



TOURISM DEVELOPMENT WITH QUALITY TOURISM APPROACH IN ULOS HUTARAJA VILLAGE

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History Article

Article history:

Received Oct 17, 2023

Approved Nov 21, 2023

Keywords:

Quality Tourism,
Kampung Ulos, Huta
Raja

ABSTRACT

This study aims to know the development of the tourism quality in Ulos Hutaraja Village. This study used qualitative research methods. Overall, the quality of tourism in Kampung Ulos Hutaraja is strongly influenced by several factors. First, tangible factors include adequate infrastructure and physical facilities, such as accommodation, transportation, tourist attractions, restaurants and shops that meet quality standards. Second, is the responsiveness factor, which includes the ability of tourism managers to provide services that are responsive to the needs and expectations of tourists. Third, the assurance or guarantee factor involves security, comfort, and trust in the tourism experience. Fourth is the reliability factor, which emphasizes consistency, timeliness, and service continuity. Fifth, the participant factor highlights the participation of local communities in tourism development, which can provide a more authentic experience and protect the environment. Sixth is the accessibility factor, which relates to adequate transportation and infrastructure access. In addition, cultural authenticity is essential in maintaining and promoting local culture as the main attraction for tourists, maintaining cultural integrity and avoiding excessive commercialization. Finally, cohesiveness or harmony is an essential indicator of maintaining a balance between tourism, the environment and local community welfare through natural preservation, cultural preservation, tourism impact research, sustainable policies, fair social and economic benefits, and collaboration with related parties. By paying attention to these factors, Kampung Ulos Hutaraja can build quality, sustainable and beneficial tourism for all parties involved.

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INTRODUCTION

Tourism development in Indonesia is aimed at boosting tourism's involvement in economic activities, namely raising investment in the tourism sector, which can create jobs and business possibilities, with the goal of improving people's income and foreign exchange revenues (Kaharuddin et al., 2021).

To develop tourism areas, Lake Toba is included in the National Tourism Strategic Area (KSPN) based on Government Regulation Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan. The Indonesian government, through the Ministry

of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), is focused on developing 5 Super Priority destinations in Indonesia, including Lake Toba, according to direct instructions from the President of the Republic of Indonesia to build new tourist destinations. The selection of Lake Toba as a Super Priority Development Area (DPSP) aims to improve the quality of tourist visits, both domestic and foreign, as well as develop tourist objects and tourist villages in priority areas. Even so, in 2022, Lake Toba will still have a low position in the Quality Tourism index according to the Ministry of Tourism and Creative Economy. The survey results indicate that there is a shortage in the availability of diverse man-made attractions, premium/luxury accommodation, and quality onshore infrastructure on Lake Toba. In addition, foreign tourist arrivals through five international entry gates only grew by 1% in 2015, with a total of 229,288 foreign tourists. The peak of visits occurred in 2017 with 270,292 people, but the following year decreased by 14% to 231,465 people. In tourism development in the Lake Toba area, the main focus is the development of tourist attractions, accessibility, infrastructure and facilities, as well as involving the local community. Improvements need to be made in these aspects to improve the quality and attractiveness of Lake Toba tourist destinations.

Lumban Suhi-Suhi Toruan Village is a village located in Pangururan District, Samosir Regency. This village is located between Tomok Harbor and Samosir Regency, and takes about 20 minutes from Pangururan to reach Huta Raja Village. This village has a major attraction in tourism and agriculture. One of the prominent tourist attractions in this village is the existence of ulos village, a center for ulos craftsmen based on culture. Based on information from the official website of the Ministry of PUPR (2019), Kampung Huta Raja is a settlement around Lake Toba which is undergoing revitalization. This is done because there is an interesting cultural community in it. The existence of the ulos craftsmen community is the main basis for the formation of Kampung Huta Raja as a tourist settlement. Kampung Huta Raja is an attractive tourist destination for visitors interested in local culture and traditional handicrafts. In this village, visitors can witness the traditional process of making ulos. Ulos itself is a traditional cloth typical of the Batak tribe which has high cultural value. During their visit to Kampung Huta Raja, visitors can see firsthand the expertise of ulos craftsmen in creating beautiful fabrics with high artistic value and authenticity value (Chao-qun, 2012).

Kampung Huta Raja also offers a unique cultural experience. Visitors can interact directly with the local community, learn about their daily lives, and watch captivating traditional cultural performances. Apart from that, this village also has enchanting natural beauty, with stunning views of Lake Toba. In efforts to develop tourism in Kampung Huta Raja, it is important to involve and empower the local community. Their active participation in the tourism sector will provide economic benefits and increase local welfare. Support from the local government and various other stakeholders is also urgently needed to strengthen tourism infrastructure, facilities, as well as destination marketing and promotion. Through the revitalization and development of Kampung Huta Raja, it is hoped that this village can become a sustainable tourist destination and provide sustainable economic benefits for the local community. With good management, the development of this village can make a positive contribution in improving people's welfare, preserving local culture, and promoting the natural beauty and rich cultural heritage around Lake Toba. Heritage tourism is a journey where the goal is to view or witness heritage events that deepen and build faith (Costa et al., 2017; Ferretti et al., 2014; Kaharuddin, Napitulu, Junika, Juliana, Pramono, Rudy, Saragih, 2021; Su et al., 2016a, 2016b).

Rumah Bolon, also known as Jabu Bolon, is a traditional house that is closely related to the Batak people. Rumah Bolon is nicknamed "the big house" because of its enormous size. This measure reflects the social status of the Batak people living in the North Sumatra region. Historically, Rumah Bolon was used as a residence for kings. Rumah Bolon has a rectangular shape with a height of about 1.75 meters from the ground and a roof that is curved like a horse's saddle. Inside Rumah Bolon there are various carvings and pictures that have meaning in accordance with the life of the Batak people. This traditional Batak house design also has a philosophical meaning, for example a solid foundation that symbolizes the strength and spirit of mutual cooperation. The roof of the house has the meaning of prayer so that the owner of the house is always blessed with success. Overall, the philosophy of Rumah Bolon is a guideline for interpersonal interactions. Rumah Bolon is also an important cultural heritage in preserving Batak culture.

Ulos, is one of the typical Indonesian fabrics developed by the Batak people in North Sumatra. Ulos have dominant colors such as red, black and white, often decorated with gold or silver threads. The use of ulos has an important meaning and role in the traditional activities of the Batak people. Ulos can be used in various traditional events such as weddings, births and funerals. Ulos is considered an important item and has special values and usage rules. Ulos are only given to relatives below us in the social hierarchy, for example parents give ulos to their children. Giving ulos must be adjusted to the relationship of relatives who will receive it, for example Ulos Ragi Hotang is given to sons-in-law. The use of ulos also varies, it can be used as clothing or a sarong (Siabithonon), placed on the shoulder (Sihadanghonon), or used as a headband (Sitalitalihonhon). Ulos has a deep meaning in the life and customs of the Batak people, and is a symbol of beauty and rich cultural heritage.

Accessibility to Huta Raja Village can be reached by road trips and lake crossings. Land trips can be done using public transportation or private vehicles. There is one access point that must be passed via Tele-Pangururan. Meanwhile, for trips across the lake, there are passenger boats and ferries with schedules that can be accessed via the official website provided. If you choose a passenger ship, there are several crossing routes to choose from, including Ajibata-Tomok, Balige-Onanrungu, Tigaras-Simanindo, Muara-Siinggan/Nainggolan, and Ajibata-Ambarita. Within the tourist location, public transportation and private vehicles are available as a means of transportation. The road leading to Huta Raja Village is good enough and safe for visitors. This study aims to identify and study the 4A aspects (Attraction, Accessibility, Amenities, and Activities) related to Kampung Ulos Hutaraja. After the identification is carried out, the next step is to develop a quality tourism approach to improve the quality of tourism in the region.

Tourism components according to McIntosh (1995) are classified into four major categories, namely: a. Natural resources, including climate, landform, flora, fauna, rivers, beaches, landscapes, springs, sanitation and so on. b. Infrastructure, including clean water, wastewater, gas, electricity and telephone networks, drainage, roads, railroads, airports, train stations, terminals, resorts, hotels, motels, restaurants, shopping centers, places of entertainment, museums, shops, and other infrastructure. c. Transportation, including ships, airplanes, trains, buses, and other transportation facilities. d. Hospitality and local culture, manifested in the form of hospitality and courtesy of the local population in receiving tourists. In this case, cultural resources include art, history, music, dance, drama, festivals, exhibitions, performances, special events, museums and art galleries, shopping, sports and other cultural activities (Juliana *et al.*, 2021; Satriana & Faridah, 2018; Suryana, 2020)

Tourist attraction is anything that can attract tourists to visit a tourist destination (Thompson, 2020; Toana, 2022; Weidenfeld, 2010; Yang, 2018). Tourist attraction is divided into four types, namely: (1) natural tourist attraction such as natural scenery, sea, beach, etc.; (2) tourist attraction in the form of buildings such as historic and modern architecture, archaeological remains, etc.; (3) cultural tourism attractions such as history, folklore, art, theatre, museums, etc.; (4) social tourist attractions such as the way of life of the local community, language, community social activities, facilities, community services (Juliana & Sitorus, 2022; Lemy *et al.*, 2022; Sriwi, 2019) Every tourism product must have something to attract tourist visitors, so that every tourism industry actor must know every potential location that is managed as a tourist destination. Performances in tourist destinations and supporting facilities must be available to provide the best service and experience for visitors. So the 3A concept (Attractions, Accessibility, Amenities) can be a reference for each manager to continue to maintain their existence and develop their tourism products (<https://kemenparekraf.go.id/>). Visitors will usually look for information relating to interesting things to how the facilities are in the destination before deciding to visit that destination. As found in his research, the 3A concept has a significant influence on tourist visiting decisions (Gundana, 2023);(Hubner *et al.*, 2020). Tourist attractions themselves are attractions for destinations to be presented and shown to visitors with the aim of entertaining and providing a memorable experience (Chen *et al.*, 2020; Juliana *et al.*, 2022; Juliana *et al.*, 2022; Juliana *et al.*, 2022; Nugraha *et al.*, 2021; Sthapit & Jime'nez-Barreto, 2018; Zhou *et al.*, 2022) . The attractions in question can be in the form of cultural attractions, natural attractions, events, recreation, and entertainment attractions (Vengesayi, 2003; Vengesayi *et al.*, 2009). Visitors who have plans and visit must certainly be given services and facilities to reach tourist destinations, so the accessibility of tourist destinations needs to be fulfilled as best as possible. Accessibility is the means and infrastructure to get to tourist destinations (Utama, 2021; Utama *et al.*, 2021). Accessibility includes road infrastructure and transportation facilities to destinations, as well as information about destinations (Handayani *et al.*, 2019). Amenities are all supporting facilities provided and intended for destination visitors to meet the needs of their tourism travel activities. Amenities include lodging accommodation facilities, restaurants, public toilets, rest areas, souvenir shops, parking lots, places of worship and others that should be available in a tourist destination (Mahmud *et al.*, 2022).

A number of studies have been conducted to study service quality in various tourism contexts. Alvin Hung-Chih Yu, 2006) This study investigates service quality in 2011 Taiwan tour by focusing on dimensions such as responsiveness, reliability, assurance, reality, and participants who affect the quality of service in the tour (Atilgan *et al.*, 2003; Park & Jeong, 2019; Rahman, 2017; Su *et al.*, 2016; Vieira, 2005).

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The indicators used in determining quality tourism are tangible, responsiveness, assurance, reliability, participant, accessibility, authenticity, harmony, service product, hospitality, communication, cleanliness, health, and safety environmental sustainability.

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METHODS

This study uses qualitative research methods that correspond to a series of events related to human experience, as described by (Creswell, 2014) The data presented in this study are in the form of words, descriptions, and descriptions. The qualitative data focuses on the use of quality tourism indicators in tourism development in Ulos Hutaraja Village. The data used in this study consisted of primary data and secondary data. Primary data was obtained directly through interviews with key informants at the research locations. Meanwhile, secondary data was obtained through literature studies, the internet, and other sources relevant to research (Sugiyono, 2020) Data collection techniques used include interviews, observation, use of questionnaires, documentation, literature studies, and SWOT analysis. Interviews were conducted with the tourism office, tourist attraction managers, Pokdarwis, accommodation managers, and local communities. Observations are made by observing individual activities or related objects. Documentation includes photos, pictures, videos, and data documented in various forms. Literature study is done by studying books, literature, notes, and reports that are relevant to the research problem. In addition, a SWOT analysis was also carried out to identify strategic factors and determine the strategic steps to be implemented (Dwijayati, 2016; Vuković, & Ružičić, 2017) Using qualitative methods and various data collection techniques, this study aims to gain an in-depth understanding of the quality of tourism services in Kampung Ulos Hutaraja and identify strategic factors that can enhance tourism development in the region.

RESULTS AND DISCUSSION

Ulos Hutaraja Village is located in Toba Samosir Regency, North Sumatra Province. Geographically, this village is located west of Lake Toba, one of the largest lakes in Indonesia. Kampung Ulos Hutaraja is located about 40 kilometers from Medan City, the capital of North Sumatra Province. Kampung Ulos Hutaraja has a diverse topography. The area around this

village is dominated by green hills with varying heights. Lowlands and rice fields can also be found around this village. The hilly topography provides attractive natural beauty and provides visitors with spectacular views. Kampung Ulos Hutaraja has a tropical climate which is influenced by monsoon winds. The climate in this area tends to be warm all year round with a distinctive dry season and rainy season. The annual average temperature ranges from 25-30 degrees Celsius. The rainy season usually occurs between November and March, while the dry season lasts from April to October.

Kampung Ulos Hutaraja is surrounded by stunning natural beauty. The view of the green hills surrounding this village adds to its natural charm. In addition, this village is also located close to Lake Toba, which is one of the main attractions in North Sumatra. Tourists can enjoy the wide view of the lake, visit the islands in the lake, or engage in water activities such as boating or diving. Kampung Ulos Hutaraja can be accessed by road. From Medan City, tourists can take the route to Toba Samosir Regency. Travel time from Medan City to this village is around 2-3 hours, depending on traffic conditions and the route chosen. There is also public transportation such as buses or travel that serve trips to Toba Samosir Regency. The geographical profile of Kampung Ulos Hutaraja reflects its natural beauty and cultural richness. The combination of diverse topography, tropical climate, and good accessibility makes this village an attractive tourist spot for tourists who wish to explore the natural beauty of North Sumatra.

Kampung Ulos Hutaraja is a tourism destination located in a beautiful and culturally rich area in Indonesia. This village is located in North Sumatra Province, with easy access from the city of Medan. Kampung Ulos Hutaraja is famous for its natural beauty, cultural richness, and the tradition of ulos weaving which has been passed down from generation to generation.

1. Natural Beauty

Kampung Ulos Hutaraja is surrounded by stunning natural scenery. Around this village there are green hills that offer beautiful panoramas and fresh air. Travelers can enjoy stunning views, take walks amidst nature, and enjoy a serene and peaceful atmosphere.

2. Cultural Property

Kampung Ulos Hutaraja has a unique cultural wealth. One of the uniqueness of this village is the tradition of ulos weaving which is a cultural heritage from their ancestors. Tourists can see the intricate and beautiful process of making ulos weaving, as well as learn more about the meaning and symbolism behind the design of ulos weaving. In addition, tourists can also be involved in various cultural activities such as traditional dances, music and traditional ceremonies.

3. Historical Heritage

Kampung Ulos Hutaraja also has a rich history. In this village there are interesting historical sites, such as old temples and traditional buildings that are still well maintained. Tourists can explore the history of this village through visits to historical places and listening to stories from local residents.

4. Friendliness of Local Residents

One of the main attractions of Kampung Ulos Hutaraja is the friendliness and warmth of the local residents. The locals are happy to welcome tourists with open arms, providing an unforgettable experience in exploring their culture and daily life. They will proudly introduce their traditions and heritage to tourists, and share their stories and life experiences.

5. Traditional Culinary

Kampung Ulos Hutaraja also offers a delicious traditional culinary experience. Tourists can sample a variety of traditional dishes such as regional specialties, traditional Batak food, and fresh and delicious local-based dishes. The traditional cuisine here provides an authentic and enjoyable culinary experience for tourists.

Kampung Ulos Hutaraja offers a unique tourism experience with its natural beauty, rich culture, historical heritage and the friendliness of the local people. This destination is suitable for tourists who want to know and experience the rich culture and traditions in Indonesia. Kampung Ulos Hutaraja is one of the tourism destinations in North Sumatra Province which has the potential to develop quality tourism. Based on the description of several previous studies, there are a number of indicators that can be used to determine the quality of tourism in this village. These indicators include:

1. Tangible (Physical Evidence):

The first indicator that is the focus of tourism studies in Kampung Ulos Huta Raja is tangible or physical evidence. This indicator refers to the existence of adequate infrastructure and physical facilities in the village. In this context, comfortable accommodation is needed for tourists visiting the village. Quality accommodation will provide a satisfying stay experience for tourists. In addition, easily accessible transportation is also an important factor in determining the quality of tourism in Kampung Ulos Huta Raja. Good transportation access will make it easier for tourists to reach the village, either by land, air or waterway. The existence of adequate transportation facilities will increase the comfort and ease of access for tourists.

Furthermore, the existence of tourist attractions, restaurants and shops that meet quality standards is also an important factor in determining the quality of tourism in Kampung Ulos Huta Raja. Interesting and varied tourist attractions will add to the attractiveness of tourist visits. Restaurants serving delicious and authentic village food, as well as shops providing unique and quality products, will provide a satisfying shopping and culinary experience for tourists. By paying attention to these tangible indicators, an assessment can be made of the condition of the infrastructure and physical facilities in Ulos Huta Raja Village. If there are deficiencies or need for improvement in terms of accommodation, transportation, tourist attractions, restaurants or shops, therefore the corrective steps can be taken to improve the quality of tourism in the village.

2. Responsiveness:

The second indicator that is the focus of tourism studies in Kampung Ulos Huta Raja is responsiveness. This indicator refers to the ability of tourism managers in the village to provide services that are responsive to the needs and expectations of tourists. The management of tourism in Kampung Ulos Huta Raja needs to have the ability to provide accurate and up-to-date information to tourists. The information provided includes information about tourist attractions, activities that can be carried out in the village, as well as the facilities available. With accurate information, tourists can get a clear picture of what they can do and enjoy in the village.

In addition, responsiveness also refers to the ability of the manager to respond quickly to questions and requests from tourists. When tourists ask questions or requests, it is important for the management to provide a quick and adequate response. This will give a positive

impression to tourists and make them feel valued and cared for. Furthermore, the management of tourism in Kampung Ulos Huta Raja also needs to have the ability to handle problems or complaints that may arise from tourists. If there are problems or dissatisfaction from tourists, the manager must be able to provide adequate solutions and seek to restore the situation. With the ability to deal with these problems, the tourist experience can remain positive and not interfere with their overall tourist experience in the village.

By paying attention to this responsiveness indicator, an assessment can be made of the ability of tourism managers in Kampung Ulos Huta Raja to provide responsive services. If there are deficiencies in this regard, improvements can be made in the form of training and increasing the ability of the management to improve responsive service quality in the village.

3. Assurance:

The third indicator that is the focus of the tourism study in Kampung Ulos Huta Raja is assurance. This indicator relates to the trust and security felt by tourists when visiting the village. The management of tourism in Kampung Ulos Huta Raja needs to provide security guarantees for tourists. This can be done by ensuring security and order maintenance in the village. Tourists must feel safe and comfortable when exploring the village and interacting with local people. The existence of security officers or an adequate security system will also provide a sense of security for tourists.

In addition to security, guarantees also involve aspects of comfort and safety. Tourism managers need to ensure that the facilities provided, such as accommodation and transportation, meet quality standards that create comfort for tourists. In addition, safety measures also need to be implemented, such as the provision of first aid, emergency evacuation, and clear safety signs. Furthermore, guarantees are also related to tourist trust in tourism managers in Ulos Huta Raja Village. The management needs to maintain integrity and transparency in tourism operations, including in terms of prices, surcharges and other policies. The local community and related parties also need to be involved in providing guarantees for the tourist experience in the village.

By taking into account this assurance indicator, an assessment of the trust and guarantees provided by the management of tourism in Ulos Huta Raja Village can be carried out. If there are deficiencies in this regard, improvements and improvements can be made, such as improving the quality of facilities, providing security training, and collaborating with related parties to maintain tourist confidence.

4. Reliability:

The fourth indicator that is the focus of tourism studies in Ulos Hutaraja Village is reliability. This indicator includes the reliability of the services provided by the tourism management in the village. The management of tourism in Kampung Ulos Hutaraja needs to ensure reliability in providing services to tourists. This includes maintaining consistency in providing good service and fulfilling promises and commitments that have been made to tourists. When the manager promises to provide a certain facility or experience to tourists, this must be fulfilled properly without any uncertainty or decrease in quality.

Reliability also includes aspects of schedule and time arrangements. Tourism managers need to maintain punctuality in providing services, such as visiting schedules, activities or events held in Ulos Hutaraja village. Travelers should be able to rely on the information

provided regarding schedules and operating times, so that they can plan their visit accordingly. In addition, reliability is also related to service continuity. The tourism manager needs to ensure that the services provided can be maintained in the long term, so that tourists who come back on their next visit still get good service. Efforts to develop and maintain facilities and improve service quality need to be carried out continuously.

By paying attention to this reliability indicator, an assessment can be made of the consistency, certainty, and sustainability of the services provided by the tourism management in Ulos Hutaraja Village. If there are deficiencies in this regard, efforts to improve and improve can be carried out, such as improving time management, maintaining consistent service quality, and carrying out periodic maintenance of facilities. By ensuring service reliability, the tourism management in Ulos Hutaraja Village can provide a positive and satisfying experience for tourists, thereby encouraging sustainable tourist visits and increasing the reputation of the village as a reliable tourism destination.

5. Participants:

This indicator refers to the active participation of local communities in tourism development in Ulos Hutaraja village. Community involvement in managing tourism destinations will provide a more authentic experience and strengthen tourist attraction.

The fifth indicator that is the focus of the tourism study in Ulos Hutaraja Village is the participation of the local community. This indicator reflects the active involvement of the community in developing tourism in the village. Local community participation has an important role in managing tourism destinations. Involving the community in tourism development will provide a more authentic experience for tourists, while strengthening the attractiveness of the village. Local people can act as hosts who provide a warm welcome, share local cultural knowledge, and provide tourists with a unique experience.

Community participation also includes aspects of environmental management and maintenance. Through the active participation of the community, efforts to protect and preserve the environment in Ulos Hutaraja Village can be carried out. Local communities can be involved in waste management, greening and maintaining the cleanliness of the environment around tourism destinations. In addition, community participation can also involve them in the development of various tourism products. Local people can develop handicrafts, culinary specialties, or cultural activities which are an additional attraction for tourists. Through community participation, tourism destinations in Ulos Hutaraja village can enrich the tourist experience by offering a variety of unique activities and products.

In this study, it is important to analyze the level of local community participation in tourism development in Ulos Hutaraja Village. This includes their involvement in decision making, destination management, promotional activities, and environmental maintenance. If community participation still needs to be increased, tourism managers can organize community involvement programs, provide training, or facilitate collaboration with related parties. By paying attention to this participant indicator, an evaluation can be carried out on the level of local community participation in tourism development in Ulos Hutaraja Village. By increasing community participation, the village can create a more meaningful tourism experience, strengthen tourism sustainability, and improve the welfare of local people.

In conclusion, local community participation is an important aspect of tourism studies in Ulos Hutaraja Village. Involving communities in tourism development will have a positive impact in creating authentic travel experiences, strengthening the attractiveness of destinations, and improving overall tourism sustainability.

6. Accessibility:

The sixth indicator that is the focus of tourism studies in Ulos Hutaraja Village is accessibility. This indicator refers to the availability of adequate means of transportation and infrastructure to reach the village. The availability of good accessibility is very important in attracting tourists to visit and explore Kampung Ulos Hutaraja. Tourists will look for destinations that are easily accessible through various means of transportation, such as roads, public transportation routes, or alternative transportation routes such as rivers or trekking. In this study, it is necessary to analyze the condition of the existing transportation infrastructure around Ulos Hutaraja Village. This includes the existence of good and well-maintained roads, accessibility of public transportation such as buses or taxis, as well as easy access for tourists who wish to use private vehicles.

In addition, it is also important to evaluate internal accessibility within the village itself. For example, the availability of small streets or pedestrian paths that allow tourists to get around and explore the village comfortably. Supporting infrastructure, such as clear direction signs, signs, or village maps, can also improve accessibility for tourists. In this study, tourism managers need to consider efforts to improve accessibility in Ulos Hutaraja Village. For example, working with the local government to improve road conditions, provide adequate means of public transportation, or facilitate alternative transportation routes such as boats or bicycles.

By increasing accessibility, Kampung Ulos Hutaraja can be more easily reached by tourists, both from within the country and abroad. This will open up wider opportunities for tourism in the village, increase the number of visits, and potentially increase the income of local people. In conclusion, good accessibility is an important indicator in tourism studies in Ulos Hutaraja Village. By ensuring the availability of adequate means of transportation and infrastructure, the village can become more attractive to tourists, expand market reach, and contribute to the development of quality tourism.

7. Authenticity:

The seventh indicator that is the focus of tourism studies in Ulos Hutaraja Village is authenticity. This indicator refers to the authenticity and uniqueness of local culture and traditions in the village. Kampung Ulos Hutaraja has a rich and unique cultural heritage. Therefore, it is important for tourism managers to maintain and promote local culture as the main attraction for tourists. The authenticity of the culture and traditions of this village can be a determining factor for tourists in choosing their destination.

In this study, it is necessary to conduct research and data collection related to the local culture of Kampung Ulos Hutaraja. This includes traditions, customs, arts, cuisine, traditional clothing, and all aspects of culture that are unique. Tourism managers need to understand deeply about local culture and ensure the sustainability and development of this culture. Furthermore, tourism managers need to strive to promote local culture to tourists in an authentic way. This can be done through activities such as art performances, handicraft

demonstrations, or traditional events involving local communities. Thus, tourists can experience authentic and in-depth experiences about the culture of Kampung Ulos Hutaraja.

In addition, tourism managers need to maintain the integrity of local culture and avoid excessive commercialization. Responsible tourism management will involve local communities and involve them in making decisions related to tourism development. In this case, the tourism manager must respect and value local wisdom and ensure that tourism activities do not damage or harm the culture of Kampung Ulos Hutaraja. In conclusion, cultural authenticity is an important indicator in tourism studies in Ulos Hutaraja Village. By maintaining and promoting local culture as the main attraction, the village can attract tourists seeking an authentic cultural experience. This will contribute to the development of quality and sustainable tourism in Ulos Hutaraja Village.

8. Harmony (Cohesiveness):

The eighth indicator that is the focus of tourism studies in Kampung Ulos Hutaraja is harmony or cohesiveness. This indicator describes the harmony between tourism activities with the environment and local communities in the village. It is important for the tourism management to ensure that tourism development in Ulos Hutaraja Village is in line with environmental sustainability and the welfare of the local community. In this case, tourism activities must be carried out by taking into account the principles of nature conservation, cultural preservation, and the active involvement of local communities.

In this study, it is necessary to conduct research and collect data related to the impact of tourism on the environment and society in Ulos Hutaraja Village. This includes assessing the use of natural resources, waste management, pollution, environmental preservation, and the involvement and benefits felt by local communities. Tourism managers need to design tourism management policies and programs that ensure a balance between tourism activities and natural preservation. This can be done through regulating visiting capacity, waste and waste management, as well as efficient and sustainable use of energy and resources.

In addition, it is also important to ensure that tourism activities provide equitable social and economic benefits to local communities. Tourism managers need to involve local communities in the decision-making process, provide job opportunities, and promote local products and businesses. Thus, tourism activities will support local economic development and improve people's welfare. Harmonious tourism management also involves agreement and cooperation between tourism managers, local communities, and other related parties. This collaboration can create good relationships, support each other, and avoid conflicts that can damage the harmony in the village.

In conclusion, harmony or cohesiveness is an important indicator in the study of tourism in Ulos Hutaraja Village. By maintaining a balance between tourism activities with the environment and local communities, this village can develop tourism that is sustainable, environmentally friendly, and beneficial to all parties involved.

CONCLUSION

Based on the discussion above it can be concluded that:

1. **Tangible (Physical Evidence):** The quality of tourism in Kampung Ulos Huta Raja is strongly influenced by the existence of adequate infrastructure and physical facilities. Comfortable accommodation, easily accessible transportation, interesting sights, restaurants and shops that

meet quality standards are important factors in improving the quality of tourism in the village.

2. Responsiveness: The ability of tourism managers to provide services that are responsive to the needs and expectations of tourists is an important factor. Providing accurate and up-to-date information, responding quickly to questions and requests, and dealing with tourist problems or complaints effectively will create a positive experience for tourists.
3. Assurance: Security, comfort and trust guarantees are important factors in the quality of tourism. Tourism managers need to ensure security and maintain order in the village, provide facilities that meet quality standards, maintain integrity and transparency in tourism operations, and involve local communities in providing guarantees for the tourist experience.
4. Reliability: Reliability in providing services to tourists is very important. Consistency in providing good service, maintaining timeliness, and maintaining service continuity will create trust and a positive experience for tourists.
5. Participant: Local community participation in tourism development has an important role. Involving the community in managing tourism destinations will provide a more authentic experience, strengthen tourist attraction, and protect and preserve the environment.
6. Accessibility: Accessibility of transportation facilities and adequate infrastructure is an important factor in tourism. Ensuring good accessibility will make it easier for tourists to reach the village and increase the comfort and ease of access for tourists.
7. Cultural authenticity is an important indicator in tourism studies in Ulos Hutaraja Village. The authenticity and uniqueness of local culture and traditions is the main attraction for tourists in choosing their destination. Tourism managers need to maintain, promote and develop authentic local culture. Local communities must be involved in making decisions related to tourism development, by maintaining cultural integrity and avoiding excessive commercialization. By maintaining cultural authenticity, Kampung Ulos Hutaraja can attract tourists seeking authentic cultural experiences, as well as contribute to the development of quality and sustainable tourism.
8. Cohesiveness or harmony is an important indicator in tourism studies in Ulos Hutaraja Village. Tourism development must be carried out by maintaining a balance between tourism activities, the environment, and the welfare of local communities. Tourism managers need to pay attention to the principles of natural preservation, cultural preservation, and active community involvement. It is important to carry out research on the impact of tourism on the environment and society, and design policies and programs for sustainable tourism management. Ensuring equitable social and economic benefits for local communities is also important. Collaboration between tourism management, local communities and other related parties will create harmony in tourism management. By maintaining this cohesiveness, Kampung Ulos Hutaraja can build tourism that is sustainable, environmentally friendly, and beneficial to all parties involved.

ACKNOWLEDGEMENT

The author would like to thank LPPM UPH for providing the opportunity to carry out research activities (P-51-FPar/I/2023).

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