

ABSTRACT

Tourism is one source of foreign exchange other than the oil and gas sector is very potential and has a big part in building an economy that is currently very slow growth. The tourism sector in Indonesia is still biased to be developed more optimally. The well-developed tourism sector development will be able to attract domestic and foreign tourists to come and spend their money in their berwisataanya activities. From the transaction that the local tourist community will be raised its standard of living and the State will get foreign exchange from foreign tourists who exchange the currency of the country with the rupiah. Tourism Indonesia if it can be packed and managed properly will become an asset of the State of Indonesia. The diversity of attractions from nature, beaches, cultural mountains and arts as well as artificial tourism destinations such as tourism can actually be made one of the country's economic support and can also absorb much labor so that human resources and natural resources can be utilized optimally. Until now tourism in Indonesia has not run optimally, but this aspect is very influential on the increase in incomes, especially local revenue. As for the formulation of Problems in the object of this study are: Development of attractions Parbaba White Sands Beach in Samosir District seen from the objects and attractions, tourist facilities, tourist infrastructure, the community around the tourist attraction in Samosir regency and the efforts that have been conducted by the Government of Samosir Regency (Tourism Office of Samosir Regency).

Keywords : Tourism, employment