

Print ISSN: 2288-4637 / Online ISSN 2288-4645
doi:10.13106/jafeb.2021.vol8.no6.1025

Empowering Service Value of Custom and Cultural Events to Tourism Destination Revisit: An Empirical Study in Indonesia*

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Received: March 05, 2021 Revised: May 08, 2021 Accepted: May 15, 2021

Abstract

This study discussed tourist behavior toward the tourism destination in Lumban Bulbul Toba Beach choosing to visit again. Tourist behavior is the process a tourist undertakes, both observable and unobservable, when planning and participating in tourism. This research employed an explanatory research method and a quantitative approach using Structural Equation Modeling (SEM) analysis. The population of this study are the tourists who visit Lumban Bulbul Beach and observers of Toba tourist destinations. The researchers adopted the Stimulus-Organism-Response (SOR) theoretical basis with the assumption that the cause of behavior changes depends on the quality of the stimulus namely the existence of traditional events implemented in Toba and surrounding areas affecting revisit intention to the tourist areas around Lake Toba. The results of hypothesis testing showed that Empowering Custom and Culture Events (ECCE) are influenced by Perceived Value. ECCE affects Distance of Visit, Environmental Awareness, and Customer Intention to revisit, while Perceived Value has no proven effect on Customer Intention to Revisit. The Sobel test results showed that ECCE is proven as mediation between Perceived Value and Customer Intention to Revisit. The results of this study on tourist behavior of revisit intention to Lumban Bulbul destination can be an input for Lake Toba tourist destination management.

Keywords: Perceived Value, Cultural Event, Distance of Visit, Environmental Awareness, Revisit

JEL Classification Code: M10, M31, L83

1. Introduction

Perceived value is the customers' evaluation of the merits of a product or service, and its ability to meet their needs and expectations, especially in comparison with its peers. Previous studies connecting perceived value behavior with

the intention to shop or revisit a tourist destination show a difference. Perceived values such as hedonic and utilitarian variables show a positive effect significantly on the intention to visit again (Pham et al., 2016; De Oliveira Santini et al., 2018; Sarmah et al., 2018). However, some studies showed that perceived value is not significant with the intention of visitors to visit again (Lok et al., 2019; Chang et al., 2018; Kos Koklič, 2019). The difference in results shows a gap between consumers' perceived value and their intention to visit again. Besides, the previous studies were focused on famous destination tourists. Therefore, the writers of this study implement the variables stated to the destinations which are still newly developed.

Based on the view of the Stimulus-Organism-Response Theory (SOR), Meng-Hsien et al. (2018), and Kamboj et al. (2018) increasing visitor interest, starting from the assumption that the cause of changes in consumer behavior depends on the quality of stimulus of perception value towards tourism products and services. The desire to travel is influenced by the perception of the quality of products and

*Acknowledgements:

We are gratefully acknowledging financial support from Institut Teknologi Del.

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services and consumer behavioral intentions (Md Kamrul et al., 2019). The experience of traveling and consumer intentions are stimuli for tourists to decide to (Rihova et al., 2018) revisit the same tourist destination (Ayikoru & Park, 2019). Consumers' perceptions about their experiences and intentions show that tourists are not only considered as guests but also are the future of the tourism market. They determine what they want and it may represent the desires of others (Omar et al., 2020). Acceptance of value and experience during the tour becomes a stimulus and will be one of the main reasons for visiting again.

Tourist behavior is influenced by activity experiences or attributes during the trip to tourist places or other destinations such as cultural tourism (Vareiro et al., 2019). Tourism product is a combination of tangible and intangible elements, such as natural, cultural, and man-made resources, attractions, facilities, services, and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. Tourism products are integrated with travel experiences, therefore local communities and other stakeholders need to understand tourist behavior and respond appropriately through cultural activities and customs and rituals (Ramli et al., 2018; Kristiana et al., 2021). The quality of tourism can be determined not only by the quality of destination features but also by the quality of service and the quality of experience one perceives from a destination. Together, these three dimensions and their various sub-dimensions form a valid scale to measure the overall quality of a tourist destination (Mukherjee et al., 2018). Tourist perceptions towards visited destinations determine whether they will revisit or not. It is expected that innovation of customary and cultural activities can strengthen tourists to revisit, meet tourism needs, give new experiences and inspire them to visit again.

Besides the gap of previous studies on perceived value and revisit intention, this research is also based on the phenomenon happening in Lumban Bulbul Toba Beach as a tourism business. Lumban Bulbul Beach is one of the favorite destinations in Tambunan-Balige, a location on the trans-Sumatra route, located at the edge of Toba Lake, 18 kilometers from Silangit Airport. Since there is Medan-Tebing Tinggi Toll Road, the distance will be 3–4 hours by road. The number of visitors to Bulbul beach since 2015–2019 has increased, especially during school semester breaks, holidays, Christmas, and New Year. Generally, visitors come from various areas such as Medan, Tanjungbalai, Pematangsiantar, Pekanbaru, Surabaya, Yogyakarta and Jakarta (<https://kliktodaynews.com/>). Foreign tourists have begun to come even though the number is low. At weekends, the number of tourists on the beach is 2,500–3,000 people per day. The number increases significantly during long holidays. The ordinary day number is 300–500 per day <https://travel.kompas.com/>.

Information on visitor data is not available at Toba Samosir Statistics Department (<https://tobasamosirkab.bps.go.id/>). But when we contacted the Tourism Office staff and asked about the number of visitors to this place, they confirmed that the increasing number of visitors as mentioned before.

2. Literature Review

2.1. Perceived Value

Perceived value is the notion that the success of a product or service is largely based on whether customers believe it can satisfy their wants and needs. This is to say, the perceived value mainly reflects the customer's perspective on the benefits received and efforts spent such as paying a price, spending time, and obtaining comfort (Jeong & Kim, 2019). Perceived value presents the overall attitude of consumers towards tourism products and services. Perceived value is a subjective construct that varies between customers, between cultures, and at different times. This appreciation conceives perceived value as a dynamic variable, experienced before purchase, at the moment of purchase, at the time of use, and after use (Lok et al., 2019). Perceived value plays an important role in consumers' purchase decision making, suggesting that behavioral intentions are consequences of perceived value. When customers perceive high levels of value from consumption experiences, they tend to express positive behavioral intentions (Wensing et al., 2019).

Value perspectives can be influenced by values understood, for example, hedonic or utilitarian values (De Oliveira Santini et al., 2018) and these values become a stimulus for consumers to do something or to repeat the same actions, such as revisiting a place. Perceived value also encourages consumer behavior to accept a service or product or reject it. Consumers will reject the service if they feel ignored, on the contrary, it will change the perceived value if they feel valued and welcomed (Sinha & Lu, 2019). Indicators of perceived value are in the form of positive responses received and provided by consumers to tourism activities, something that fosters interest and intention because they feel effective, practical, and useful when they can empower other activities in tourist visits. Based on the description stated, the following hypothesis is proposed:

H1: *Perceived Value shows a positive influence on Empowering Custom and Culture Events.*

H7: *Perceived Value shows an insignificant effect on Customer Intention to Revisit.*

2.2. Empowering Custom and Culture Events

Perceived value is described as the overall assessment made by the tourists based on their comparison between

perceived utility or benefits and the costs or tradeoffs associated with the destination (Marlizar et al., 2021). A form of tourist behavior is the intention to revisit tourist destinations, as part of the necessity to visit hometown for attending various activities (Kusumawati et al., 2020). The stimulus that influences the choice of tourists in visiting tourist destinations is that at the same time in their hometown they may need to perform traditional rituals, or attend cultural activities, celebrations, and marriage ceremonies.

Visiting their hometown in the context of traditional, cultural, and family events is not implemented individually but they come with other families and even groups to participate in the trip. Attendance at events (customs/rituals) shows the presence of moral responsibility, family support, homesickness (C. Li, Jiang, & Zhang, 2019), sustainability of cultural values, and local wisdom (Laura Di et al., 2015; Ribo & Calzolari, 2020).

In the period after the traditional, cultural, and ritual activities, communities or groups take the opportunity to do a refreshing activity in the form of a tour around Lake Toba (hometown), in one of the most favorite tourist destinations in Toba, namely Bulbul Balige Beach. Customary and cultural activities may be held several times, both regular and unscheduled. Customary and cultural activities require them to visit their hometown and they can choose to come and re-visit tourist destinations. The traditional, cultural, and ritual activities can be in the form of a wedding ceremony, a customary event of the death of one of the family members, Traditional Mangokal Holi Event (tradition of dismantling bones and placing them back in a place, precisely in a monument in their hometown), childbirth, and tradition of religious holidays and New Year. Based on the description above, the following hypotheses are proposed:

H2: *Empowering custom and culture events show a positive influence on the distance of visit.*

H3: *Empowering custom and culture events shows a positive influence on environmental awareness.*

Lumban Bulbul Toba tourists visiting Toba in the context of traditional and cultural activities show that the distance of the original location to the destination area is a major concern. Visitors can make several choices, come and revisit the destinations. Distance is one of the attributes in a tour that affects intention to travel from the original places of visitors to tourist destinations (Nicolau et al., 2016). Some visitors carrying out visits cannot draw back travel time, due to the necessity of attending other activities or unscheduled hometown visits, or urgent and unscheduled activities, usually due to grief events. Visiting the hometown is an activity to stay in touch with family, enjoy the journey and new things that can be found during the trip to their hometown.

Based on tourism sustainability (Vu et al., 2021), distance can also be something that is attached to a tourist destination, including scenery, food and beverage availability, toilets, and a comfortable atmosphere. Travel products and services during the trip such as the availability of “sweet spots” at several points of the road/stopover are one of the stimuli for them to create memories during the trip (Yang & Yan, 2020). Tourism products are not only what is displayed at the tourist destination location, but also how visitors arrive at that location. The atmosphere experienced during the trip is a stimulus to revisit the tourist destination (Bedradina & Nezdoyminov, 2019).

Another thing that is interesting when traveling to a tourist destination is the atmosphere and environmental awareness throughout the trip. The environmentally friendly atmosphere during the trip directly provides a stimulus for visitors to promote and appreciate the environment, through their attitudes and actions during the trip, for example putting garbage into the rubbish bin, taking responsibility for environmental cleanliness, and being aware as nature lovers (Saeed et al., 2019). Visitor awareness of the environment has an important role in maintaining the existence of tourist destinations (Reisinger et al., 2019).

Tourists who have a high level of environmental awareness will have a high sensitivity and concern and appreciate every effort made to preserve the environment, including tourist destinations. Therefore, attitudes and interests in tourist behavior are determined not only by their perception or evaluation of the sustainability of tourist destinations but also by their level of awareness of the environment (Kusumawati et al., 2020). Based on the description above, the following hypothesis is proposed:

H6: *Empowering custom and culture events show a positive influence on customer intention to revisit.*

2.3. Distance of Visit

It is almost certain that a trip to a tourist destination is filled with various tourist attributes that are the center of attention of visitors, such as transportation, accommodation, culinary during the trip, weather, and natural conditions during the trip (Liao & Chuang, 2020). Tourism attributes are defined as the attributes that satisfy the tourist and creates a revisit intention (Vareiro et al., 2019). Another thing that supports the success or failure of a trip to a tourist destination is the availability of transportation and ease of access, with affordable transportation costs. Distance is the visitor’s geographical position relative to a destination which causes tourists to require physical, temporal, and financial efforts during the visit.

The fact shows that the cost of the trip is determined and does not depend on the number of days spent at the tourist

destination. Besides that, it is easy (Nicolau et al., 2016) to obtain and access information and available directions, environmental image, and environmental aesthetics (Vareiro et al., 2019). The experience during the trip including the distance traveled is a stimulus that has a positive impact on visitors to decide to visit again the same tourist destination (Nicolau et al., 2016). Other indicators regarded as characteristics of tourist trips are travel destinations, tour packages, transportation and travel motives, relatively short travel times, quality and diversity of restaurants and coffee shops, interesting view, and customer intention to revisit (Sørensen et al., 2020; Lorenz et al., 2018). Geo-graphical distance implies that a person living in a different geographical location or close distance is very likely to share and visit each other as a result of the same cultural characteristics, such as values, language, and religion (Liu et al., 2018). Based on the description above, the following hypothesis is proposed:

H4: Distance of visit shows a positive influence on customer intention to revisit.

2.4. Environmental Awareness

Being environmentally aware means understanding how our behavior impacts the environment and committing to making changes to our activities to protect the planet. Environmental awareness is the responsibility of all stakeholders, both tourism managers and visitors (Yu & Huo, 2019). A healthy environment makes visitors comfortable and loyal to a tourist destination. Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment (Yao et al., 2019). In SOR perception, environmental awareness is a result of stimuli such as cognitive awareness, personal and public evaluation, sense of interdependence, and behavioral involvement (Chang et al., 2018).

Participation of visitors in supporting a healthy environment is an attitude chosen because they get to benefit directly from the environment, feel comfortable so they participate in continuous maintenance of a clean and healthy environment (Bilstein, 2018). Visitors assess the destination environment and set several indicators of environmental awareness as stimuli such as a positive image of a product, cleanliness of places visited, green property/friendly environment, professionalism in service delivery, welcoming place/destination, and pro-environmental attitude (Vareiro et al., 2019). The realization of environmental awareness is visitors are involved in learning aspects related to the conservation of destination environment, development of information and news about environmental preservation, having a pro-environment effort, and finally revisiting regularly (Kusumawati et al., 2020). Based on the description above, the following hypothesis is proposed:

H5: Environmental awareness shows a positive effect on customer intention to revisit.

2.5. Customer Intention to Revisit

The experiences starting from preparation, travel, and visitation and leaving from a tourist area are greatly influenced by the availability of tourism attributes. Experiences during the process of traveling are periods of spending time with family (for example, “spending fun time with family and making memories in a pleasant and stress-free environment”) and enjoying nature (for example, “having space and freedom to enjoy and be part of nature”) (Bilstein, 2018). These interesting experiences are inseparable from the visitors’ needs fulfillment especially if they can be synchronized with business needs (Nemeth & Dory, 2019), or personal activity needs such as the necessity of attending and participating in traditional and cultural events.

Satisfaction is not only related to the pleasure of travel experience but also the comparison between initial expectations of tourists and their perceptions. Tourists will be satisfied if the experience is greater than their expectations (Vareiro et al., 2019). That satisfaction will be realized by revisiting the same place (Tung-Sheng et al., 2019). The satisfaction and experience felt by visitors is a stimulus for revisiting activity (Lok et al., 2019; Li et al., 2019; Chang, 2019; Brown et al., 2017). Various stimuli producing a major influence in making decisions of revisit intention are increased number of visitors, availability of clean water, clean environment, waste management and recycling, environmental and ecosystem maintenance, hospitality, air quality, noise control, local economic condition. The concept of sustainable tourism development must be more actively applied in tourist destinations selectively because visitors expect a healthy and clean environment (Vučetić, 2018).

The research model can be seen in Figure 1.

3. Research Methods and Materials

3.1. Study Setting

This study was conducted using an exploratory study with a quantitative approach with visitors (visiting since 2016) to the tourist destination of the Lumban Bulbul Toba Samosir beach, one of the highlands around Lake Toba.

The study stages were started from the Dimensionalization of Variables and Indicator Variables as described in Table 1.

The method of data collection was the survey method, using open and closed questionnaires. The statements of the questionnaire were made using a scale of 1–10 to obtain interval data and were scored.

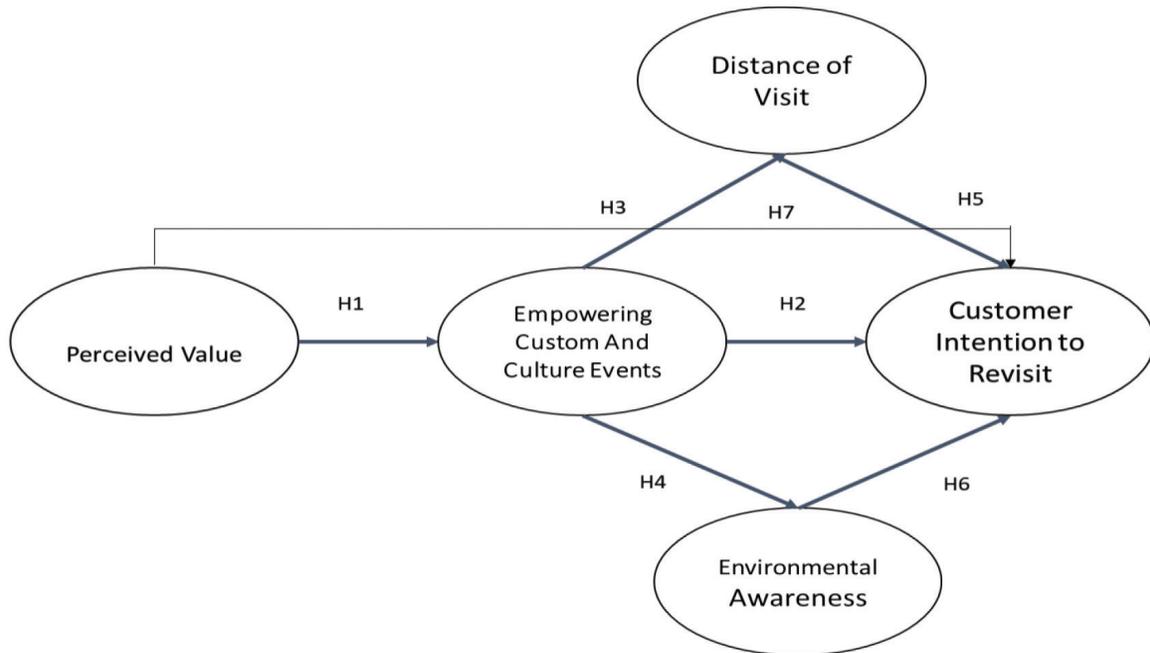


Figure 1: Theoretical Framework

The total number of questionnaires distributed was 300 copies. After screening data obtained, 42 questionnaires did not meet the requirements. While there 24 questionnaires were discarded after data analysis with AMOS 22.00. Thus, the data analyzed was 234 sample, which was the number of questionnaires that met the requirements for data analysis using Structural Equation Modeling (SEM). The minimum sample size that can be analyzed using SEM analysis with the AMOS program is 100 samples (Ghozali, 2011). AMOS result obtained in the form of Critical N is 200 at a significance level of 0.01 and 0.5, then the model can be accepted with a satisfactory fit.

The respondents of this study were visitors of Lumban Beach, Bulbul Toba Samosir. Furthermore, the test used SEM analysis tools (Augusty, 2014) where the sample to be taken was the number of indicators multiplied by 5 to 10.

4. Results and Discussion

The causal relationship model developed in the research Factors Supporting Tourist Behavior Visiting Lumban Bulbul Toba Beach as presented in Figure 1 tested 7 (seven) hypotheses. This study consisted of 5 (five) variables, namely PV, ECCE, DV, EA, and CIR. The assessment of the research model was carried out using a Structural Equation Model or SEM using AMOS version 22.

Data normality was assessed using the criterion value of critical ratio skewness ± 2.58 (for an error rate of 5%).

The results of the data normality test show that all variables have a critical value below 2.58. Besides, the multivariate value of 4,280 is smaller than the limit of multivariate value (8–20), thus the multivariate data distribution was normal. Hence, it can be concluded that the data was normally distributed.

4.1. Analysis Results

The next analysis is Full Model SEM analysis intended to test the models and hypotheses developed in this study. Model testing in SEM was carried out with two tests, namely model suitability tests and a causality test using regression coefficient test. After the confirmatory analysis stage, exogenous and endogenous constructs loading factor values above 0.5 show that the full model meets the normal criteria and goodness of fit. Hence, the full model meets the fit criteria as all loading factor values are above 0.5, as shown in Figure 2 below.

Based on Figure 2, it can be seen that the significance level of 0.075 indicates that the null hypothesis (H0) which states that there is no difference between the sample covariance matrix and the estimated population covariance matrix cannot be rejected. These results indicate the acceptance of the null hypothesis (H0) or this model can be accepted, namely, there are five different constructs with the indicators. In addition to testing based on probability values, it is also necessary to strengthen the values as described in Table 2 below.

Table 1: Variable and Indicator

No	Variables	No	Indicator	References
1	Perceived Value (PV)	X1	Positive Respond	Li et al. (2019)
		X2	Effective	
		X3	Excited	
		X4	Evocative	
		X5	Useful	
		X6	Practical	
2	Empowering Custom and Culture Events (ECCE)	X7	Wedding Ceremonies	Aslanzade et al. (2020)
		X8	Death and Funeral Ceremonies	
		X9	“Mangokal Holi Ceremony” (Tradition to dismantle bones and place them back, precisely in a monument)	
		X10	The Birth Tradition in Hometown	
		X11	Religious and New Year traditions	
3	Distance of Visit (DV)	X12	Easy Transportation Choices	Bedradina and Nezdoyminov (2019)
		X13	Affordable Cost	
		X14	Information and Road Guides Availability	
		X15	Relatively Short Travel Time	
		X16	Quality and diversity of restaurants and coffee shops	
		X17	Interesting View	
4	Environmental Awareness (EA)	X18	Positive Image of a Product	Aslanzade et al. (2020)
		X19	Cleanliness of places visited	
		X20	Green Property/ramah lingkungan	
		X21	Professionalism in service delivery	
		X22	Welcoming Place/Destination	
		X23	Pro-Environmental Attitude	
5	Customer Intention to Revisit (CIR)	Y1	Interested In Traveling	Li et al. (2019)
		Y2	Story Telling	
		Y3	Possible to visit destination	
		Y4	Probable to visit destination	
		Y5	Existent to visit destination	

Based on the results in Figure 2, it can be concluded that the model meets the fit criteria indicated by the value of calculation results that most meet the criteria (good) or feasibility for the full model. The results of the χ^2 test calculations on the full model obtained a χ^2 value of 302.044 which is below the χ^2 table for degrees of freedom 268 (307.183) at a significant level of 5%. The probability value of 0.075 is above 0.05, the CMIN / DF value of 1,127 is below 2.00, and the GFI value of 0.90 is equal to 0.90. AGFI value of 0.884 is below 0.90 (marginal category). TLI value of 0.992 is

above 0.95, CFI value of 0.991 is above 0.95, and the RMSEA value of 0.023 is below 0.08. These results indicate that the overall model meets the model fit criteria.

4.2. Results of Parameter Estimation from the Full Model

Based on Table 3, the CR test value of 7.383 is above the *t*-table value (1.96). The test results prove that H1 is proven, that there is a positive and significant effect between PV on

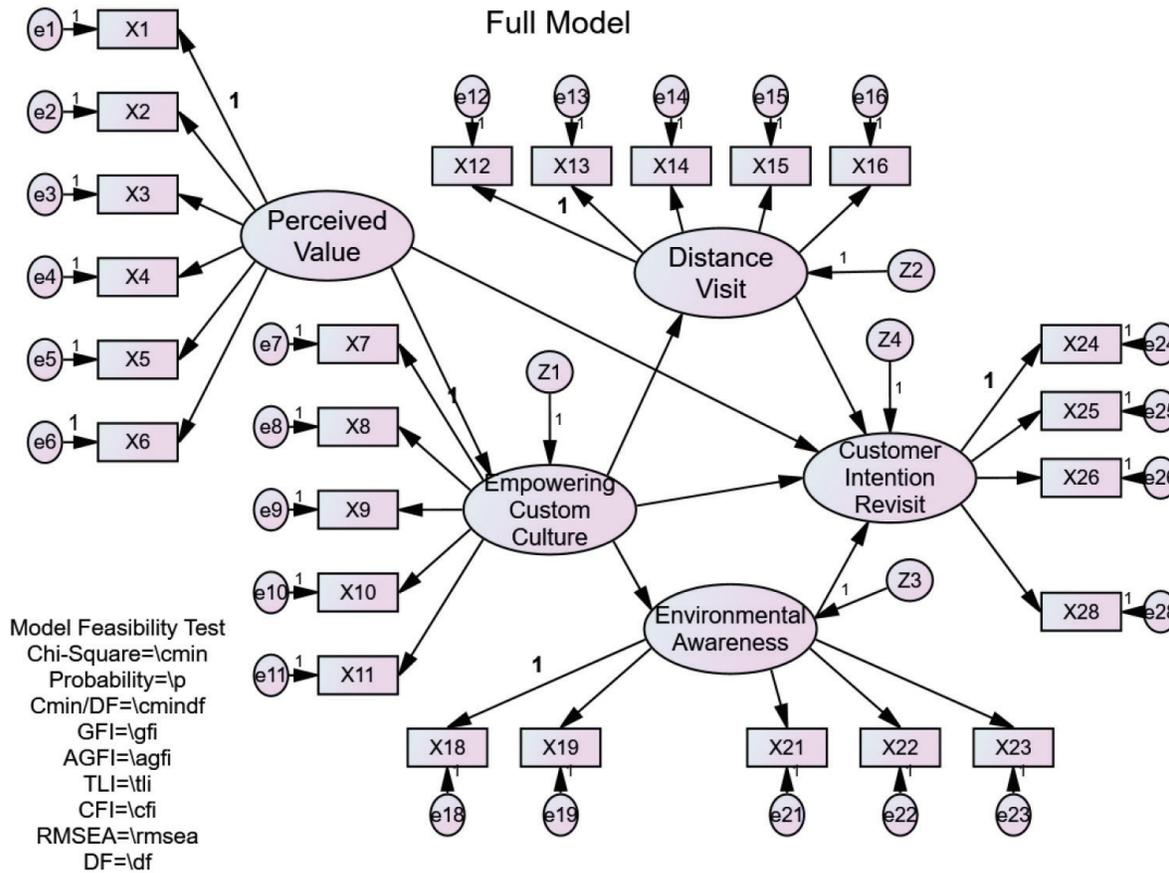


Figure 2: SEM Test Result

Table 2: Full Model Test Result

Criteria	Cut of Value	Result	Evaluation
χ^2	χ^2 with df: 268; $p: 5\% = 307.183$	302.044	Good
Probability	≥ 0.05	0.075	Good
GFI	≥ 0.90	0.905	Marginal
AGFI	≥ 0.90	0.884	Good
TLI	≥ 0.95	0.990	Good
CFI	≥ 0.95	0.991	Good
CMIN/DF	≤ 2.00	1.127	Good
RMSEA	≤ 0.08	0.023	Good

ECCE. H2 between ECCE and DV, H3 between ECCE and EA, H4 between DV and CIR, H5 between EA and CIR, H6 between ECCE and CIR, and H7 between PV and CIR marked with a CR value of 2.028 which is above 1.96. Based on the results of the structural equation, it shows that PV

has a significant positive effect on DV with a coefficient of 0.122. This coefficient means that if there is an increase in DV, it will affect the increase in CIR. This shows the higher the PV, the higher the CIR will increase.

4.3. Mediation Testing

This test was used to assess the significance of the indirect effect or effect of mediation in SEM. This can be proven from the probability value of 0.000 which is still below 0.05 or a Sobel test of 2.732 > 1.96. The results of mediation testing signal the importance of ECCE as a mediator to bridge the gap between PV and CIR are shown in the table above. Testing of the role of ECCE as a new concept (novelty) proposed to bridge the gap between PV and CIR can be done by using a Sobel test calculation.

4.4. Multiple Correlation

The analysis of the ability to explain the antecedence constructs to the consequence constructs in this research

Table 3: Hypothesis Test Result

Criteria	Estimate	S.E.	C.R.	P	Label
Empowering__custom_culture ← Perceived_Value	0.756	0.102	7.383	***	par_26
Distance_Visit ← Empowering__custom_culture	0.582	0.066	8.808	***	par_21
Environmental_Awareness ← Empowering__custom_culture	0.532	0.061	8.744	***	par_23
Customer__Intention ← Distance_Visit	0.109	0.054	2.028	0.043	par_22
Customer__Intention ← Environmental_Awareness	0.598	0.078	7.677	***	par_24
Customer__Intention ← Empowering__custom_culture	0.194	0.066	2.952	0.003	par_25
Customer__Intention ← Perceived_Value	0.126	0.066	1.904	0.057	par_27

Table 4: Square Value of Multiple Correlation

No	Construct	R ²
1	Empowering custom culture	0.33
2	Distance visit	0.38
3	Environmental awareness	0.42
4	Customer intention	0.78

model can be explained through its R^2 as presented in Table 4.

The value of R^2 for the custom culture empowering construct is 0.33. The distance visit construct is 0.38. Environmental awareness is 0.42 and customer intention is 0.78. It means 78% variance in customer intention can be explained by its antecedence constructs namely perceived value, empowering custom culture, distance visit, environmental awareness, the remaining 22% is influenced by other factors which were not assessed in this study.

The value of R^2 for the custom culture empowering construct is 0.33, meaning that 33% variance in the custom culture empowering construct is explained by its antecedence construct, that is, the perceived, and the remaining 67% is influenced by other factors outside of this study.

4.5. Discussion

The results show that ECCE has a very important role in increasing CIR. The existence of ECCE as a meditation variable between PV and CIR is marked by customs, culture, and life habits of the Toba society, so many people visit their hometown especially during ceremonial seasons (CIR). Hence, visitors will routinely make tourist visits when on hometown visits to attend ceremonies. The opportunity to visit hometown is a business opportunity for tourism, an increase in the tourism, sale of tourist products and services around Lumban Bulbul tourist destination.

Customs activities (ECCE), also make the community not concerned about the distance of their residence and destination attended (DV). The government can take this opportunity by improving travel infrastructure services from the current place to their hometown. Besides, the community is aware that the environment in their hometown is improvising such as the cleanliness of Lake Toba and the enhanced hospitality the Toba community will make tourists/visitors stay longer in their hometown.

Therefore, the priority for the management of tourism industries together with the government of Toba Samosir is how to make tourists or visitors comfortable while traveling (DV, EA), and to ensure what they need is available around Lumban Bulbul tourist destination. As long as they feel comfortable on the way to a tourist destination, they understand the fragility of the environment (of Lake Toba) and the importance of its protection (environmental awareness). This way it can be ensured that there will be opportunities for increasing the number of tourist visitors (CIR).

Data collection and analysis were carried out in the period before the Covid-19 pandemic happened. The results show that the empowerment of customs, culture and habits attract tourists to visit Lumban Bulbul Beach several times. In future research, it is necessary to re-evaluate other possibilities if customary activities cannot be implemented.

5. Conclusion

The trend of the Toba Samosir community to carry out “visiting hometown” (CIR) activities is not only to take a vacation but also there are urgent needs, such as party or ceremony activities and family customs that cannot be avoided. Visiting the hometown is an encouragement to visit tourist attractions such as Lumban Bulbul beach.

The management of Lake Toba tourist destinations needs to take and implement these opportunities that visitors are very open to revisiting Lumban Bulbul beach and the sustainability of the tourism industry can be improved.

Therefore, the key stakeholders such as the local government of Toba Samosir need to collaborate through the management of traditional and cultural attractions; packaging the customs, culture, and life habits of Toba society; and supporting every custom and cultural event. Bulbul beach tourism industry can also carry out industrial activities by providing products and services of Toba Samosir customs and culture.

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