

Study on Attraction Elements based on Environment at the Village of Sianjur Mula-Mula

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Abstract: Attraction is an important thing because it is the main attraction and the main thing the tourists see when they want to visit and enjoy a place. Successful attraction always has a supportive environment. Sianjur Mula-Mula Village has the potential to be a tourist destination that has a variety of attractions, but the lack of activity and environmental conditions which is less supporting causes the area less visited by tourists. The purpose of this study is to develop tourist attractions in Sianjur Mula-Mula village with the concept of environment-based attractions. This research uses mix method by combining tourism attraction element and environment with direct observation to Sianjur Mula-Mula village, questionnaire distribution of one hundred questionnaires, depth interview with five stakeholders in the area and the surrounding community. The results show that there is a lack of preservation of environmental conditions at existing attractions and access from every attraction is still the main thing in the development of tourism in this area followed by education and behavior.

1 INTRODUCTION

Attraction is one of the most important elements that must exist in a tourism. Without exist of attraction then the tourism won't be excited. Attractions are the main capital in attracting tourists to come to the location. Tourist attraction is the main element driving the tourism to a destination (Ismayanti, Gunn, Leiper, 2011).

Successful attractions always have a supportive environment. The environment becomes the supporter through the development of a tourist destination area. The environment affects individuals who will come to the tourist (Hamalik, 2006) the environment is something that exists in the natural surroundings that have meaning or a particular effect to the individual (Holden, 2008). There will be the influence of environment elements which are activity, behavior, education, and conditions of the environment itself.

Sianjur Mula Village is one of 12 villages in Sianjur Mula-Mula subdistrict located west of Pangururan, Samosir. Sianjur Mula-Mula Village has a lot of tourism potential that is environmentally based example nature tourism, spiritual tourism,

agricultural tourism, cultural tourism, and artificial tourism. Based on the development vision of Sianjur Mula Mula Village, the tourism sector is a sector that will be developed to realize the welfare of society. However, the development of tourist attractions in this village and the less environment element become one of the issues. Sianjur Mula-Mula village has excellent tourism potential if those are developed properly.

There is a need to study about environment-based tourism attractions because Sianjur Mula-mula area strong in the environment to be the center of the tourist destination because of the environmental approach is a learning approach that seeks to increase the involvement of tourists through the utilization of the environment as a source of learning (Wahyuni, 2009). The purpose of this study is to identify the development of tourist attractions with environment-based. Expectation of this research is to help to improve the development of environment-based tourism attractions in the village of Sianjur Mula-Mula.

2 ATTRACTION AND ENVIRONMENT

2.1 Attractions

Tourist attractions or tourist destination areas is the main motivation for tourists in conducting tourist visits (Witt & Mountinho, 1994). Furthermore, the attraction is a significant component in attracting tourists, the attraction is the main capital (tourism resources) or the source of tourism (Suwena and Widyatmaja, 2010). An attraction is one of the important tourism products to be developed in a tourist area. The elements contained in the attraction include natural tourism attractions (geographical and natural resources), artificial tourism attractions (buildings and tourism infrastructure), cultural attractions (history and folklore, religion and art), and social tourism attractions (views of life, language, social activities of local people) (Middleton, 2009).

Tourism is the most interesting factor of the actors of tourism, in this case, both natural and cultural attractions. Sightseeing is everything that becomes a tourist target, such as a forest, river, lake, beach, sea, museum or other traditional culture. It can be concluded that the tourist attraction is everything that has the beauty, which is valuable, both in the form of natural attractions, cultural attractions, and also, as well as man-made become factors of attraction and become tourist purpose of destination, which makes tourists motivated to do tours to these attractions (Fandeli, 2001)

2.2 Environment

Tourism is an industry which determined by good and bad environment. Without a good environment, it is impossible for tourism to flourish. Therefore, the development of tourism should pay attention to the preservation of environmental quality, because that is the thing sold in the environmental tourism industry (A. Hari Karyono, 1997). According to Prof. Dr. ST. Munadjat Danusaputro, SH, the living environment are all things and conditions, including man and the behavior of his deeds, which is contained in the space where man is located and affect the life and welfare of humans and other living bodies.

"The place or the natural environment around where anyone can learn or change the behavior of the place can be categorized as a learning place which means learning resources, such as libraries,

markets, museums, rivers, mountains, garbage dumps, fish ponds, etc." (Abdul, 2009)

It can be concluded that the environment is any form in which there is activity, behavior, condition, and education. With this, it can be concluded that the attraction has a supporting factor those are natural attractions, cultural attractions, and artificial attractions, while the forming factor for the environment is activity, behavior, condition, and education.

3 METHODOLOGY

The selection of research sites refers to the basic principles of environmental and tourism destination concepts that one of the most important things in the concept is that development in the tourism sector in a region does not bring adverse impacts and can unite with the environment (WCAD), and also meet the needs of tourism and a tourist destination in an effort to save and give an opportunity to become more interesting in the future (Yoeti, 1991). Therefore, the selected area is Sianjur Mula-Mula Village, need to be developed because most of the tourists come to Samosir, but not taking time more to the Village of Sianjur Mula-Mula, in addition to it because of many attractions which are natural attractions, artificial, interesting traditional culture and environment and amazing attraction become the potential to be the main tourist destination in Samosir



Figure 1: Maps of Subdistrict Samosir

The type of research in this research is descriptive mix method which aimed to describe the elements of tourism attraction with the environment on development in Sianjur Mula village with qualitatively and quantitatively (Teddlie, 2007). Qualitative approach is done by using the method of interviewing the local residents, tourists, as well as government agencies that arrange tourist attractions,

as well as direct observations in order to get more accurate information. While the quantitative approach is done by spreading questionnaires as much as 100 questionnaires to tourists and residents found in tourist destinations. Variables in this study using two theories which are the theory of the environment and the theory of the tourist attraction that will be a reference for the development. Elements of both theories will then be crossed to get the limits of research indicators.

Elements used for this research are tourist attractions that will discuss the natural attractions, culture attraction and artificially attraction crossing with elements of the environment consisting of activities, behavior, conditions, and education. Data analysis is done by combining and viewing elements of attraction, whether it is cultural, artificial, and natural, in the environment by way of observation, interview and also questionnaire.

Table 1: Elements and Indicators

Environment	Indicator
Activity	<ul style="list-style-type: none"> Natural Attraction existing Cultural Attraction existing Artificial Attraction existing
Behavior	<ul style="list-style-type: none"> Tour guide at the tourist site Participation of the surrounding community
Condition	<ul style="list-style-type: none"> Cleanness in the destination Signage to every attraction Signage to village
Education	<ul style="list-style-type: none"> Natural attraction education Education on the importance of maintaining this area Cultural Attraction(The lives of local people)

4 ANALYSIS AND INTERPRETATION

Out of 100 questionnaires distributed, most of the respondents were men (55%), and the rest were female (45%). Meanwhile, the age of the respondents most ranges between 18–25 years old (47%), followed by 29% of 26-40 years old, 19% of 41-55 years old, and 5% of > 55 years old.

4.1 Attraction Activities

Table 2: Attractions as activity

Indicators	L	T	Average
Nature attractions already reach satisfaction	2.70	3.70	3.20
Cultural attractions already reach satisfaction	3.30	2.95	3.12
The artificial attraction already reach satisfaction	3.15	3.42	3.28
The natural panorama is very beautiful and unique	3.98	4.73	4.35

Notes :
L=Locals
T+Tourist

The available natural attractions are in the form of large and beautiful landscape scenery and Hadabuan Nai Sogop’s waterfall which is a natural waterfall (Figure 2). The local people assess those natural attractions are less satisfactory (2.70) but not for tourists who enjoy it very much (3.70) seen from the trend of tourist’s visit which tends to increase from year to year (table 3). "The attraction here is so-so, for us, it is not that interesting anymore because it is boring" (Village community)

The public should be able to set a good example and become a promoter when tourists come. Stakeholders in tourism as government which become a facilitator and regulator, private companies as industry provider or developer and also as the investor and of course the society as host and perpetrator or implementer of tourism (Dani, Sunaryo,2014). So that there should be community training about the existing tourism in their environment always to praise and boast what the community's assets

Table 3: Tourist visit

Years	Tourist
2015	0
2016	2385
2017	2815

Source: Tourism Office, Samosir

Cultural attractions, there is no element of cultural dance or welcoming when tourists come. From the results shows that tourists are less aware of cultural attractions (2.95). But according to the public, some of the official tourists greeted with cultural customs and dances. This fit (James J. Spillane's, 1994) statement that one of the attractions that can affect the attraction is the ethnicity and culture such as dance, welcoming attraction, greeting, etc (Figure 2). Cultural attractions in the form of welcoming

dance have been shown when MNC tv came to do coverage "(Main Source: Mr. Paul Diner Sagala). Cultural attractions should be the main part of this village because of the many cultures contained within the village of Sianjur Mula-Nula as proposed by Nafila, that cultural attraction is one of the types of tourism that makes culture a major attraction. Cultural events should be given a specific schedule so that tourists can come and attend events in time so that cultural attractions can be enjoyed by tourists (Nafila, 2013).

The most popular artificial attraction is the Batak Raja's house, followed by the Sianjur Mula-Mulula's tree and Bintatar's water. The existence of artificial attraction which is also part of the culture (Marion,2008) is considered as a satisfactory for the respondent (3.82)."The House of the Batak King was established in 2014 by the people, and this is where the birth of the first Batak king according to the ancestors" (Source: Opung Parnaek, village community leaders). Artificial attractions are made by the people themselves. Development planning without regard local people participation will be count as planning on paper (Adi,2001). Therefore, a participation of the local people will help the establishment of this artificial tourism attraction (Figure 2).



Figure 2: Sianjur Mula-Mula Attractions

4.2 Behavior of Attraction

Table 4 : Attractions as Behavior

Indicators	L	T	Average
There is a tour guide at the tourist site	3.13	3.60	3.36
There are a participation of the surrounding community	4.60	3.73	4.16
Tourists are welcomed	4.65	4.13	4.39

Tour guides at this location are not recorded, but all are people who come down as well as a tour guide in

the village. For natural attractions, after paying entrance fees, the tourists will walk alone down the river or trails that exist in the waterfall Hadabuan Nai Sogop. For artificial attractions and cultural attractions, the local people went down as tour guides (3.36). The presence of tour guides at tourist sites is important. Tour guides are the first person the tourists talk to and we often see tour guides as representatives of a place (Cole,2008). The participation of the local people gives respondents a very positive score (table 4). This is the evidence from a very friendly society. The local people are very willing to help tourists and warmly welcome the tourists who come. From the value of the respondents, it is seen that the welcoming tourists are welcomed and friendly (4.39), and this can be high selling power to tourists as revealed, that welcoming is also part of community service and service is a commodity that can be sell to tourists (Hermawan,2013)

4.3 Conditions of Attraction

Table 5: Attraction as Conditions

Indicators	L	T	Average
The condition of the natural attractions is good	4.18	3.50	3.84
Cultural attractions have to reach satisfaction	3.32	3.40	3.36
Artificial attraction condition is good	3.51	3.16	3.33
I am satisfied with the existing environment	2.78	4.30	3.54
The village of Sianjur initially has a distinctive architectural building	3.68	4.93	4.30

The condition of natural attractions is good. Respondents give a positive response (table 5). The condition of natural attractions in Hadabuan Nai Sogop is still in good condition because it is still beautiful and natural. Natural attractions such as paddy fields are also very beautiful and comfortable so that tourists can enjoy it very well.

"I am very happy with this place because the scenery is very beautiful and the water is also clear" (Source: Ms. Amelia, local tourists)

For the access to natural attractions of waterfall Hadabuan Nai Sogop, paths and sidewalks to the waterfall area were built well. However, the road for

vehicles are not fully built. The road for vehicles can only be passed by one vehicle which the road is very rocky and only 4 meters width. So the condition of attraction access is still not good (Figure 4) which good accessibility should determine whether easy or not to reach the location (Sumarabawa, 2013). Satisfaction of tourist won't improve if the accessibilities still in not good condition (Allegre, 2010)

"There will be a special road to go up and down for the vehicle, but still being planned by the government" (Postal guard of Waterfall Hadabuan Nai Sogop).

The effort to open the road already exists and will be done by the government. If road construction is done, then it will make a tourist trip easier and also increase public enthusiasm to come to this natural attractions.



Figure 3: Visitors to Attraction



Figure 4: Conditions to natural attractions

The condition of artificial attraction has been satisfactory, (3.33). Artificial attraction is the House of the Raja Batak and Sianjur Tree. 2 places are very clean and tidy, but those need clearer marker signage of the object so that tourists can know better what artificial attraction are exist in the area. Unfortunately, the signage is getting outdated and there is no renew from the local government (Figure 5). It is not suitable by the statement (Sumbo Tinarbuko,2008) stating that the signage should be a product that is easy to see, easy to read, easy to understand and trustworthy so that signage needs to be improved at every attraction in the village of Sianjur Mula-Mula.

Environmental satisfaction assessed by respondents with the positive average (3.54). Tend, tourists from outside Samosir give more value (4.30). It is very significant because tourists highly praise the beauty of this village, a very wide and green landscape mix by mountains into a very beautiful object when entering to the village of Sianjur Mula-Mula. Typical architecture in the village of Sianjur Mula-Mula is also still good. Respondents gave a very positive score (4.30) because of the presence of traditional houses which still inhabited and treated primarily in Dusun 3 Huta Balian. (Figure 6)

"Here there are three hamlets, namely Huta Balian, Huta Lobu and Huta Sibatu-batu. These three hamlets have typical buildings of Batak architecture "(Main source: Mr. Paul Diner Sagala).

Place identity is very effective in making a success tourist destination and can be an attraction and form a satisfaction towards tourists (Ginting,2017). This shows the existence of a culture of a society that produces an identity of a place (Chi,2008). Therefore, cultural architecture should not be eliminated and must always be maintained to make a strong identity in the village of Sianjur Mula-Mula.

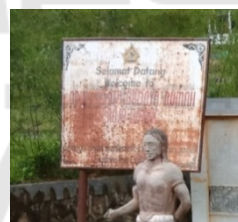


Figure 5: Signage at current attraction



Figure 6: Traditional Houses

4.4 Educational Attractions

Respondents rated average 2.63 for education on natural attractions education (Table 6). It can be said that the average respondent thinks the natural education element is less satisfactory. No education was provided to travelers regarding nature in the study area. According to the sources, the history and process of the formation of the study area can be one of the attractiveness if the place is developed well.

Table 6: Attractions as Education

Indicators	L	T	Average
Education about natural attractions in this place is satisfactory	2,76	2.50	2.63
Education on the importance of maintaining this area is available	3,12	3,25	3,18
Cultural Attraction(The lives of local people) in this place can be well studied	2.96	2.80	2.88

"The process of forming this place should be more exposed so that tourists can enjoy the history of this place as well, not just the beauty of nature." (Main source: Mr. Gagarin Sembiring, member of the expert group of Toba Caldera).

The main thing that existed in the village of Sianjur Mula-Mula was a culture which good to be more exposed regarding history and culture. Educating the importance of maintaining the place, the average respondent assumed that education on the importance of maintaining the study area was lack of education(2.63) (Table 6). There is no education available to maintain the study area. This can be worse if there is no education either from the public or the government to always keep the place.

"Indeed, there are no facilities provided to teach visitors to keep and maintain this area. Need a meeting point or a gathering point when tourists come" (Source: Mr. Hendra Sagala, Village Device). Need education such as educational signage or awareness of the community itself to always maintain the existing area. The education of cultural attractions such as the life of local people shows that the average respondent considers that education about local people's in this place lacks (2.88) (table 6). According to the study, there is no facility that can provide this education. Education on rice-field activities or farming is still difficult to obtain. It is also stated by the resource.

"Education about the lifestyle of the community here is still difficult to obtain. There should be an effort to develop this element "(main source: Mr. Irwansyah Harahap, cultural practitioner).

The attractions should be equipped with the education. But it is not often done by people in the village of Sianjur Mula-Mula.

"There have been two times foreign tourists come and try to learn to plant rice" (Main Source: Mr. Paul Diner Sagala).

The existence of educational to cultural attraction will become a new attraction in the village of Sianjur Mula-Mula.

5 CONCLUSION

Based on the analysis results of the attraction study, it was found that the activities and behavior of the community have shown positive things such as the existence of natural attractions, culture and artificial in this tour, but there are still shortages in the condition and education elements of the existing attractions. The conditions of the attraction must be renewed and maintained. It is important to improve the environmental conditions in every attraction, especially for the natural attractions which is the Hadabuan Nai Sogop waterfall to open the access points so that the attraction area will interest tourists as revealed that the development of tourism is an effort to develop and utilize tourist attraction (Muljadi, 2009).

The existence of education to every tourist makes the tourists feel welcomed so that tourists feel guided when it comes to the village of Sianjur Mula-Mula. Besides of that, education in attractions can also be signage of explanation from each attraction so that the attraction can be understood by every tourist who comes and visit. Community life such as farming, planting rice, studying the history and origin of Sianjur Mula-First, further explanations about every attraction in the history board that exists so that aspects of tourist attractions can be fulfilled and make tourist destinations in the region of Sianjur Mula-Mula increasing. The development of environment-based attractions is to improve the existing environment around the attractions and maintain local life by maximizing the contribution of tourism to the prosperity of destinations and communities.

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