



**Tourism Attraction: Influence of planning, policies, stakeholders
to tourism development survey in Toba Regency Samosir**

**UNDERGRADUATE THESIS (BY COURSE)
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis (S.A.B)**

By:

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**FACULTY OF BUSINESS STUDY PROGRAM
BUSINESS ADMINISTRATION
CIKARANG
JULY , 2023**

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The Panel of Examiners declare that the undergraduate thesis entitled “**Tourism Attraction: Influence of planning, policies, stakeholders to tourism development survey in Toba Regency Samosir**” that was submitted by Agnes Sisilia Lumban Raja majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examination on 26 July 2023

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A handwritten signature in blue ink, enclosed within a rectangular border. The signature is stylized and appears to read 'Felix Goenadhi'.

Felix Goenadhi, S. Psi., M. Par.

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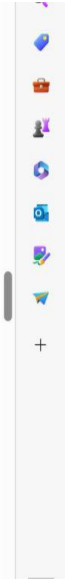
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ABSTRACT

Indonesia, a Southeast Asian country with a large population and diverse ethnic and cultural backgrounds, faces challenges from tourism. Environmental issues like garbage, water pollution, and natural disasters can harm ecosystems and tourist attraction. To address these issues, conservation measures and long-term management are crucial. Researchers used quantitative research methods, such as questionnaires and social media, to analyze the socio-demographic questionnaire on Lake Toba. The study found that program planning and stakeholders significantly impact tourism development.

Key word: Tourism Attraction, Program Planning, Stakeholders, Tourism Development.

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