



A Brief History of Lake Toba

Toba Caldera is a world's geological heritage created as a result of a supervolcanic eruption (Mount Toba) that occurred around 74,000 years ago. This massive eruption left behind a large caldera, which has evolved to become a volcanic lake, stretching almost 100 kilometers long and 30 kilometers wide in 7 regencies of North Sumatra. In the middle of the lake lies the island of Samosir, covering an area of 640 square kilometers that was formed through a geological process of Toba Caldera.

As a tourist destination, Lake Toba has numerous attractions for visitors to enjoy, such as sunrise and sunset hunting at Tarabunga Hill in Balige. Visitors can also challenge the 5-hour trekking to Pusuk Buhit Hill—believed to be the place of origin of Batak people—and the alluring landscape of Toba Caldera. The diversity of Batak cultures adds to the list of its attractions. Visitors can, for example, buy some ulos (traditional Batakese cloth) in Lumban Suhi-Suhi Village, enjoy the freshness of Situmurun Waterfall, or further learn the culture of Batak in Ambarita Village. Lake Toba is truly one of the most remarkable natural wonders of the world where tourist can come and sit back, relax, and absorb beautiful pristine scenery.



Lake Toba Tourism Authority

In the 2016 Cabinet Meeting, President Joko Widodo declared tourism as the leading sector, and hence encouraged the involvement and support from all Ministries. As a follow-up, Lake Toba Tourism Authority was established based on Presidential Decree No. 49 of 2016. Lake Toba Tourism Authority is a professionally-managed public service agency that synchronizes and coordinates all stakeholders associated with investments and businesses in the tourism industry including the local government, central government, and community, in order to reach the target of 1 million international visitors in 2019.

The agency has the following main tasks:

1. To facilitate the coordination, synchronization, planning and development of Lake Toba tourism destination.
2. To plan, develop, and manage the designated development area.
3. To promote tourism in Lake Toba.



The New Chapter of Lake Toba

The tourism development in Lake Toba will be centralized in the Lake Toba Authoritative Zone, a 386.72-hectare area integrated for tourism purposes. This development area is expected to establish and maintain the strong interconnection between privately-owned public spaces and the surrounding ecosystem. The development masterplan is designed to maintain the diversity of landscape characteristics of the surrounding villages, farming and plantation resources, and natural landscape of the forests; all of which are the potentials for developing tourism activities. Additionally, this tourism area prioritizes the cultural assets and local wisdom of Batak society as the potential areas for cultural tourism and knowledge resources. Furthermore, it will play a strategic function and role to preserve and utilize cultural assets, including historical and archaeological aspects.

The magnificent landscape and remarkably-diverse cultures in Lake Toba, along with its clean air and cool microclimate almost all year long become the main elements of development of Lake Toba Authoritative Zone, in order to become a major international tourist destination. To this end, all accesses to and from Lake Toba will be optimized and the facilities will be improved. In terms of amenities, this zone will become an integrated tourism area that is expected to provide all the tourists' needs. All foreseen developments will always embrace local cultures and communities, consider and maintain green spaces, and continuously support and improve local economy via tourism and agribusiness. The end goal is to strive towards fulfilling Sustainable Development Goals (SDGs) to ensure the livability of planet Earth.

Lake Toba Authoritative Zone is accessible through several routes. From Medan City or Kualanamu Airport, for example, visitors can reach this zone by driving for 3.5-4 hours; from Silangit Airport, this zone can be reached in 1.5 hours of driving; and from Sibisa Airport, the trip takes about 10 minutes of driving. Additionally, visitors can also visit the zone by water from the pier located in Sigapiton Village. Lake Toba Tourism Authority understood the importance of having good accessibility and will continue to pay close attention to entry access to ease tourists in reaching this destination comfortably.



Strategic Development Plan of Lake Toba Authoritative Zone

The government, via the Lake Toba Tourism Authority, is currently performing the first phase of development on the area of 386.72 hectares. Lake Toba Authoritative Zone is planned to have a spatial-thematic concept that will be divided into three zones: North Ridge, Central Village, and South Ridge. This is in accordance with the direction of development based on Landscape Scenery and cultural diversity. Each zone will have its own unique facilities that make them exciting to explore by both domestic and foreign tourists.

The strategy of improving attractions and amenities must certainly be supported by better accessibilities too. Hence, the Lake Toba Tourism Authority also prioritizes in developing connectivity to the region. While roads to the area are being constructed, the runway of Sibisa Airport will be upgraded to contain private jets in small and medium sizes.

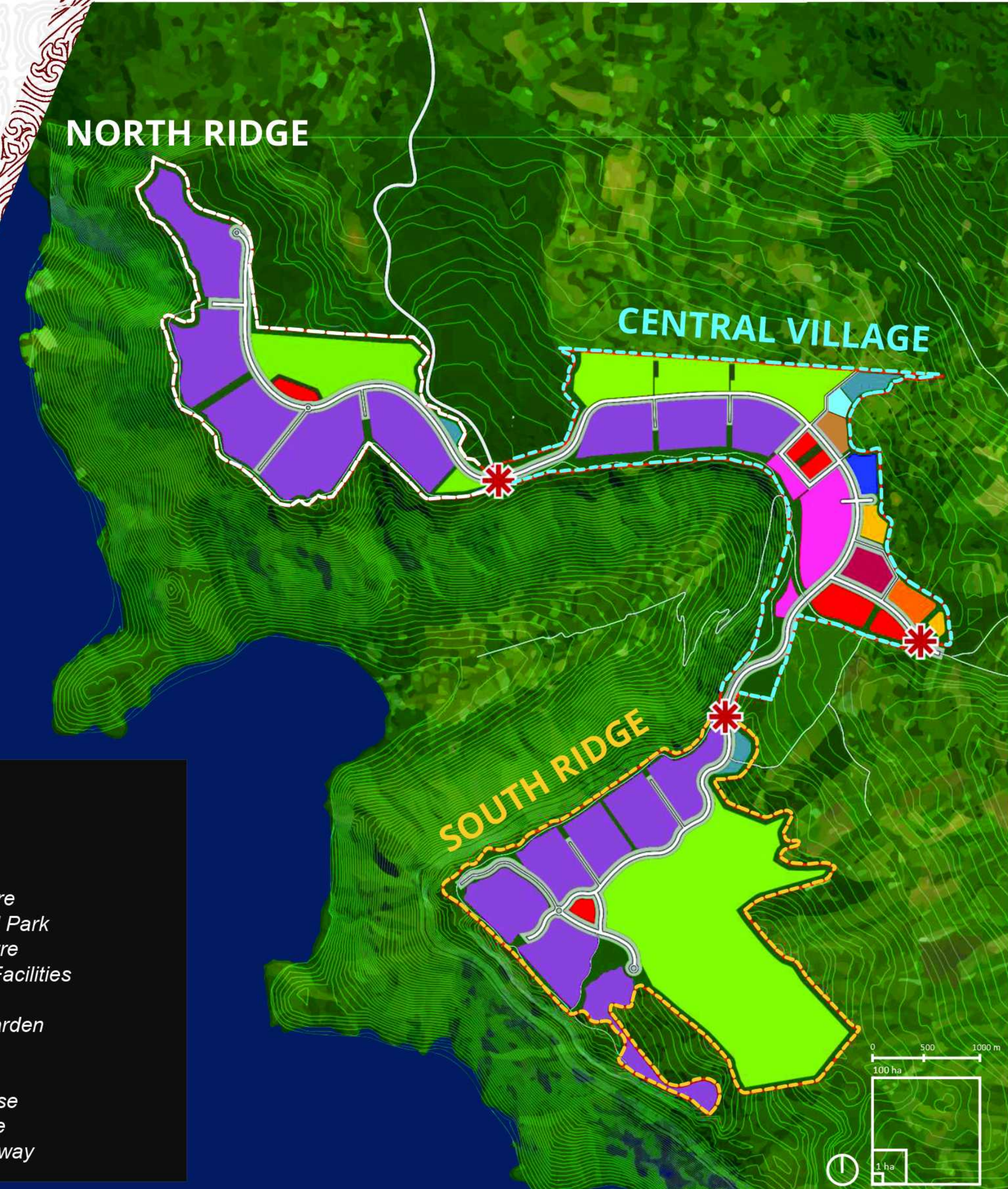
A total of 3,000 rooms will be provided in hotels and resorts with luxurious, 5-star facilities and services. This exclusive area will also provide a tourism school, a hospital, and a large-scale MICE facility to host international meetings and conferences. In addition, most of the area will be designated for Green Destination that includes a Botanical Garden, an Eco Park, a Pine Forest Trail, Agro-Tourism, and 18-holes Golf Course.

This physical infrastructure development, however, is also followed by developments in human resources and native cultures. The Lake Toba Tourism Authority fully realizes and understands the importance of having high-quality human resources that can optimally support the massive growth in the tourism sector. This has been implemented, among others, by providing scholarships to outstanding students and giving a full support to the best and high-achieving actors in the tourism industry by sending them to attend international trainings.

For local communities, the Lake Toba Tourism Authority also consistently provides English trainings in order to improve their competence.

Upon the completion of this development, Lake Toba Authoritative Zone is expected to be an integrated tourism area that can compete against other world-class tourism areas and offers unforgettable experience to visitors.

The development of the Lake Toba Authoritative Zone is expected to contribute significantly to regional income, increase foreign exchange reserves, expand employment opportunities and strengthen tourism competitiveness by attracting domestic and international tourists in the near future.



Legenda	
■	Hospitality
■	MICE
■	Commercial
■	UMKM Centre
■	Geo Cultural Park
■	Culture Centre
■	Supporting Facilities
■	Healthcare
■	Botanical Garden
■	Agro Farm
■	Golf Area
■	Back of House
■	Green Space
✳	District Gateway