

ABSTRACT

The community rejects the development of halal tourism in the Lake Toba area because it is considered contrary to the traditions and culture of the Batak tribe. The rejection that occurred in society arose from various groups, especially hotel and restaurant tourism business managers in the Lake Toba area. The aim of this research is to determine the perceptions of non-Muslim business actors in developing halal tourism in the Lake Toba area. The research methodology used is a quantitative approach by distributing questionnaires to respondents and using descriptive analysis techniques to obtain frequencies and percentages of the collected data. The sample used in this research is a saturated sample where the sample is 30 respondents from hotel and restaurant business managers in the Lake Toba area. The results of this research are that hotel and restaurant tourism business actors in the Lake Toba area have not met the halal criteria in providing facilities and products for visiting Muslim tourists, and the perception given by tourism business actors that the development of halal tourism in the Lake Toba area is not good.

Keywords: Tourism Business Actors, Lake Toba Area, Halal Tourism