

Tourism Entrepreneurship Opportunities In Indonesia's Cultural And Natural Tourism

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Abstract

Indonesia has considerably rich natural and cultural tourism destinations, including Samosir Island. This island, situated at the centre of Lake Toba, is recognized as the backbone of tourism growth in Lake Toba areas due to the regular tourist arrival increase and the abundance of tourist attractions. The local government continues to enhance tourism sustainability by optimizing tourism entrepreneurship, identifying and exploiting business opportunities. In this sense, recognition of opportunities comes first before business exploitation. However, little attention has been given to this pathway. Hence, this study was conducted to identify the tourism business opportunities that can be opened and developed in this regency. To better understand the study's aim, the descriptive qualitative approach was conducted by interviewing the head of the tourism business of the regency tourism and culture office. The results showed that a wide range of opportunities related to tourism entrepreneurship in this regency could be developed, such as food and beverage, accommodation, tourism attractions, transportation, souvenir business, entertainment and recreation business, MICE business, tour guides and travel, and wellness treatment business. Of all enterprises mentioned, the food & beverage business and souvenir centres are considerable potentials to develop as only small numbers of firms that meet the tourists' preferences and standards are currently found on this island. The study recommendation can help the local authorities in designing policies for the development of tourism entrepreneurship and the tourism industry. However, there are some limitations of the study which can be the impetus for future research,

namely the scope of the study is only in Samosir Island, without covering other areas in Lake Toba and the authors identified tourism business opportunities from the perspective of local government, without covering the perspectives from the other related stakeholders.

Index Terms: natural and cultural tourism, stakeholders, tourist arrival increase, tourism entrepreneurship opportunities, tourism growth.

I. INTRODUCTION

Samosir Island, situated at the centre of the Lake Toba, is one of eight regencies in Lake Toba area [14]. This island is popular with a magnificent tourism destination with the unique natural and cultural tourism for tourists who want to seek the beauty of the lake and get to experience the Batak culture in North Sumatera. Furthermore, this regency is the backbone of tourism growth to Lake Toba and the focus of the destination redevelopment as shown by some indicators, namely the increased number of tourist visits. Based on the data from Regency Statistics during 2015-2019, the number of tourists visits to this regency tends to increase from year to year with a percentage average of 11%. In addition, based on the data [11], the majority of tourist arrivals to the regencies in Lake Toba from 2016-2018 is in Samosir Regency with the percentage of foreign tourist arrivals 53,01% and domestic tourists 35,29%. The positive trend of tourist arrivals and the development of Samosir as the vital tourism for Lake Toba super-priority destination offer promising entrepreneurial opportunities for economic and tourism development globally [24] as the tourism owners ventured to supply leisure and recreational chances for tourists such as restaurants, hotel, entertaining supports providing them various types of products and services [6].

The local government continues to improve the quality and quantity of tourism as shown in the government mission, which is optimizing the potential of regional resources (agriculture and tourism) based on community empowerment and environmental sustainability [17]. The local government is expected to capture the available opportunities to cover numerous local tourism development concepts, including collaborating with local, national, and international entrepreneurs. In this sense, the government must ensure the prospects for investment which present a wide range of business opportunities on this island. Looking at the success of Bali as the most popular tourist destination in Indonesia, the government and the community in Bali have employed the principles of sustainable tourism development [28], one of which is mapping the potential in Bali that can spur the investment for business opportunities. This principle can be employed by the government in planning strategies for tourism development. Like Bali, Samosir Island is legendary for its wealth of natural beauty and culture; this island is potential and fertile for tourism entrepreneurship to be the target of business entrepreneurs. Regarding opportunity recognition as the process of

entrepreneurship [25], it is clearly understood that recognition of tourism business opportunities is an essential strategy to develop tourism development that brings a positive experience for all relevant stakeholders. However, little pieces of literature have explored tourism entrepreneurship opportunities in tourist destinations. Moreover, no study yet to the best authors' knowledge has analyzed the opportunities for tourism entrepreneurship in Samosir Island.

To address the knowledge gap mentioned, this paper aims to analyze the tourism entrepreneurship opportunities in the tourist destinations located in the Samosir Regency. The authors descriptively presented the findings based on the tourism business addressed in [19] regarding the standard of tourism business in Samosir. In this study, the authors collected data based on the government's perspective because the government is the stakeholder that understand the situations of the regency, and mapping the opportunities of tourism business is required as their initial step to designing the tourism development planning. Thus, this study contributes as a reference to the pertinent stakeholders to increase the possibility for private investment and business entry in this regency. Also, the insights of the research can help the government design the developing strategies and plans to increase tourism in this regency.

II. LITERATURE REVIEW

A. Entrepreneurship

Despite the number of past studies of entrepreneurship, the convergent theory of entrepreneurship has never emerged [20]. Although it involves various definitions, perspectives and disciplines, at least three views of entrepreneurship can be grouped [1]. Firstly, the innovation-based perspective on entrepreneurship is relevant to the work of [23]. He claimed that entrepreneurs looking for profits must be innovators who combine resources in new ways to create innovations and introduce them to the markets. Secondly, the business formation view perceives entrepreneurship as creating new businesses [9]. Thirdly, the opportunity-based perspective is the emphasis on the pursuit of discovery and exploitation of business opportunities [25]. Opportunities are viewed as recognition, discovery, creation, and exploitation to bring products and services to the market through the exploitation of new business and existing firms [32]. The expansion of entrepreneurship has led to the broadening of studies on entrepreneurship to several new subtopics, such as tourism entrepreneurship [31].

Tourism is an economic sector requiring a high degree of entrepreneurial activities and contributions [13]. Its development provides an avenue for holistic economic growth and a boost for local entrepreneurship [2]. Thus, encouraging sustainable entrepreneurship and tourism development has emerged for policy support in both emerged and emerging countries. For instance, the study by [33] found the impact of policy support for tourism in Bali, Indonesia. The result shows that the tourism policy has

made the tourism business grow rapidly, and this sector has developed into the core income for the Bali population. Recently, the government of Indonesia, through the Ministry of Tourism and Creative Economy, continues to promote tourism development and tourism businesses as these two sectors are interrelated and have an essential role in Indonesia's economic growth. Hence, many related policies and programs have been developed to support tourism businesses through product value and selling power [12].

B. Tourism Entrepreneurship Types

Tourism entrepreneurship refers to various activities relevant to the tourism and hospitality sectors designed for the effective and beneficial interaction of demand for and supply of tourism products by venturing into operating a legal enterprise [3]. The entrepreneurial activities in tourism involve various tourism enterprises as [26] described, the tourism enterprise is a composition of products covering accommodation, transportation, entertainment, food and beverage, and other facilities and services. The following are the types of tourism enterprises specifically in Samosir Regency based on [19] regarding tourism business standards in Samosir Regency as shown in this following Table 1:

Table 1 Types of tourism entrepreneurship standards in Samosir Regency

No	Business Type	Concept	Form
1.	Tourism attraction	activities utilizing uniqueness, beauty from nature and culture owned by the community for tourist visits.	hot springs, museum, customary environment, pilgrimage attractions, agrotourism, tourism of river, lake.
2.	Tourism area business	area development activities to meet tourism demands in accordance with the regulations.	management of tourist areas, and management of Pusuk Buhit post.
3.	Tourist transportation service	the business of providing transportation for tourism needs and activities, not public transportation.	car tours, tourist buses, motorbike tours tourism pedicabs, and bicycle tours.
4.	Tour travel service	a business arranging vacation or travel packages, travel reservations	organizing tour travel agents
5.	Food and beverage service	the business of providing food and beverages equipped with tools and equipment for the process of making, storing and/or serving them	restaurants, café, catering, food sales centre, bar, cake and bakery shop and other similar business.

N o	Business Type	Concept	Form
6.	Accommodation business	the business of providing lodging services for tourists which can be complemented by other tourism services	hotel, villa, homestay, guest house and other commercial accommodations.
7.	Entertainment and recreation business	the organizing business in the forms of performing arts business, game, karaoke and other activities	fitness centre, art gallery, recreational park, sport recreation area.
8.	MICE	the business tourism is the tourism provision designed for huge groups of people for certain purposes, in the forms of meetings, incentive travels, conference, and exhibition	Event organizer
9.	Tourism information service business	the business of providing information, disseminating and utilizing tourism information.	Tourist information centre
10.	Tourism consulting service business	a business providing advice and recommendations regarding feasibility studies, planning, business management, research, and marketing in the field of tourism.	Tourist consulting centre
11.	Tour guide service business	a business of supplying and/or coordinating tour guides to meet the needs of tourists and/or the needs of travel agents	Museum guide, freelance guide, adventure guide, nature guide.
12.	Wellness Business	a treatment business that provides services using a combination of water therapy, aroma therapy, massage, spices, healthy food/beverage services, and physical activity with the aim of balancing the body and mind.	SPA, body massage, reflexology

III. METHODOLOGY

To obtain a deeper understanding of the tourism business opportunities in Samosir Regency, the authors employed a qualitative approach to provide information related to the study's aim. Further, a literature review was conducted that acts as a secondary source to add information on tourism entrepreneurship. The primary data were collected using an in-depth interview with the representative government acting as the head of tourism business and collaboration in the regency's tourism and culture office. The participant selection process was in line with [10] guidance, where only a related participant is eligibly chosen. Thus, the participant selection considers that the participant is the key person in the tourism and culture office that understands and is directly involved in the tourism business.

The interview, conducted in March 2023, employed the guidance of [19] regarding tourism business standards in Samosir Regency. The interview guide allows the writers to determine the critical topic and the arrangement of the questions during the interview session and grants consistency [27]. The interview, lasting 90 minutes, was tape-recorded with a short-hand note and immediately transcribed. Then, the notes and transcribed scripts were compared to check the consistency. To verify and add relevant information, the authors reviewed documents from government office and internet sources. Finally, the transcribed scripts were read several times to get an entire understanding [30], analyzed the opportunities of the tourism business, and described each type aforementioned in the findings and discussion section.

IV. FINDINGS

Samosir Island is regarded as unique because it is located in the middle of Lake Toba, which is familiar with its natural beauty and cultural heritage and attracts considerable attention from domestic and international tourists. The government of this regency remains improving the quality and quantity of tourism through optimizing tourism entrepreneurship which is scholarly defined as the recognition and exploitation of business opportunities. Thus, mapping the relevant opportunities is an important pathway to conduct in designing the concept of sustainable tourism. The following are the opportunity descriptions of tourism entrepreneurship in Samosir, compiled based on the interview with the head of tourism business and cooperation of the regency culture and tourism office and the relevant tourism documents.

1) Food and Beverage (F&B) Business

This business is considered a basic need for tourist consumption during travelling and a crucial element of local culture [15]. Furthermore, the shift in tourist demands has encouraged innovation in culinary literacy [16]. Thus, identifying the culinary tourism business potential offering products according to tourist preferences is of great importance.

Based on the perspective of local government, the potentials of venturing tourism business are considerably high, as shown by several indicators: firstly,

only a few culinary businesses are serving qualified standards. Based on the data from the regency tourism office as cited in [17], the total number of culinary businesses in 2021 is 870 business units, including restaurants, cafes, and food street stores. However, only a few of the extant businesses uphold the high standard quality of cleanliness, food consistency, and uniqueness, as claimed by the respondent, "culinary is a tourist's basic necessity when travelling to Samosir. However, only few culinary businesses represent the expected standard as we are challenging to find the representative culinary spots for guest visits." Furthermore, to pursue the development of a super-priority destination in Lake Toba, many tourist objects are being built to attract more tourists, such as The Tano Ponggol bridge connecting Samosir Island with Sumatra Island, Water Front City, various beautiful beaches, and so forth. The impact of increasing tourism objects will be the opportunity for venturing culinary businesses to fulfil tourists' needs. Most tourists visit Samosir and enjoy the culture, and the local food while being there. The tourist demand for local food during vacation will spur the opportunity for local culinary businesses. Thus, the entrepreneurs in Samosir have the potential opportunity to build and develop food and drink presented innovatively with the national standard.

2) Accommodation and Hospitality Business

Based on the information from the regency statistics year 2023, the number of accommodation services is equivalent to 124 accommodation units, covering one starred hotel, 54 non-starred accommodations, and 69 other accommodations.

The number of tourists staying in Samosir, increasing each year, has made this sector the first significant source of the local government's genuine revenues in the tourism sector [22]. This shows that more tourists stay in the regency, which impacts the potential for venture accommodation-related businesses. The forms of business are in the states of homestays and hotels. Homestay is an option form of community-based housing allows tourists to experience the community's local wisdom. The homestays in Samosir are expected to provide cozy and appropriate accommodation for tourists, but the management of this accommodation is not optimal because of its limited resources. This is supported by the statement, "The homestays subsidized by the government were not well developed because the community did not spend the fund received totally for homestay facilities." This condition allows the entrepreneurs to provide homestay accommodation as a great choice with myriad experiences with the local community. The hotels with well-equipped facilities are also potential businesses because of a wide variation of tourist types and preferences.

3) Tourism Transportation

Samosir Island, with the geographical conditions, mostly surrounded by Lake Toba and mountainous areas, requires the supported transportation. The potentials of transportation business in this area are the rental of bicycle and motorcycle. With the existence of Geo Bike Toba as a bicycle cruising trip, the

business with a cycling trip package in the Toba area will be a potential business. Enjoying the beauty of Lake Toba is not just about seeing the sights or riding around the lake, but it can also be challenging activities and exploring the best village spots in Samosir. Renting a motorcycle and bicycle is the appropriate choice when exploring natural tourism activities. Although various transportations are being offered to tourists, the tour bus is still a viable business to open because tourists will find it easier to get to different tourist destinations. This is also supported by the respondent's statement, "the bus tour owned by the government is not well developed, and we expect this opportunity to be set by the private actors." Tourist pedicabs have also received appreciation as an alternative transportation for tourist visiting Samosir, especially in the Simanindo district. This business is the potential to become a significant business choice when it is packaged and appropriately managed.

4) The MICE Sector

MICE represent Meetings, Incentives, Conferences, and Exhibition, which facilitate tourists to attend events related to their business and also enjoy tourism activities. MICE business in this regency is up-and coming for several reasons. The natural beauty and panorama of Samosir Island and its rich culture is the first reason to attract tourists or visitors to hold business events such as conferences, business meetings, family gathering, etc. They can enjoy the beauty of the lake with fresh air and experience the uniqueness of Batak culture. Furthermore, this regency is accessible using land, water, and air modes. The easy, safe, and efficient transportation modes make this regency reachable for meetings and visits. Furthermore, the entertainment programs with unique attractions, including art and cultural performances for MICE participants, cause this area eligible and potential for this kind of business. Lastly, nowadays, in organizing international events, infrastructures such as formal meetings and convention venues with a number of capacities need to be improved to hold events on this island, and the government expects entrepreneurs and investors to invest in building the related infrastructures. This is also similar to the respondent's statement stating, "we always hold the cultural events performed by the artists, and the international events are very promising to hold here, but the infrastructures are the constraint that limits us."

5) Entertainment and Recreational Sector

The island of Samosir is situated at the centre of Lake Toba, which has the scenic mountainous highlands and the beauty of the lake. Thus, the potential spots in this regency are perfect for the recreation businesses such as sport recreational tourism and multiple beach recreation activities such as swimming, water games, fishing, etc.

Entertainment business is also potential in this regency as tourists like to visit fun places to relax. Samosir Island well-known as the centre of Batak culture and the unique spots of Lake Toba, the potential types that are promising to develop are musical events, cultural festivals, and art galleries.

6) Souvenir and Handy Craft Business

To support Samosir as a tourist destination, creativity, and innovation are inevitably required in venturing into the souvenir business to produce unique product diversification with the touch of Batak ethnic. Hence, the souvenir business is one of the business opportunities that have promising prospects in Samosir Regency that are tourists or visitors always buy.

The current souvenir centres exist in 3 (three) areas: Tomok, Siallagan, and Tuktuk villages selling more or less similar handicrafts which show less innovative products. This is supported by the respondent's response, "The souvenirs are very potential to develop, but the products sold in each souvenir centre are identical. We need more innovative local products to increase visits." Since this regency is the most visited place in Lake Toba, the all-inclusive and complete souvenir markets are highly potential to attract more tourists. The aforementioned market should meet be following market standards considering product diversification and completeness, accessibility, safety, and aesthetics.

7) Tourism Travel & Tour Guide Service

This business is still necessary for this island destination as it offers various holiday packages in Samosir for family vacations, and adventures. However, the demands of tourists are changing to be more experiential tourism activities that explore the adorableness of local heritage and natural sightseeing. These potentials encourage the entrepreneurs and other related stakeholders to develop travel agency business by tour packages that fulfil the tourists' preferences. This is in line with the respondent's response, " More tourists right now tend to explore the nature and local culture and they are more practical when planning a travel; this is good for travel agencies to plan their activities."

As the travel agency is needed in the tourism destinations, the tour guide service is also important. However, according to the respondent, as a local authority representative, the ratio of professional tour guides still needs to be improved compared to the increased number of tourists coming to Samosir. Also, due to the existence of an association of the Indonesian Tourist Guide Association, this organization is held to improve and foster the unity of Indonesian tour guides so that they are more empowered for the sustainability of tourism. These opportunities encourage the relevant stakeholders to open and develop this business.

8) Tourism attraction Business

Samosir is not just only an island in the middle of Lake Toba, but also it has unique attractions for tourists to explore the beauty of nature tourism and the Batak culture in North Sumatera. This island has offered a wide range of tourist attractions such as Tomok village, well known as the traditional houses with Sigale-gale dance and other local cultural stuff, and Lumban Suhi suhi, known as the village of Batak woven cloths, where tourists can see the process of making cloths. The number of tourist arrival has increased each

year, and this progressive trend is very potential for the tourist attraction business. Also, the attractions recently offered to tourists are considered flat, the values of each attraction are unique, but the ways to present them could be more attractive. The tourists will be eager to come when the attractions are presented with alive performing arts identified with local community stories and cultural stories. The lack of attraction presentations can be the opportunity to develop the attraction business with more attractive ways in which tourists can have memorable travel experiences.

9) Others

Of all the potential businesses mentioned previously, there are still other business opportunities that still need to be available in this regency, but they have enormous potentials to develop in supporting the tourism sector, such as SPA business. The demand for wellness activities such as body massages and reflexology are increasing as tourists need to relax after exploring the destination areas. At present, the hotels on this island needs to provide this service to the tourists, and the wellness business is rarely found in the tourist areas. The other service that is likely needed by the tourists when visiting a destination is laundry service which is also good to offer around the accommodation areas where the tourists stay.

V. DISCUSSIONS

The findings and analysis of this study reveal some important aspects to highlight. Firstly, tourism as a business system has basic components as a familiar term called 4As: Attraction, Accessibility, Amenities, and Ancillary [8]. The main goal of the tourism industry is to serve travellers. The success of a tourist destination depends on the positive inter-related connectivity of all these components [4]. In a similar vein, this study supports the statement that tourism is not only developed of attractive attractions, but is combined with various components to form interdependent links. For instance, regardless of in what way or why the travelers visit Samosir, their activity starts with the attractions. If there are attractive attractions offered then, those have to be accessible by tourists. During their travelling, to fulfil their needs, the qualified amenities have to be provided to complement the attractions. To support the amenity needs, ancillary services such as tour guides are required to get more attractive and directed experiences. Interestingly, the intertwined links of these components open tourism entrepreneurship opportunities, which become the source of income and welfare [24]. In other words, developing these elements in a destination will create an opportunity in the business field. For instance, the unique attractions provided in this regency, such as the Stone Chair of King Siallagan as, one of many famous attractions on this island, can be a business opportunity for local people. The tourist can pay the retribution when they visit the village of the attraction and get the experience of seeing and listen to the historical story of the attraction. This study also states that the constraints can be hidden opportunities. If the constraints of the tourism business are uncovered well, they can be potential opportunities. For instance, the lack of innovative and national standard

culinary businesses in this regency may lead to the opening and development of culinary businesses that fit the tourist preferences and required standards.

Regarding the importance of opportunity recognition, it is in line with the concept of entrepreneurship defined by [25]. The essential activities of entrepreneurship are the discovery and exploitation of opportunities. With regard to the recognition of tourism entrepreneurship opportunities, individuals or organizations can identify them. Discovery of tourism business opportunities is a mandatory condition when it comes to developing tourism sector. Thus, the government, as a crucial stakeholder, must be able to identify the business opportunities as the initial step to designing tourism management planning as productive entrepreneurial activities depend on new opportunities [5]. In addition, this study also utters that the findings are only sufficient with exploitation of the opportunities. [29] argued that the action to exploit an opportunity relies on a combination of the nature of the opportunity itself and the characteristics of the relevant stakeholders.

For the most part, this study reveals some significant contributions. The practical contribution is that this study presents detailed information on tourism entrepreneurship opportunities from the representative government's perspective, who understands more about the potential of tourism businesses. The opportunities recognized are essential to the entrepreneurs, the potential investors, the government, and the local community to promote the tourism business to stimulating economic activity and investment in Samosir Regency for tourism development and enhance the entrepreneurial spirit. This study also provides a conceptual contribution to tourism destination marketing and destination drivers and assists stakeholders in investigating the creation of the holistic service adopted by the tourism actors, particularly in the Lake Toba destination.

VI. CONCLUSION

Samosir Regency, also known as the island of paradise, holds myriad facts to be called the backbone Lake Toba's tourism growth. The steady influx of tourist arrivals to this island compared to the other Lake Toba areas makes the tourism sector the major local government revenue source. The role of tourism entrepreneurship is critical to support tourism development. The government keeps developing tourism entrepreneurship as the essential driving determinant for tourism sustainability, and social economic development. The recognition of tourism and entrepreneurship opportunities as the process of entrepreneurial mindset approach is significant to map in designing strategic planning for tourism development and sustainability.

The tourism potentials bring business opportunities that can be useful as the references for the local community and investors to start and develop entrepreneurship in tourist destinations. The relevant opportunities are in the forms following business types: 1) Food and Beverage (F&B) business, accommodation business, and souvenir business are regarded inevitably as potential sectors to open and develop considering that the number of tourists

staying in Samosir, increasing each year, demand for culinary exploring during vacation, with different preferences and budget that encourages the demand of accommodation types such as hotels, and homestays. On the other hand, the need for culinary businesses with national standards and more innovative variations gives local people and investors the potential opportunity to build and develop food and drink businesses. Also, the need for all-inclusive souvenir markets is highly possible to attract more tourists; 2) Transportation business, MICE sector business, entertainment and recreational business, tour guide and travel agent, and tourism attraction business supporting tourists' needs can also be considered the promising opportunity that can not only increase profits and benefits but also attract more tourists visit this island; 3) The other business opportunities that might be possibly developing are wellness treatment business such as SPA, reflexology, body massage, laundry service.

VII. LIMITATION AND FUTURE WORK

Some limitations relevant to this study should be marked. This article aimed to find the opportunities for tourism entrepreneurship in Samosir Regency. Due to time constraints, the interview participant may not cover the information from all tourism stakeholders in this regency. This research also did not undertake the potential of tourism business in all surrounding areas in Lake Toba. Therefore, a large scope of research on this topic should be required to determine the business opportunities from greater perspectives and areas. Given the preparation of reaching Lake Toba as a super-priority destination, future research may explore the integrated tourism business opportunities in Lake Toba areas from various perspectives of stakeholders to generate a more comprehensive identification of businesses for tourists' satisfaction and experience in the future.

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