTRACT

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Tourism industry is susceptible to significant shocks like the COVID-19 pandemic. Many researchers have highlighted the need to conduct comprehensive studies of COVID-19 and its economic and social consequences. As a result, tackling sustainable tourism is very important because dealing with the impact of the COVID-19 pandemic is part of tackling sustainability. This study aims to analyze the potential and sustainability of tourism on Sibandang Island. This study used qualitative research methods. The research subjects in this study were elements of the local community: North Tapanuli Regency Tourism Office, Village Officials, Tourism Awareness Groups (Pokdarwis) and local communities. Overall, the tourism potential on Sibandang Island is excellent. However, stakeholders need to manage the island so that it is feasible and able to provide a quality travel experience for tourists. Furthermore, to maintain Sibandang Island, it is necessary to apply the concept of sustainable tourism so that tourism can still positively impact the community's economy, protect the environment around Sibandang Island, and preserve the existing culture. Thus, tourism on Sibandang Island can still be enjoyed by the next generation and still exists.

1. INTRODUCTION

Tourism industry is susceptible to significant shocks like the COVID-19 pandemic, in other words, tourism in particular vulnerable to measures to fight the pandemic due to limited mobility and social distancing [1]. One of the possible solutions the tourism industry can find to help with the current crisis due to COVID-19 could come from Sustainable Tourism. Finding solutions is more than necessary in countries where industry plays an essential role in the economy [2]. COVID-19 has had a devastating impact on the livelihoods and economies of people around the world. Social, economic, religious, and cultural activities have been disrupted during this epidemic. As a result, many researchers have highlighted the need to conduct comprehensive studies of COVID-19 and its economic and social consequences. As a result, tackling sustainable tourism is very important because dealing with the impact of the COVID-19 pandemic is part of tackling sustainability [3]. Over the years, sustainable tourism management has challenged residents and tourists alike. There has been a radical change in the perception of local people's tourism, and mass tourism has become a local political issue. This can also be noticed in the appearance of the terms of tourism-phobia and overtourism, which have evolved from the evolution of unsustainable mass tourism practices. Tourism-phobia of social indulgence that arises in response to tourism pressures. Overtourism is defined by the United Nations World Tourism Organization (UNWTO) as the impact of tourism on a destination that excessively affects residents' perceptions of the quality of life of residents and the quality of

the visitor experience in a negative way. If steps are not taken in tourism, environmental problems will be encountered, impacting both the local population and negatively travelers. In the announcement, UNWTO stated, "tourism will only be sustainable if it is developed and managed with visitors and local communities in mind." As can be seen, protecting nature, historical and cultural resources, and long-term development in tourism is essential for all countries. Therefore, a systematic approach is needed in the design of sustainable tourism development planning [4].

The traditionally-described domains of tourism impacts are economical, sociocultural, and environmental dimensions. The economic effects of tourism include improved tax revenue and personal income, increased standards of living, and more employment opportunities. Tourism development in Indonesia is carried out in an integrated manner through cross-sectoral coordination to achieve maximum success [5]. Tourism development in Indonesia is directed at increasing the role of tourism in economic activities, namely increasing investment in tourism which can create jobs and business opportunities to increase people's income and foreign exchange earnings. In practice, tourism is achieved by a global tourism code of ethics that aims to minimize negative impacts on the environment and culture, maximize benefits in sustainable development, and engage in poverty alleviation. If tourism is not carried out carefully and responsibly, it can negatively impact economically, socially, and among stakeholders. If tourism activities exceed the carrying capacity of tourism, the balance of nature can be disturbed; environmental quality is not the same as before, and local culture and traditions can be

threatened with extinction. The worst condition that can happen is that future generations can no longer use these tourist destinations [6]. Sustainable tourism is a tourism concept that takes into account future economic, social and environmental impacts. Sustainability of tourism is a paradigm that characterizes the future of tourism in various practices such as nature tourism, cultural tourism, ecotourism, village tourism, and tourism involving the community [7]. The Ministry of Tourism and Creative Economy of the Republic of Indonesia stated that the practice of sustainable tourism does not only mean consuming natural and cultural resources but also conserving them. In addition, sustainable tourism aims to distribute benefits to stakeholders and communities [8]. If planned and managed correctly, sustainable tourism can contribute to the achievement of tourism development in Indonesia [9], including poverty reduction, rural development, cultural preservation, gender equality, environmental protection and climate change mitigation. To benefit from this positive relationship, a fair economic transition to low-carbon development that does not affect climate resilience is environmentally friendly, and education and awareness among employers/workers are required. Job creation is one of the main pillars of the transition, and creating environmentally decent jobs has excellent potential in the tourism sector through various environmentally friendly products [10]. Study of sustainable tourism supports the importance of local communities being involved in tourism which is seen as a tool to contribute to community development. Tourism can contribute to the diversification of the local economy and vice versa, can replace the conventional economy, reduce diversity, and promote transformation [11]. The term sustainable development raises the question of how people can move forward now without destroying their capacity to move forward [12]. According to the Minister of Tourism Regulation Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, four main pillars must be considered: sustainable tourism destination management, economic utilization for local communities, preservation of culture and local wisdom, and environmental preservation. However, with the change in the standards and criteria of the Global Sustainable Tourism Council, Indonesia's commitment can be seen in changes and improvements to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations [13]. The tourism industry is overgrowing in the field of information. Thus, research requires large volumes of vital, timely and relevant information to support and assist decision-making. Big data can provide up-to-date and highly informative information about human behavior and activities that enhance the tourism industry. Among the branches of tourism, sustainable tourism has gained traction in recent years. Sustainable tourism achieves economic goals and assesses environmental and social dimensions, focusing on mitigating or remediating environmental, social, and economic impacts. This type of tourism also has an essential role in implementing the 2030 Agenda for the Sustainable Development Goals (SDGs). In particular, it can support all the goals on the agenda because it has a multiplier effect on other sectors. The contribution of sustainable tourism to achieving goals can be direct or indirect, in particular in Goal 8 (on inclusive and sustainable economic growth), Goal 12 (sustainable consumption and production - SCP), and Goal 14 (on sustainable use of the ocean and marine resources) [14].

Theoretical debates about conceptual and sustainable structures have developed according to concepts. So, if the term "sustainability" appears for the problem of using natural resources, this approach overcomes the impact caused by tourists' activity generated in the environment. Sustainable tourism has become awareness of activity previously free from conscience, a route to product development, marketing, and hosting innovation, and a source of new types of destination planning. Sustainable tourism and sustainable research are innovative and proactive [9].

A tourism village is seen as a form of the tourism industry in the form of activities to actualize similar tourist trips, including some activities that appeal to and encourage tourists as consumers to use products from the tourist village or take a tour of the tourist village. A tourist village's main ingredients are manifested in its people's lifestyle and quality of life. Authenticity is also influenced by the rural area's economic, physical and social conditions, such as space, cultural heritage, agricultural activities, landscapes, services, historical and cultural tourism, and unique and exotic regional experiences. Thus, tourism village modelling must continue and develop regional identities or characteristics creatively. Another essential ingredient in efforts to develop a sustainable tourism village is the involvement or participation of the local community, the development of the quality of rural tourism products, and the development of appropriate business groups. Therefore, authenticity will provide competitive benefits for rural tourism products. The main elements of the authenticity of tourism products are original quality, originality, uniqueness, regional characteristics and regional pride embodied in the lifestyle and quality of life of the community, specifically related to the behaviour, integrity, friendliness and sincerity of the people who live and develop into the property of the village community. Therefore, modelling of tourist villages for sustainable rural development must continue to creatively develop new identities or characteristics for villages to meet problem-solving objectives related to the economic crisis of rural areas, increasingly due to various complex forces, which cause both reducing employment opportunities and increasing the wealth of rural communities, one way out that can overcome the crisis is through the development of small-scale tourism village industries so that they can compete and excel in rural area development, and in creating new jobs and improving community welfare [15]. The tourist village is part or the entire rural area which has potential, activity, product, and integrated with accommodation and supporting facilities others for tourism development. Thing above is packaged into a series of products sustainably managed tourism by the local community by reflecting overall atmosphere by highlighting wisdom, authenticity, uniqueness, building architecture, village layout, and so on [16].

Indonesia's nature potential is very diverse, one of which is the natural tourism potential of the provinces in Indonesia. Besides Java and Bali, Sumatera is the main destination that attracts tourists through its natural wealth. Sumatera, especially North Sumatera, is currently developing its natural potential, one of which is Lake Toba which is one of the largest caldera lakes in the world, located in North Sumatera Province, 176 km to the west of Medan. Lake Toba is the largest lake in Indonesia (90 x 30 km²) and is also the largest quaternary volcanic-tectonic caldera (giant volcanic crater) in the world. Lake Toba as a super priority destination for Indonesian tourism has tremendous potentials [17]. This caldera was formed by the collapse process after the eruption

of the ancient Toba supervolcano, then filled with rainwater [18]. One of the weaknesses of the tourism industry sector in North Sumatra is the relatively homogeneous tourism product and inadequate supporting infrastructure. The tourism products provided by each region tend to be the same, the artificial scenic spots provided are relatively not unique, and aspects of local wisdom are neglected in the development of ecotourism [19]. Digital technology in tourism is used to facilitate tourists seamless customer experience in searching for the book and paying for tour services. The team leader of "10 New Balis" project, which focuses on developing 10 destinations in Indonesia that are assigned to be "the next Bali", stated that 50% of foreign tourists that will come to Indonesia would be familiar with the digital world and technology [20].

Sibandang Island in the North Tapanuli Regency is a geosite of the Toba Caldera Geopark, which includes three villages, namely Sibandang village, Papande village, and Sampuran village. These three villages are tourist villages based on the North Tapanuli Regency Regional Regulation Number 03 of 2017 concerning the 2017-2037 North Tapanuli Regency Spatial Plan and are included in the Integrated Tourism Master Plan (ITMP) program for Lake Toba or the Integrated Tourism Master Plan of Lake Toba in 2017-2020. The tourist village on Sibandang Island has an extraordinary natural phenomenon because it is located on Lake Toba and has a cultural heritage that can become a tourist attraction. Several homestays have been established, and the results of community crafts such as ulos are in this village. In addition, this village on Sibandang Island is located in Muara District, which is directly adjacent to the south of Siborong-borong District, which is the location of Silangit International Airport, North Tapanuli Regency, which is the entrance for tourists with the second largest number of foreign tourist arrivals in North Sumatra Province after the International Airport. Kualanam. It is hoped that with the development of a tourist village on the island of Sibandang, local communities can participate together in empowering the tourism potential of their village so that they can increase regional development through tourism activities and use them for community welfare following the direction of national tourism development and can increase the value of Toba Caldera Geopark tourism activities.

Research conducted by Nejati, Mohamed and Omar in 2014 on sustainable tourism has a positive impact on stakeholders in protecting and supporting sustainable tourism. The research also demands sustainable tourism development projects to reduce negative environmental impacts [21]. The study of Lemy et al. [21] research on sustainable tourism in Pontianak shows that the role of stakeholders is needed in supporting sustainable tourism in Pontianak. For sustainable tourism to run effectively, commitment from stakeholders is required [22]. Another research result from Lemy et al. [23] on the development of sustainable tourism in Biak Numfor shows that there is a need for coordination with stakeholders in order to avoid overlapping between regional and central policies. Apparent authority is also needed in destination governance and transparent funding. Overall, it shows that stakeholders have not synergized in developing sustainable tourism. Research conducted by Grilli [6] on sustainable tourism in small islands shows that tourist preferences and values are needed in building and providing opportunities for sustainable tourism. The results of these studies can be used to inform policies and plans for sustainable tourism development in destinations.

Another study that discussed sustainable tourism was conducted by Hsu [22], which showed a relationship between people's attitudes and their participation in supporting sustainable tourism. Another finding from this study is that sustainable tourism on the island should be developed by local communities and involved in making decisions. The government must provide investment and opportunities in the development of sustainable tourism [25]. In addition, regulations or policies on environmental sustainability/conservation must be established. When people preserve the environment and culture, it will bring economic benefits, especially in the context of sustainable tourism. Based on several previous studies, it has been shown that the application of the principles of sustainable tourism is very much needed in the sustainability of tourism development. Sustainable tourism shows that sustainability provides a long-term view of the future that focuses on values and principles for stakeholders to act responsibly and harmoniously in developing sustainable tourism [26]. This study aims to analyze the potential and sustainability of tourism on Sibandang Island. The sustainability of tourism on Sibandang Island is analyzed using indicators from the global sustainable tourism council so that the sustainability of tourism on Sibandang Island can be maintained following the standards owned by global tourism today.

2. LITERATURE REVIEW

Sustainable tourism development is a harmonious relationship between human activities and nature without compromising the prospects of future generations for a better living environment [27]. Sustainable tourism must be achievable on a local, regional, national and global scale. The essential elements discussed in sustainable tourism are the three pillars of economic sustainability, social sustainability and environmental sustainability. Economic sustainability is about generating prosperity at various levels of society and how to address the cost-effectiveness of all economic activities. Economic sustainability can also be identified through profits that can be appropriately used in the long term and reasonably provide socio-economic benefits to all stakeholders. As well as being able to provide decent jobs for the community. For social sustainability, it discusses how to respect human rights and equal opportunities for all communities, obtain opportunities and social services for local communities and reduce poverty. Sustainability in preserving the environment means being able to preserve and manage non-renewable resources. Environmental sustainability also refers to the optimal use of environmental resources, which are crucial elements in tourism development, sustaining ecological processes and assisting in conserving natural heritage and biodiversity [28]. Tourism is a resource-intensive industry. Therefore, it needs to be responsible for sustainability on a local and global scale. Sustainable tourism is the main focus in the development of tourism that is integrated with the environment [29]. The success of regional development can be measured through several indicators: availability and sufficiency facilities and infrastructure and service facilities, public health improvement, improved public formal education, increased community productivity, the broad availability of job opportunities, increased income, and people's attitudes and behavior [30].

In the World Environment Protection Strategy, the definition of sustainable development itself is stated as a process of “development that is carried out without spending or destroying resources”. Meanwhile, today’s most widely cited definition of sustainable development is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Sustainable tourism is tourism development that can meet tourists’ and local communities’ current and future needs. The initial approach to analyzing sustainable tourism is identifying the relevant parties and understanding the focus of tourism planning and development. Sustainable tourism has exceptional attention to reducing the negative impacts of natural and cultural tourism activities [31]. For sustainable development to be achieved, it is crucial to harmonize three core elements: economic growth, social inclusion and environmental protection. These elements are interconnected, and all are crucial for the well-being of individuals and societies. The following are indicators of sustainable tourism according to the Global Sustainable Tourism Council [32].

2.1 Sustainable management

2.1.1 Management structure and framework

- Responsibilities of a destination manager: The destination has an organization, department, group or commission responsible for a coordinated approach to sustainable tourism involving the private sector, public sector and civil society. The group can take responsibility and carry out management related to socio-economic, cultural and environmental issues. The group is funded and works with various organizations to manage the destination. The group has a sufficient number of staff, is experienced in sustainability in the tourism sector, and follows sustainability principles and transparency in operations and transactions.
- Destination management strategy and action plan: Destinations create and implement a strategy and action plan in managing destinations for the next few years that are accessible to the public. Destinations are developed by involving stakeholders and based on sustainability principles. The strategy includes identifying and assessing tourism assets and considering socio-economic, cultural and environmental issues. Strategy is linked to broader sustainable development policies and actions at the destination. Destination management strategy and action plan.
- Monitoring reporting: Destinations can implement a system that monitors and responds to socio-economic, cultural and environmental issues and impacts from tourism activities. Actions and results can be monitored, evaluated regularly, and reported to the public. The monitoring system should also be reviewed and reported periodically.

2.1.2 Stakeholder Engagement

- Involvement of business entities and sustainability standards: The destination regularly informs business entities regarding sustainability issues and encourages and supports them in making their operations sustainable. Destinations must also be able to promote sustainability standards, implementation of standards following the GSTC, and GSTC certification schemes for tourism enterprises. The destination must also publish a list of business entities certified sustainably.

- Engagement and feedback from locals: Destinations promote public participation in the planning and management of sustainable destinations. The aspirations, concerns and satisfaction of local communities with tourism sustainability and destination management are monitored regularly and open to the public. The destination has a system in place to increase the local community's understanding of sustainable tourism opportunities and challenges and build community capacity.
- Engagement and feedback from visitors: The destination has a system that can monitor and openly report visitor satisfaction and the sustainability of the visitor's experience. If needed, feedback from visitors should be responded to immediately.
- Promotions and information: Have promotional materials and information for visitors related to the destination, such as products, services and sustainability claims. Messages in marketing and other communications must reflect the destination's values and approach to sustainability and treat local people natural and cultural assets.

2.1.3 Managing pressure and change

- Manage the number and activities of visitors: The destination has a visitor management system that is reviewed regularly. These actions are used to manage the number and activity of visitors.
- Regulatory planning and development control: Destinations have guidelines, regulations and planning policies that control the location and nature of developments that require environmental, economic, and socio-cultural impact analysis and can integrate sustainable land use, construction and demolition designs. The regulations also apply to activities such as rentals and concessions for tourism purposes. Guidelines, regulations and policies are also created with public participation and are widely communicated and enforced.
- Climate change adaptation: Destinations can identify risks and opportunities related to climate change. The climate change adaptation strategy is carried out in the laying, design, development and management of tourism facilities. In addition, information on climate change forecasts and risks related to future conditions is provided to residents, businesses and visitors.
- Risk and crisis management: The destination has a risk reduction, crisis management and emergency response plan appropriate to the destination. The key elements are communicated to residents, visitors and businesses. Procedures and resources are provided to implement the plan and are updated regularly.

2.2 Social and economic sustainability

2.2.1 Delivering local economic benefits

- Measuring the economic contribution of tourism: The direct and indirect economic contribution of tourism to the destination economy is monitored and reported openly to the public. Appropriate measures may include visitor levels, visitor expenditures, employment and investment, as well as evidence of the distribution of economic benefits.
- Job and career opportunities: Destinations encourage and support career opportunities and training in tourism. Business entities in the destination are committed to providing equal opportunities for residents in terms of employment opportunities, training, a safe and comfortable

work environment and equal pay.

- Support local entrepreneurship and fair trade: Destinations encourage tourism spending for the local economy through support for business entities, supply chains and sustainable investments, including handicraft products, arts, food and beverages, agricultural products, etc.

2.2.2 Welfare and social impact:

- Support for the community: Destinations must have a system that enables and encourages businesses, visitors and the public to contribute sustainably and responsibly.
- Prevention of exploitation and discrimination: Destinations must uphold international human rights standards. Have laws, practices and codes of conduct that can prevent and report human trafficking, modern slavery, commercial and sexual exploitation, harassment of any person, LGBT, etc. Such laws and practices can be communicated publicly and enforced.
- Ownership and user rights: Laws and regulations regarding ownership and acquisition rights are documented. Comply with local community rights, ensure public consultation and not allow resettlement without free, prior and informed consent and fair compensation. Laws and regulations also protect users and access rights to resources.
- Safety and security: The destination has a system in place to monitor, prevent and publicly report and respond to crime, safety and health hazards that meet the needs of visitors and residents.
- Access for all: Sites, facilities and services that have important value are open to all, including people with disabilities and special needs.

2.3 Cultural sustainability

2.3.1 Protecting cultural heritage:

- Protection of cultural assets: Destinations are expected to have a policy and system that can be used to evaluate, rehabilitate and conserve cultural assets, including cultural heritage and cultural landscapes.
- Cultural artifacts: Destinations are expected to have laws or policies governing the sale, trade, exhibition and awarding of historical and archaeological artefacts. Laws or policies are enforced and communicated to the public, including tourism businesses and visitors.
- Intangible inheritance: Destinations must be able to protect intangible cultural heritage including traditions, art, music, language, local gastronomy, local identity and uniqueness. The presentation, imitation and interpretation of extant cultures and traditions must be carried out with care and respect by engaging and benefiting the local community and providing visitors with an authentic experience.
- Traditional access: destinations should be able to monitor, protect and, if necessary, rehabilitate or restore local people's access to natural and cultural sites.
- Intellectual property rights: Destinations must be able to have a system in place to contribute to the protection and preservation of intellectual property rights of communities and individuals
- Management of visitors to cultural sites: The destination must have a system in place to manage visitors from within and around the cultural site, which considers the characteristics, capacities and sensitivities in optimizing the flow of visitors and minimizing negative impacts. In addition, guidance for visitors to sensitive types of tourism

should be provided.

- Site interpretation: Accurate interpretation materials informing the importance of the cultural and natural aspects of the sites visited should be provided to visitors. The information provided must be culturally appropriate, co-developed with the community and the host and communicated using a language spoken by visitors and residents.

2.4 Environmental sustainability

2.4.1 Natural heritage conservation:

- Sensitive environmental protection: Destinations should have a system in place to monitor, measure and respond to the impact of tourism on the natural environment, conserve ecosystems, habitats and species, and prevent the entry and spread of alien species.
- Management of visitors on natural sites: Destinations have a system for managing visitors in and around natural sites that considers nature's characteristics, capacities and sensitivities. Destinations should also seek to optimize visitor movement on the site made available to visitors, travel operators and guides before and during their visit.
- Interaction with wild life: destinations are expected to have a system to ensure compliance with local, national and international regulations and standards in interacting with wildlife.
- Exploitation on species and animal welfare: Destinations can ensure compliance with local, national and international laws and standards that seek to ensure animal welfare and species conservation. It also includes the harvesting, catching, trade, exhibition and sale of wild species. It is not allowed to capture wild or crossed species except with people with the appropriate authority and equipment previously regulated.

2.4.2 Resource management:

- Energy conservation: Destinations are expected to be able to reduce energy consumption, increase usage efficiency and increase the use of renewable energy. The destination has a system to encourage business entities to measure, monitor, reduce and publicly report their contribution to these targets.
- Water system: Destinations are expected to be able to reduce energy consumption, increase usage efficiency and increase the use of renewable energy. The destination has a system to encourage business entities to measure, monitor, reduce and publicly report their contribution to these targets.
- Water quality: Destinations must assess water quality for drinking, recreational and ecological purposes with standardized standards. Monitoring results are open to the public, and destinations have systems to promptly respond to water quality issues.

2.4.3 Waste and emission management:

- Waste water: Destinations have clear guidelines regarding the maintenance and testing of discharges from latrine tanks and wastewater treatment. The destination ensures that waste is properly handled and can be reused without causing adverse impacts on the local community and environment.
- Solid waste: Destinations can measure and report the waste generated by tourism activities and ways to reduce it.
- Greenhouse gas emissions and climate change mitigation:

The destination has a target to reduce greenhouse gas emissions and implement and report mitigation policies or actions.

- Low impact transportation: The destination aims to reduce transport emissions from travel to the destination. Increased use of low-emission vehicles and sustainability are recommended to reduce air pollution and climate change.
- Light and noise pollution: Destinations have guidelines and regulations to minimize light and noise pollution. Destinations encourage businesses to follow these guidelines and regulations.

3. METHOD

This study used qualitative research methods. Qualitative research aims to explore and understand the meaning of individuals or groups that are considered a social problem with a research process that involves several questions and procedures as well as inductive data analysis. The first step in this research is to conduct an inventory of research that produces empirical data and is relevant to the research. Then, determine the amount of data needed in research, and identify critical issues related to the condition and development of sustainable tourism. This research was also conducted by combining several descriptive-evaluative approaches to obtain accurate and accountable information from interview data and focus group discussions [33]. According to Creswell [34], qualitative research requires data sources and the role of the researcher as a key informant whose job is to collect data in the field. Qualitative research is research that emphasizes understanding problems in social life [35].

The research location is in North Tapanuli Regency, and geographically North Tapanuli Regency is located at an altitude of 300-1500 meters above sea level. The district capital is Tarutung. The boundaries of North Tapanuli Regency are as follows: (1) To the north, it is bordered by Toba Samosir Regency, (2) to the east by Labuhan Batu Regency, (3) to the South by South Tapanuli Regency, (4) to the west by the Regency of North Tapanuli. North Tapanuli and Central Tapanuli Regencies. North Tapanuli Regency is famous for its beautiful landscape of the valleys, which is commonly called rura in the local language. This is under the contours of the district, which is dominated by sloping hills (25.6%) and steep (44.3%). It is located on a stretch of Bukit Barisan, where 90% of the district is upland (500 - 1500 masl). The location of the North Tapanuli Regency is very strategic because it is located on several cross-countries between districts in North Sumatra Province. The designation for this district is bona pasogit which means hometown. North Tapanuli Regency consists of 15 (fifteen) sub-districts and 241 (two hundred and forty-one) villages. The research will be conducted in the Muara sub-district, one of the sub-districts with tourist villages on Sibandang Island, namely Sibandang village, Papande village and Sampuran village.

In qualitative research, respondents or research subjects are called informants, namely people who provide information about the data that the researcher wants related to the research being carried out. Determination of research subjects is by using purposive sampling technique, namely taking samples based on efforts to achieve research objectives. The sample is selected and is considered to know information and research problems in depth and can be trusted to be a source of data needed by researchers. The research subjects in this study were

elements of the local community: North Tapanuli Regency Tourism Office, Village Officials, Tourism Awareness Groups (Pokdarwis) and local communities. The type of data used in this study is divided into primary and secondary data. This study's primary data were obtained through direct observation and interviews in the tourist village of Sibandang Island, North Tapanuli Regency. Secondary data is data obtained indirectly from the object of research. This secondary data comes from documents related to the Muara-Sibandang geosite tourism village, North Tapanuli Regency, using media such as literature, sources from the internet, books and scientific journals published by various parties. A data source is something that is a source for obtaining data. In this study, researchers used data sources from focus group discussion (FGD) interviews, observations, survey results and documentation to obtain information through written notes, recordings, pictures or the like related to the topic of sustainable tourism on Sibandang Island.

Data collection techniques in this study used several methods, namely interviews, observations, surveys and documentation [36]. Interviews are the primary data collection techniques in qualitative research, namely by interviewing someone or commonly referred to as an informant. Qualitative experts explained that the interview would get results about how the interviewer's feelings, knowledge and perceptions (interviewed) are continuous. The selection of informants is sustainable carried out through the snowball sampling method in a purposive manner until the data collected is considered representative [37]. In this study, interviews were conducted in a structured manner where the interviewer had pre-determined and prepared a set of questions. The key informants in this study were the Tourism Office of North Tapanuli Regency, village officials, tourism awareness groups and local communities. The following are indicators used in assessing sustainable tourism on Sibandang Island (Table 1):

Table 1. Sustainable tourism indicator

1.Sustainable management:	2.Socio-economic sustainability:
a.Management structure and framework	a.Providing local economic benefits
b.Managing pressure and change	b.Welfare and social impact
3.Cultural sustainability:	4.Environmental sustainability:
a.Cultural heritage protections	a.Natural heritage conservation
b.Visiting cultural sites	b.Resource engagement
	c.Waste and emission management

Source: Global Sustainable Tourism Council (2019)

In this study, the researcher used an interactive data analysis model, which suggested that activities in qualitative data analysis were carried out interactively. Data analysis consists of three streams of activities that coincide, namely data reduction, data presentation, and conclusion drawing/verification [38]. Data reduction is made because the data obtained from the field is quite large. For that, it is necessary to record carefully and in detail. As has been stated, the longer the researcher is in the field, the more the amount of data will be complex and complicated. For this reason, it is necessary to conduct data analysis through data reduction immediately. Data reduction is a form of analysis that sharpens, categorizes, directs, discards unnecessary data and organizes data so that conclusions can be drawn and verified.

Thus, the data that has been reduced will provide a clear picture and make it easier for researchers to conduct further data collection and look for it when needed. The next step is to present the data intended to find meaningful patterns and provide the possibility of drawing conclusions and providing actions. In qualitative research, this data can be presented in the form of tables, graphs, pie charts, and the like. Through the presentation of the data, the data is organized and arranged in a relationship pattern so that it will be easier to understand. By displaying the data, it will be easier to understand what happened and plan further work based on what has been understood. The last is concluding/verifying. The third step in qualitative data analysis is concluding/verification. Drawing conclusions is part of a complete configuration activity. The initial conclusions are still tentative and will change if no substantial evidence is found to support the next data collection stage. However, if the conclusions raised early are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions are credible.

The process formed during the preparation of qualitative research describes the researchers' efforts to dig up information, reduce, present, and draw conclusions so that various parties can understand the research results. In the process, researchers with experts carried out consultations and exchanges of ideas. This is done to avoid the subjectivity of the researcher's thinking and achieve the main essence of research, namely objectivity. The validity of the data is fundamental in qualitative research to determine the level of truth of the results obtained. By using the validity of the data, the data obtained in the study will be more consistent and become valid and accountable data. In this study, the data validity technique used triangulation. Triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources [39]. The value of the data collection technique by triangulation is to determine whether the data obtained is convergent (extensive), inconsistent or contradictory. Therefore, triangulation techniques in data collection will make the data obtained more consistent, complete, and confident. In this study, researchers used source triangulation. Source triangulation means getting data from different sources with the same technique. This study verifies the results of in-depth interviews and focuses on group discussions with the results of observations and documentation carried out to obtain valid data. Overall, data analysis begins with the data collection process. Then proceed with the presentation of the data. Then proceed with data reduction. The last one is concluding [40].

4. ANALYSIS AND FINDING

North Tapanuli Regency, one of the regencies in North Sumatra Province, is located in the highlands of North Sumatra and at an altitude between 300-1500 meters above sea level. Based on topographic conditions and land contours for districts/cities in North Sumatra Province, North Tapanuli Regency has the characteristics of a wavy and hilly area and is part of the Bukit Barisan Mountains and is flanked by 5 (five) regencies, namely, in the north, it borders Toba Samosir Regency, in the east with Labuhan Batu Regency, in the south with South Tapanuli Regency, in the west with Central Tapanuli Regency and North Tapanuli Regency. This district is famous for its soil fertility and natural beauty. This follows

the contours of the district, which is dominated by sloping hills (25.6%) and steep (44.3%), with 90% of the district area being highlands (500 - 1500 masl). The location of the North Tapanuli Regency is very strategic because it is located on several cross-countries between districts in North Sumatra Province. The designation for this district is *bona pasogit* which means hometown. North Tapanuli Regency consists of 15 (fifteen) sub-districts and 241 (two hundred and forty-one) villages. North Tapanuli Regency is located in the Central Part of North Sumatra, at 1°20' - 2°41' North Latitude and 98°05' - 99°16' East Longitude, located in Muara District. With a land area distribution of 3,793.71 Km² and the waters of Lake Toba of 6.60 Km². Of the 15 sub-districts in North Tapanuli Regency, Garoga District is the sub-district that has the largest area of about 567.58 Km², and the sub-district that has the smallest area is Muara District of about 79.75 Km². The following is a map of the Muara District area with 15 villages. The majority of the people of Muara Subdistrict, North Tapanuli Regency are farmers who rely on agricultural land to support their daily needs and are also ulos weavers. Farmers in Muara Sub-district can carry out planting activities at most only twice a year. This means that the people of Muara Sub-district only get their income twice a year. In addition, the people in Muara District, including ulos weavers, are still constrained in promoting their ulos woven products to the people of North Tapanuli Regency.

The tourism industry is progressively developing as a strong, sustainable development pillar. Several developing and developed countries regard the tourism industry as a source of income because it contributes to foreign exchange growth and job creation. Thus, tourism needs to be managed so that it can continue to have a positive impact on various sectors and run responsibly. Tourism on Sibandang Island, which still has potential, must be analyzed before it is finally developed into a commercial tourist area. Before finally, tourism harms various aspects. The tourist village of Huta Nagodang has several things that can attract tourists. These exciting places and things include views of rice fields, the process of making ulos, and traditional Batak houses. Huta Nagodang Village is bordered by hills with rice fields stretching around it, making this village have a beautiful view for tourists to enjoy, either as an object of photography, healing place, or recreation. In Huta Nagodang Village, several houses still use the original Batak traditional design. In addition, in this village, there is also a center for making Batak ulos. Based on an interview with one of the ulos artisans in Huta Nagodang, it is known that the production of ulos in Huta Nagodang has collaborated with Bank Indonesia. Bank Indonesia helps provide training and funding in developing the business of making traditional Batak ulos. Ulos's work in Huta Nagodang is done using traditional and modern looms. Mothers usually operate traditional looms, and girls usually operate modern tools. It is also known that there are ulos whose threads are colored with natural dyes. One of the natural dyes used is indigo leaves.

The tourist attractions that can be found in Sibandang Village, in particular, are traditional Batak villages that offer tours related to Batak culture and traditional houses. These traditional houses are still in their original form and are estimated to be hundreds of years old. Over time, some materials such as walls, poles, and roofs have been replaced/refurbished but still use the same materials, such as wooden floors/walls and roofs made of fibers. If you look at it from the outside, the front of the Batak traditional house is decorated with typical Batak carvings called *Gorga*, consisting

of 3 colors (white, red, and black) that have meaning. There are also various ornaments of ordinary objects, such as ornaments called Gaja Dompok, Lions, Pane Nabolon, and Dila Paung. According to parents, this ornament is believed to ward off evil spirits who want to enter the house and keep the occupants from being disturbed by occult sciences or causing bad things to the people in the Siallagan Huta. In addition, there are also ornaments symbolizing women's breasts/breasts (Batak language: Bagot or Panusuan or Situngkol Bulusan), as many as four pieces. This ornament symbolizes fertility and wealth, usually placed in the house of the King of the house of benefactors, who like to give help to those in need. Among the traditional Batak houses in Sibandang, there is a relic of the head of Nagari Raja Gukguk's house, which is now used as a historical tour. The house of the first king in Sibandang, the house or head of Nagari Raja Gukguk, is approximately 300 years old. That said, the red color on the carving of the house is human blood or the opponent's paw, which the Nagari Chief Raja Gukguk successfully conquered. Nevertheless, unfortunately, the house lacks maintenance, so it is eaten by termites and has experienced fragility. In Sibandang Village, there is the tomb of King op. Hunsa. This tomb is the tomb of the first king on Sibandang Island, Raja op. Hunsa. This tomb was built in 1850; in his lifetime, King Hunsa ordered his workers to make a tomb so that when he died, that was where he rested; this tomb was made of stone that was cut into the shape of a tomb or stone grave. Op's descendants. King Hunsa buried around this tomb is op. Sutan Dopa and op. Harangan was the first Nagari Head after the independence of the Republic of Indonesia. Furthermore, between the Port and Sibandang Village, there is a trial stone called the Hundul Stone. Batu Hundul, or local people call it Batu Partungkoan, is the place where a Huta King usually leads the local community trial. The Hundul Stone is made of stone that is shaped like a chair and is 7 in number in a semicircular formation. Sibandang village also has a relic of the only Malay house in Sibandang. Finally, it is Natissuk Peak, the highest place on Sibandang Island, at an altitude of 750m above sea level. From this height, tourists can see the beautiful view of the Toba Caldera from all over the Regency, namely, North Tapanuli, Humbang Hasundutan, Samosir, Toba, and Simalungun. With a slope of 45° along the road to the peak, there will be many fields of residents planted with coffee, cocoa, corn, candlenut, onions, and peanuts. On top of this peak is a pile of stones formerly used as a bonfire by Dutch soldiers celebrating the birth of Princess Juliana.

Sustainable tourism is defined by the UN Environment Program and the UN World Tourism Organization as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, industry, environment and host communities. Thus this concept needs to be applied to all tourist attractions, even those that are only in the form of potential so that planning and managing it does not get out of the context of sustainable tourism. The role of tourist organizations and their management is to create a balance between state, market and society organizations, creating new values through improved services that respect social and economic needs and demands of market and tourists. Visitor management plays an important role in protecting the ecological preservation of protected areas, providing financing and business opportunities, and enabling visitors to gain valuable experience from their visit. In this case, Sibandang Island needs to create a zoning concept and zoning for visitor activities. Besides this, it is necessary to

make regulations related to visitor management and carrying capacity.

The next village that tourists can see on Sibandang Island is Papande Village. The village of Papande has a tourist attraction in making Ulos Harungguan. Ulos making in Papande village is known to be still done using traditional looms made of wood. In the manufacturing process, this ulos is done by local indigenous people from the young to the old. Ulos marketing in Papande Village is known to be done individually or collectively. Collectively, ulos marketing in Papande Village is assisted by BUMDes Jaya Sentosa. BUMDes Jaya Sentosa was established in 2017 in the Papande Village meeting with the tourism village business unit, ulos weaving, and kiosks. Another thing that tourists can enjoy in Papande village is the view of traditional Batak houses that are still relatively well maintained in Papande village. The next village is Sampuran Village. The tourist attraction in Sampuran Village is the Hoda-Hoda cultural performance, a typical Sibandang Island dance. Hoda-Hoda is one of the ancient rituals of the people of Sampuran Village combined with the Mossak dance, a type of martial arts from the land of Batak. The form of the dance is similar to the lumping horse dance. Just like other areas, visitors can also be invited to the manortor. Hoda-Hoda rituals and dances are usually performed during traditional ceremonies and celebrations. Hoda-Hoda attraction performances are also accompanied by typical Batak music, whose musical instruments tourists can see and try to play at Sampuran. Papande Village and Sampuran Village have several things in common that tourists can enjoy: the beautiful view of Lake Toba, orchards of mango, coffee, chocolate, and avocado. According to local village heads, the mango trees on this island are pretty old, at least 100 years old. This is evidenced by the size of the mango tree branches, which are large, tall, and lush to form a canopy layer covering the surrounding area. The activities tourists can do when visiting Sibandang, Papande, and Sampuran villages are relatively the same: fishing in the lake, cycling around the island, photography, and swimming in Lake Toba Toba. The tourist villages of Sibandang, Papande, and Sampuran are on one island. To get to these villages, tourists must cross Lake Toba by ferry for about 10 minutes. There are two ferry ports in Sibandang Village, Sibandang Pier and Pasir Silali. The access road to Sibandang Village is already paved with concrete but needs to be repaired or re-paved. Sibandang village can be reached within 5-10 minutes from the port of Sibandang. In Sibandang Village, there is also a signboard that indicates tourists have arrived at the village and directions to the village. Overall, there are no traffic signs on the road to the villages on Sibandang Island. Public or traditional transportation is also not found on this island. Instead, Island residents use private vehicles as a means of transportation.

Based on observations, several amenities can be found in Huta Nagodang and Muara Villages. In Muara, tourists can stay at the NAM Hotel, Muara Nauli Hotel, Villa Marsaulina, Villa Libra SS, and homestays located on Jalan Lintas Muara and Huta Nagodang Village. In Huta Nagodang Village, there are several homestays that tourists can use as a place to stay. The local government and the community carry out the homestay procurement. This is done through the community giving/leasing their land to the local government to be used as a homestay. The government fulfills the completeness of homestay facilities, and benefits and others are regulated in an agreement agreed by both parties. In Sibandang, Papande, and Sampuran villages, no hotels were found. Homestays are only

available in Sibandang and Papande Villages. According to the Sibandang Village Head, the use of homestays in Sibandang has not been maximized. Because many villagers still think that the homestay built by the government and its facilities are private property. So, when tourists come to stay, they do not open the homestay or use the existing facilities at the homestay. Meanwhile, in Sampuran Village, a guest house was built to avoid conflict with the local community, at the local village head's initiative. This guest house is still under construction at the time of the observation. The guest house is near the village head's office, right on the edge of Lake Toba, and is equipped with cottage/gazebo facilities and a public bathroom. From the interviews with each village head, it is known that Huta Nagodang Village already has Pokdarwis, tourism, and awareness groups. Sibandang village also has a Pokdarwis, but according to the local village head, its implementation has not been maximized, and a membership reshuffle will be carried out. Sampuran village also has Pokdarwis with a complete membership structure, but this village's Pokdarwis are not acting according to the local village head. Meanwhile, Papande Village, according to the village head, does not have Pokdarwis in this village.

Some of the benefits of a citizen-based economy through BUMDes are as follows: First, control and control of assets are in the hands of citizens. This allows direction and social business development orientation that benefits citizens collectively, not limited to individuals. Second, economic growth will be more dominant in the environment, so it is felt that it will bring prosperity together more quickly. This minimizes the potential for economic benefits that are sucked in by forces from outside the village. Third, the ecological aspect will be the primary concern of the residents so that it can prevent various effects other damage, and this will ensure the sustainability of a more sustainable source of livelihood [41]. In managing tourism on Sibandang Island, the community must be equipped with the ability and knowledge about destination governance. This is very much needed as capital in developing sustainable tourism on Sibandang Island. Therefore, there is a need for assistance related to sustainable management. Tourism awareness groups are also needed to manage tourism on Sibandang Island. Not only assistance in managing tourist attractions, but they also need to be assisted in using technology to manage sustainable tourism. From the interviews with each village head, it is known that Huta Nagodang Village already has Pokdarwis, tourism, and awareness groups. Sibandang village also has a Pokdarwis, but according to the local village head, its implementation has not been maximized, and a membership reshuffle will be carried out. Sampuran village also has Pokdarwis with a complete membership structure, but this village's Pokdarwis are not acting according to the local village head. Meanwhile, Papande Village, according to the village head, does not have Pokdarwis in this village. The vital sectors of Tourism today are synchronized with fast-changing technology. Advances in the digital economy in helping to improve tourism innovation with digitalization. Especially for tourist villages in Indonesia, the concept of the digital economy will apply to managing processes from traditional to digital, create innovation as well as direct and connected processes customers and manufacturers [42].

The tourism village was formed to empower the community so that they can play a role as a tourist village direct actors to increase readiness and concern in responding to tourism potential or tourist attraction locations in the community area

and have an awareness of the opportunities and readiness to seize the benefits that can be developed from tourism activities to improve economic welfare public [43]. An increase in number of visitors in a nature tourism area will clearly have a significant impact on the increase in regional income. Another impact of the increase in number of visitors is growth and development of other sectors supporting tourism activities. Sectors that will be affected include industries managed by government and private sectors (community). Communities around natural tourism objects can produce goods and services to complement tourism. With increasing sources of livelihood for the community, the welfare and socio-economic conditions of the community will grow and provide sustainability for the community [44].

Ethical and responsible tourism means considering the consequences of your actions as a tourist on the environment, local people and economy. Some places benefit from tourism; for some communities, the tourist trade is the main source of income and jobs. The Code of Ethics ensures respect and understanding among all people and societies, the sustainable development of tourism, the protection of nature and the environment, the freedom of movement, the rights of tourists and residents, and the rights and obligations of tourism-specific professionals and authorities.

According to UNEP (2011), a green economy is defined as an economic system that aims to increase human well-being without compromising the right of future generations to enjoy natural resources. The draft green economy does not support unlimited economic development but keeps the economy stable and does not threaten the lives of other creatures and the natural environment. There are ten green economy principles. Namely: (1) prioritizing use value, intrinsic value, and quality; (2) following natural flow; (3) understanding the (economic) value of waste; (4) working neatly and diverse function; (5) considering the appropriate scale; (6) fostering Diversity; (7) improve self-ability and organization; (8) promote participation and democracy; (9) innovation on creativity and community development; and (10) paying attention to the role of environmental strategy [45]. People on Sibandang Island generally work as farmers and gardeners. They still have not made tourism one of their sources of livelihood. The community must be supported in managing Sibandang Island so that they can get sustainable benefits from tourism on Sibandang Island. The community also needs to be assisted from the beginning until they can finally manage Sibandang Island and provide sustainable welfare for the people on the island. The community also needs to be given briefings related to making an entrepreneurial product that utilizes agricultural or plantation products on Sibandang Island. Some parties also need to be given briefings related to managing finances. In this way, economic sustainability can also be maintained.

Simply put, sustainability is a business approach to creating long-term value by considering how an area/tourism destination operates in an ecological, social and economic environment. Sustainability is built on the assumption that developing such a strategy promotes longevity for the region/destination. In sustainability, there are ecological aspects that must be considered. Environmental sustainability aims to conserve natural resources and develop alternative energy sources while reducing pollution and environmental damage caused by tourism management. Judging from air pollution, the villages on Sibandang Island are classified as having low air pollution compared to Huta Nagodang Village. This is due to the lack of motorized vehicle activity on

Sibandang Island, so there is not much carbon monoxide from motor vehicle fumes. Likewise, with noise pollution, the villages on Sibandang Island are quieter than the villages of Huta Nagodang. As for water pollution, it is known that the disposal of resident water/waste on Sibandang Island is almost entirely disposed of in Lake Toba. Therefore, there is no further treatment for waste on Sibandang Island. Furthermore, the village waters bordering Lake Toba are overgrown by water hyacinth. Water hyacinth is an indicator plant for water pollution. To determine the level of water pollution in the four villages, further analysis of water content is needed to determine the level of water pollution in the four villages. In terms of soil pollution, it is known that the four villages are not clean because, in some locations, there are still piles of garbage. However, efforts have been made to maintain cleanliness. For example, in Huta Nagodang, many trash cans were found and appealed to the public and tourists to keep the environment clean. Likewise, in the villages of Sibandang, Papande, and Sampuran. Tourism village develops an area in the village without changing elements that already exist. Instead, it tends to develop the the potential of the village by turning existing elements as attributes of tourism products on a small scale into a series of activities or tourism activities. Supposedly, it can provide and fulfill tourist needs, both from the attraction and a supporting facility [46]. Environmental sustainability on Sibandang Island must continue to be considered from the beginning. This potential is managed until later after tourist visits. The nature found on Sibandang Island needs to be maintained to continue in the future.

Development or community empowerment in the tourism the village is known for sustainable tourism. Sustainable tourism is planned and carried out using the concept of stable growth, namely tourism that answers the needs of the the current generation, without depleting the capacity of the next generation, in a way that does not have a negative impact on the environment, economy, and culture of the the community at the tourist destination. Furthermore, the indicators developed by the Government of the Republic of Indonesia regarding sustainable tourism development are as follows: 1. Awareness of responsibility to the environment, that sustainable tourism development strategies must place tourism in various green industries, which are the responsibility of the Government, the tourism industry, the community, and tourists. In this case, the government must make policies in managing tourism on Sibandang Island so that it does not damage the existing nature and culture. The government must also periodically monitor and evaluate the policies that have been made. Local communities also need to be provided with understanding and provision in managing natural, cultural and environmental sustainability through related training and outreach. The people who participate must also be selected so that they actually achieve the target and can directly apply it to the management and development of tourism on Sibandang Island. 2. Increasing the role of local governments in tourism development. In developing the potential for sustainable tourism on Sibandang Island, all stakeholders need to know their role so that all plans for managing and developing Sibandang Island are on target and can provide quality tourism for Sibandang Island. 3. The stability or empowerment of the tourism industry must be able to create tourism products that can compete internationally and can prosper the community in tourist destinations. In this case, the tourism manager on Sibandang Island needs to study what tourism activities will be enjoyed by visitors. Managers must review natural, cultural

and artificial tourism products that visitors can enjoy. 4. The creation of partnerships and community participation in tourism development aims to eliminate or minimize differences in the level of welfare of tourists and the community in tourist destinations to avoid conflicts and domination of each other. In this case, the community needs to be periodically socialized on various things that support tourism development on Sibandang Island, such as providing good service for tourists, making food and beverage products on Sibandang Island that can support tourist activities, managing tourism products, guiding guests and so on.

The three pillars of sustainable tourism are implementing environmentally friendly practices (reduce, reuse, recycle); protecting cultural and natural heritage (restoring historic buildings or saving endangered species); and providing tangible social and economic benefits to local communities. This can be realized if the stakeholders synergize and map the needs and preferences of visitors so that Sibandang Island is ready to receive visits with all its natural and human resources. By mapping the needs and preferences of tourists, Sibandang Island will provide quality services and sustainable tourism.

A tourism village is a cultural product implementation in the tourism industry. It lays on purpose, by interpreting the cultural heritage products at sites might create tourist experience and delivered the understanding of history and real life of community activities. The tourist attractions that can be found in Sibandang Village, in particular, are traditional Batak villages that offer tours related to Batak culture and traditional houses. These traditional houses are still in their original form and are estimated to be hundreds of years old. Over time, some materials such as walls, poles, and roofs have been replaced/refurbished but still use the same materials, such as wooden floors/walls and roofs made of fibers. If you look at it from the outside, the front of the Batak traditional house is decorated with typical Batak carvings called Gorga, consisting of 3 colors (white, red, and black) that have meaning. There are also various ornaments of familiar objects, such as ornaments called Gaja Dompok, Lions, Pane Nabolon, and Dila Paung. According to parents, this ornament is believed to ward off evil spirits who want to enter the house and keep the occupants from being disturbed by occult sciences or causing bad things to the people in the Siallagan Huta. In addition, there are also ornaments symbolizing women's breasts/breasts (Batak language: bagot or panusuan or situngkol Bulusan), as many as four pieces. This ornament symbolizes fertility and wealth, usually placed in the house of the King or the house of benefactors, who like to give help to those in need. Head of Nagari Raja Gukguk. Nevertheless, unfortunately, the house lacks maintenance, so it is eaten by termites and has experienced fragility. In Sibandang Village, there is the tomb of King op. Hunsu. This tomb is the tomb of the first king on Sibandang Island, Raja op. Hunsu. This tomb was built in 1850; in his lifetime, King Hunsu ordered his workers to make a tomb so that when he died, that was where he rested; this tomb was made of stone that was cut into the shape of a tomb or stone grave. Op's descendants. King Hunsu buried around this tomb is op. Sutan Dopa and op. Harangan was the first Nagari Head after the independence of the Republic of Indonesia. Furthermore, between the Port and Sibandang Village, there is a trial stone called the Hundul Stone. Batu Hundul, or what local people call Batu Partungkoan, is where a Huta King usually leads the local community trial. The Hundul Stone is made of stone that is shaped like a chair and is 7 in number in a semicircular formation. Sibandang village

also has a relic of the only Malay house in Sibandang. There are many more cultures that Sibandang Island owns. Stakeholders need to pay attention to and protect this culture. The existing culture needs to be maintained so the next generation can enjoy it. Overall, the tourism potential on Sibandang Island is excellent. However, stakeholders need to manage the island so that it is feasible and able to provide a quality travel experience for tourists. Furthermore, to maintain Sibandang Island, it is necessary to apply the concept of sustainable tourism so that tourism can still positively impact the community's economy, protect the environment around Sibandang Island, and preserve the existing culture. Thus, tourism on Sibandang Island can still be enjoyed by the next generation and still exists. When planned and managed responsibly, the tourism potential of Sibandang Island will demonstrate its ability to support job creation, promote inclusive social integration, protect natural and cultural heritage, sell biodiversity, produce sustainable products and improve human welfare on Sibandang Island. The indicators owned by the GSTC can measure sustainable tourism on Sibandang Island. This indicator system covers relevant areas of sustainability management in tourism, such as economic benefits, employment, seasonality, accessibility, stress, the satisfaction of tourists and residents, environmental management and water, energy and waste management. All stakeholders must conduct this evaluation to see whether sustainable tourism on Sibandang Island can be implemented or if it is just a potential with no sustainability.

5. CONCLUSIONS

The community must be supported in managing Sibandang Island so that they can get sustainable benefits from tourism on Sibandang Island. The community also needs to be assisted from the beginning until they can finally manage Sibandang Island and provide sustainable welfare for the people on the island. The community also needs to be given briefings related to making an entrepreneurial product that utilizes agricultural or plantation products on Sibandang Island. Some parties also need to be given briefings related to managing finances. In this way, economic sustainability can also be maintained. Environmental sustainability on Sibandang Island must continue to be considered from the beginning. This potential is managed until later after tourist visits. The nature found on Sibandang Island needs to be maintained to continue in the future. There are many more cultures that Sibandang Island owns. Stakeholders need to pay attention to and protect this culture. The existing culture needs to be maintained so the next generation can enjoy it. Overall, the tourism potential on Sibandang Island is excellent. However, stakeholders need to manage the island so that it is feasible and able to provide a quality travel experience for tourists. Furthermore, to maintain Sibandang Island, it is necessary to apply the concept of sustainable tourism so that tourism can still positively impact the community's economy, protect the environment around Sibandang Island, and preserve the existing culture. Thus tourism on Sibandang Island can still be enjoyed by the next generation and still exists.

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