



THE POTENTIAL OF PROMISE WATERFALL AS A TOURIST ATTRACTION IN THE CONTEXT OF TOURISM DEVELOPMENT IN BAKTIRAJA, HUMBANG HASUNDUTAN REGENCY

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ABSTRACT

This study aims to analyze the potential of Janji Waterfall as a tourist attraction to boost tourism in Baktiraja Subdistrict, Humbang Hasundutan Regency. The research method employed was descriptive qualitative, using observation, interviews, and documentation. The results of the study indicate that Janji Waterfall possesses significant potential in terms of natural beauty (attractions) and adequate accessibility; however, amenities, management, and promotion remain suboptimal. These conditions have resulted in the number of tourist visits not yet increasing significantly. Supporting factors include natural potential and community involvement, while inhibiting factors consist of limited facilities and promotion. Therefore, development is needed through improved facilities, sustainable promotion, and cooperation between the government and the community so that tourism can develop optimally.

1. INTRODUCTION

Sector tourist is element important that gives contribution positive to development regional and national. in accordance with the listed in Constitution Number 10 of 2009 concerning Tourism. In the provisions mentioned. it is explained that objective from development tourist For push growth economy. improve welfare society (Asrial et al., 2021). as well as introduce riches nature and culture Indonesian nation. Furthermore. based on Regulation Government Number 50 of 2011 concerning Plan National Tourism Development Plan (RIPPARNAS) 2010-2025, government emphasize importance development place tourism that focuses on potential local wisdom and local wisdom. Statement This in line with objective development tourist national focus on sustainability environmental. social. and economic. Therefore that. every region in Indonesia is expected can explore. manage. and advance potential existing tourism with as best as possible. including Regency Humbang Hasundutan who keeps various beauty nature. such as waterfalls Promises that are in the District Baktiraja. Regency Humbang Hasundutan. North Sumatra Province (Siska et al., 2022).

Indonesia is rich in diversity culture and place abundant tourism. which can made into as solution For overcome various challenge main related strengthening economy. income area. as well as reception foreign exchange. Indonesia, as a country that has diversity very rich culture. it should be can utilise potential object tourism and culture owned as source economy. For example with interesting attention traveler international For visit to Indonesia, so that they can find and enjoy beauty tourist as well as existing culture. This is expected can give contribution positive to the country's economy (Bakalo et al., 2025). The importance of activity promotions carried out For introducing Indonesia to level international so that Indonesia becomes more known as a destination country tourism and culture. so that can increase welfare existing society moment This (Nurhalimah Harahap & Atika Hanan Julia Harahap, 2024).

Regency Humbang Hasundutan is one of the district in North Sumatra Province which has Lots object tourism and strategic location. Regency This consists of from ten District. One of the sub-districts in the Regency Humbang Hasundutan who has diverse object tour interesting For visited that is Subdistrict

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Baktiraja, which consists of from the waterfall Promise located in Marbun Village Toruan, the Palace of King Sisingamangaraja, and the beautiful panorama of the Bakkara Valley (Elmia et al., 2023). waterfall tourism Promise located on the shores of Lake Toba. For reach waterfall location Promise, visitors can use car or motorbike with 20 km from Doloksanggul City Center (MARIMUTHU et al., 2021).

Potential object waterfall tourism Promise at Baktiraja waterfall with height of \pm 60 meters, which has Power pull tour with The view of Lake Toba and the diversity of flora that make the waterfall Promise often visited by tourists. The facilities and infrastructure that there is at the waterfall Promise covers accommodation, restaurants or House food, parking area, toilet, place trash, hut For visitors, network road, access electricity, telecommunications, and clean water supply. The potential discussed in study This referring to to all capabilities contained in the Object Waterfall Tourism Promise in Baktiraja, Regency Humbang Hasundutan, which can improved or developed more continued. Statement This describe that object waterfall tourism Promise is source Power managed nature with both by humans, where the potential the can become integrated parts in development tourism in Baktiraja, Regency Humbang Hasundutan, and the area surrounding areas, as well as support improvement welfare public.

Although Regency Humbang Hasundutan own diverse potential tour interesting nature, one of which is a waterfall Known promises Because beauty nature and values its history, its management Not yet give significant impact for improvement sector tourism in the District Baktiraja. Condition This can seen from at least amount visitors tourism, lack of supporting facilities tourism, as well as lack of promotion and engagement public local in management potential tour that. Some study previously show that potential tour managed nature can optimally give contribution significant for improvement economy and welfare society (IGN, Supartha Djelantik et al., 2022). Although has there is research that highlights Waterfalls Promise, but study the Still limited to mapping potential in a way common and not yet study in a way in-depth development strategy, role society, as well as factor supporters and inhibitors management potential tourism. Therefore that, still there is room study For study optimization potential waterfall Promise For increase tourism in the District Baktiraja (Ursa & Arunkumar, 2023). This research is very necessary because of the waterfall Promise located in the District Baktiraja, Regency Humbang Hasundutan, one of the object tour natural with Power high tensile strength, good from aspect beauty, value history, as well as culture the local Batak community. However until moment this, potential That Not yet utilized with good for support improvement sector tourist area. Based on data from the Tourism Office Regency Humbang Hasundutan (2022), number visit traveler to area Nataraja Still classified as fluctuating and relative low. This is seen in Table 1.1 which shows that amount Waterfall visitors Promise from year to year Not yet experience significant improvement and still be under object other tours such as Geosite Sipinsur Table 1.2. Conditions the indicates that potential waterfall tourism Promise Not yet managed and promoted optimally.

Researchers interested For carry out studies about Potential Object Waterfall Tourism Promise as effort For increase sector tourism in Baktiraja, Regency Humbang Hasundutan. This is caused by because of the waterfall Promise is one of the objective tour nature that presents charming view as well as own mark deep history for Batak society (Hernanda et al., 2018). However, the beauty as well as potential the size of the object tour This Not yet supported with optimal management and promotion. Conditions This cause interest for researchers For investigate more carry on about how much big potential waterfall Promise can developed as Power pull tour featured area (Kurniawati et al., 2022).

In addition, researchers also showed attention to development tourist sustainable local and improved welfare public local. Through studies this, researcher make an effort For give significant contribution in the form of strategic advice For government region, society, and actors tourism, so that potential existing tourism can utilized optimally. This interest is also triggered by the desire For help preservation environment and culture local, as well as introduce beauty Baktiraja as objective a worthy tour visited by tourists local and international

2. Literature Review

Theoretical basis

The Tourism Area Life Cycle (TALC) theory by Butler (Setiawati et al., 2023) states that the exploration stage, involvement stage, development stage, consolidation stage, stagnation stage This theory is relevant to the research on the potential of the Janji Waterfall tourist attraction because it helps understand the position of destination development and the right management direction. Janji Waterfall as

a natural tourism has strong potential in the initial stages to development, characterized by natural beauty, relatively natural environmental conditions, and opportunities for local community involvement (Irwan et al., 2025). Through the analysis of tourism potential, the TALC theory is used to encourage the planned and sustainable increase in Baktiraja tourism, while preventing stagnation and ecosystem damage due to uncontrolled tourism development.

Understanding Potential

Potential refers to the ability that has the power to be enhanced through planned and programmed efforts, using appropriate planning strategies, in order to achieve maximum results in accordance with the desired target. According to Wiyono (Beeh, 2017) potential means an ability that is still latent and ready to be realized and can be utilized in human life itself. Based on this definition, the potential of Janji Waterfall in this context is a natural resource that can be carefully managed by humans. This potential can be an integral part of tourism development in Humbang Hasundutan Regency, particularly in Baktiraja District. This can contribute to improving the economy of Humbang Hasundutan and the surrounding area, as well as promoting community welfare.

Potential Tourist Attractions

The potential of a tourist attraction encompasses all things or resources owned by a location, whether in the form of nature, culture, or humans, which can be developed and utilized to attract tourists (Harun et al., 2018) In Law Number 10 in 2009, it has been stated that the tourism sector is an integral part of national development, implemented systematically, planned, integrated, sustainable, and responsible. This is done while still providing protection for religious and cultural values that exist in society, as well as maintaining the sustainability and quality of the environment, as well as national interests. From the explanation above, it can be concluded that tourism potential is an object that has great power to be developed and can have a positive impact on the tourism sector. Tourism potential refers to all the features a region possesses that can attract tourists and benefit the development of the tourism industry in that area (Dangi, 2018). Tourism potential refers to aspects that can be optimized to create attractiveness for a tourist destination. In this study, tourism potential is categorized into three types: natural potential, human cultural resource potential, and socio-cultural potential (Sulaiman et al., 2022).

a. Natural Potential

Everything that is visible in nature along with the natural resources found in an area and all types of natural resources contained therein.

b. Human Resource Potential

Highly trained and educated people with abilities and skills that can be developed and dedicated to the local area.

c. Socio-Cultural Potential

Various arts, traditional dances, traditional clothing, and customs represent the socio-cultural potential inherent in a community. The potential and utilization of regional resources can be leveraged to improve public welfare. All regional potential or resources can create various businesses and jobs, which can then drive the community's economy in the future. Each region needs to optimally develop its potential by creating a targeted plan to increase community income and economic resources. The potential of a region will indicate what areas need to be developed by the government, community, and local businesses (Nugraha & Hidayah, 2022).

The three types of tourist attractions (natural, cultural, and man-made) complement each other to create a comprehensive and sustainable tourist destination. Areas that possess all three are typically superior in terms of attracting and attracting tourists. In the context of this research, the Janji Waterfall tourist attraction in Baktiraja District, Humbang Hasundutan Regency is one example of a tourist destination that has such potential (Simanjuntak, 2021). In terms of natural potential, Janji Waterfall offers natural beauty in the form of a waterfall flow, a panoramic view of Lake Toba, and a pristine environment that are the main attractions for tourists. In terms of human resource potential, the surrounding community plays a significant role in the management and development of the tourist attraction through involvement in tourism services, service provision, and maintaining environmental sustainability. Meanwhile, from a socio-cultural perspective, the existence of customs and culture of the Batak people around the tourist area also provides added value that can enrich the tourist experience (Price et al., 2025).

Thus, these three potentials, if managed optimally and integratedly, will be able to increase the attractiveness of the Janji Waterfall tourist attraction, so that it can encourage an increase in the number of tourist visits and have a positive impact on the development of tourism in Baktiraja District, Humbang Hasundutan Regency.

Definition of Tourist Attraction

A tourist attraction is a place or location that has a certain attraction for visitors or tourists to visit (Islahuddin et al., 2021). A tourist attraction is a place that is visited by visitors because it has resources, both natural and man-made, such as natural beauty or mountains, beaches, flora and fauna, zoos, ancient historical buildings, dances, attractions and other unique cultures. Tourist attractions have a very close relationship with tourist attractions. Areas that become tourist attractions must have unique characteristics that are the main attraction when visiting the tourist location. The specialness of a tourist attraction is seen in local culture, nature and flora and fauna, technological developments, and spiritual aspects.

Tourist attractions are a great opportunity to explore one's potential. Generally, people interpret the word "tourism" as recreation, meaning travel. However, not all travel can be considered tourism (Jaya & Izudin, 2023). Tourism is a voluntary, temporary journey or activity undertaken to enjoy tourist destinations and attractions. Tourist attractions and attractions are interconnected entities that have the ability to attract tourists or visitors to a particular location or place.

Waterfalls as a Natural Tourist Attraction

Waterfalls are a form of natural tourist attraction that has unique characteristics and high value in tourism development. According to Rahma (Musavengane & Kloppers, 2020) these characteristics can be clearly found at the Janji Waterfall Tourist Attraction in Baktiraja District, Humbang Hasundutan Regency. Janji Waterfall has a water flow that falls from a height of approximately 60 meters with a panoramic backdrop of Lake Toba and the surrounding natural vegetation, thus creating a unique visual view and high aesthetic value (Aunchistha, 2025). The relatively well-preserved authenticity of the environment makes Janji Waterfall a natural tourist attraction that offers a nature-based tourism experience for visitors. Waterfalls often become a magnet for tourists because of the combination of visual beauty, natural sounds, cool air, and a pristine environment. The following are the characteristics of waterfalls as a natural tourist attraction (Depari, 2021):

a. Visual Beauty

Waterfalls offer visual beauty: cascading water falling from a height, dramatic mist, crystal clear water, and the surrounding green panorama. This visual beauty makes waterfalls highly photogenic, attracting tourists who enjoy photography and social media content.

b. Soothing Sounds of Nature

The roar of falling water creates a natural sound that has a relaxing effect. The natural acoustic atmosphere is a crucial factor in enhancing the comfort and experience of a tourist.

c. Authenticity and Naturalness of the Environment

Waterfalls are typically found in areas like forests, valleys, rocky cliffs, and mountainous regions. These environments reflect the authenticity of the ecosystem, thus enhancing the appeal of tourists seeking to experience nature untouched by human intervention.

d. Cool Air & Refreshing Microclimate

Waterfalls create a cooler microclimate due to the splashing water, high humidity, and surrounding trees. This climate makes the waterfall area an ideal recreation area.

Nature tourism is a type of tourism that plays a crucial role in regional tourism development. Its advantages lie in its authenticity, beauty, and natural attractions that cannot be manipulated by humans. According to Rahma (Pramanik et al., 2019) natural potential is one of the main assets that can drive the development of the local and national tourism sectors. The following are the benefits of nature tourism for regional tourism:

a. Increase the attractiveness of the area.

b. Promote local economic growth.

c. Opening new job opportunities.

d. Preserving the environment and ecosystem.

e. Increasing environmental awareness in society.

Tourist

Definition of Tourism

Tourism is the activity of temporarily changing a person's residence, outside their usual place of residence, for any reason other than to engage in activities that generate wages or salaries. Furthermore, tourism encompasses the activities, services, and products of the tourism industry that create travel experiences for tourists (Wahono et al., 2024). Law No. 10 of 2009 defines tourism as everything related to tourism activities, including the management of tourist objects and attractions, as well as activities related to tourism operations, such as trade, hotels, restaurants, and tourist visits (Shelly Christiani Saputri et al., 2022). Tourism refers to a journey undertaken over a period of time, organized from one location to another with the aim not to seek profit (business) or earn a living in the place visited, but solely to enjoy the journey as a form of recreation or to fulfill various desires. Tourism is an activity or process of travel undertaken for a temporary period by one or more people to another location other than their place of residence. Factors that drive their departure include various interests, whether related to economic, social, cultural, political, religious, health, as well as other influential aspects, such as the desire to know, gain experience, or for learning purposes (Rocca & Zielinski, 2022). Sustainable tourism is an integrated effort to improve quality of life by balancing the provision and development, utilization, and maintenance of natural and cultural resources in a sustainable manner for the future. Sustainable tourism refers to tourism development that meets the needs of tourists while maintaining environmental sustainability and providing benefits both now and in the future.

Increasing Regional Tourism

Tourism growth indicators are metrics used to assess the success of a tourist destination in developing and positively impacting its community and region. Tourism growth can be measured by tourist visits, length of stay, economic benefits, infrastructure quality, and community participation. The following are commonly used indicators:

- a. Number of tourist visits.
- b. Length of stay.
- c. Infrastructure Development.
- d. Community Involvement.

Tourism development cannot be separated from the role of various stakeholders. According to Yoeti, Oka, A. (Ertien & Leily, 2021) the success of tourism development is greatly influenced by the synergy between the government, the community, and business actors in creating a conducive environment for the growth of the tourism sector. This collaboration is necessary to ensure that existing tourism potential can be optimally utilized, including natural attractions such as Janji Waterfall.

The Essential Foundation of SDGs

The SDGs are a continuation of the Millennium Development Goals (MDGs), which were in effect from 2000 to 2015. Unlike the MDGs, which only applied to developing countries, the SDGs are universal, meaning all countries, rich and poor, have a responsibility to achieve them. The SDGs consist of 17 main goals and 169 targets to be achieved by 2030, encompassing economic, social, and environmental dimensions (Harianto et al., 2020).

3. RESEARCH METHODS

This study employs a qualitative method with a descriptive approach. This approach is used to describe and analyze the potential of the Janji Waterfall tourist attraction, as well as the supporting and inhibiting factors, and the role of the community and government in tourism development in Baktiraja District, Humbang Hasundutan Regency. Qualitative research was chosen because the data obtained are descriptive information through observation, interviews, and documentation, allowing researchers to understand the field conditions in depth (Vongvisitsin et al., 2024).

This research was conducted in the Janji Waterfall area of Marbun Toruan Village, Baktiraja District, Humbang Hasundutan Regency, North Sumatra Province. Janji Waterfall is a natural area utilized for tourism, knowledge, and research purposes. The location of this research is precisely in Tipang, Bakti Raja District, Humbang Hasundutan Regency, North Sumatra 22457.

The determination of the location of this research was not only based on geographical aspects, but also used a role mapping approach, namely mapping locations based on the roles of stakeholders directly involved in the management and development of tourism in the Janji Waterfall area (Hatipoglu et al., 2016).

Through the role mapping approach, the research location is understood as a system involving various actors with different roles, namely (Devianto et al., 2019):

a. Local government

The research location includes the Humbang Hasundutan Regency Tourism Office and the Baktiraja District Government, which act as regulators, facilitators, and parties responsible for planning, developing, and promoting regional tourism.

b. Village Government and Community Leaders

The Marbun Toruan Village Government and local community leaders play a role in environmental management, decision-making at the local level, and encouraging community participation in tourism activities.

c. Tourism Awareness Group (Pokdarwis)

Pokdarwis in the Janji Waterfall area acts as the direct manager of the tourist attraction, which is involved in facility management, cleanliness, visitor services, and tourism promotion activities.

d. Local Community

The community living around Janji Waterfall is part of the research location because they play a role as tourism supporting actors, such as parking service providers, traders, stall managers, and tourist area guards (Han & Yang, 2025).

1. Tourism Business Actors

Local business actors operating around the Janji Waterfall tourist attraction play a role in providing tourism support facilities and contributing to the local economy.

2. Traveler

Tourists visiting Janji Waterfall also became part of the research location because they provided information related to their travel experiences, satisfaction levels, and perceptions of the potential and management of the tourist attraction. By using the role mapping approach, this research is expected to be able to provide a more comprehensive picture of the potential of the Janji Waterfall Tourism Object, not only from the physical location, but also from the role and interaction between stakeholders in supporting the increase in tourism in Baktiraja District, Humbang Hasundutan Regency.

The research time is planned to take place in January - March 2026, including the preparation stage, data collection, data analysis, and preparation of research reports. The research subjects in this study are parties who have knowledge, experience, and direct involvement in tourism activities in the Janji Waterfall area. Qualitative research, informants were selected using purposive sampling techniques, namely the deliberate selection of informants based on the consideration that they are considered to know and understand the conditions of the Janji Waterfall tourist attraction (Nurhidayati, 2022).

Research informants include:

a. Local Government parties, such as the Humbang Hasundutan Tourism Office.

b. Marbun Toruan Village Government / Community leaders.

c. The community living around Janji Waterfall.

d. Visitors or tourists.

The number of informants is adjusted to the needs and sufficiency of the data (until the data reaches saturation).

Data analysis was performed following the Miles and Huberman (1994) model, which consists of from :

a. Data Reduction: Selecting, focusing, simplifying, and organizing raw data, become relevant information.

b. Presentation (*Data Display*). Data is presented in form description descriptive, tables, or diagrams for easy understood.

c. Drawing Conclusions and Verification. Conclusions are made based on findings research and verified until obtained valid and accountable conclusions answer.

Draft beginning object waterfall tourism Promise arranged as framework base thinking in see direction development and management potential tourism in the District Baktiraja, Regency Humbang

Hasundutan. Concept This Not yet is draft development end. but rather description initial use as reference in analyze potential. role stakeholders interests. as well as opportunity improvement tourist area. In a way conceptual. object waterfall tourism Promise viewed as destination tour natural based potential local and tourism sustainable. Waterfall Promise own characteristics main in the form of beauty nature. panorama of Lake Toba, conditions relative environment Still natural. and mark history and culture inherent in the local Batak community. Therefore that. development object tour This directed For still guard sustainability environment at a time give benefit economy for public around (Sosa et al., 2021).

4. RESULTS AND DISCUSSION

Overview of the Research Area

Humbang Hasundutan Regency is a result of the division of North Tapanuli Regency, officially established on July 28, 2003. This division was based on history and the desire to improve development and public services. The formation of Humbang Hasundutan Regency began with the formation of a special committee tasked with reviewing the division process from North Tapanuli Regency. This division initiative arose from the aspirations of the local community.

As a result of this process, the proposed expansion was discussed in a Plenary Session of the Indonesian House of Representatives, which then resulted in Law Number 9 of 2003 concerning the Establishment of South Nias, Pakpak Bharat Regency, and Humbang Hasundutan Regency. On July 28, 2003, Humbang Hasundutan Regency was officially inaugurated. As a follow-up effort, the Regent of Humbang Hasundutan held a meeting with community, traditional, educational, and religious leaders in the region to discuss the creation of an official logo for Humbang Hasundutan Regency, which then received approval from the Regional People's Representative Council.

Humbang Hasundutan Regency is located in the central part of North Sumatra Province, located at 2o 1'- 2o 28' North Latitude and 98o 10'-98o 58' East Longitude. The area of Humbang Hasundutan Regency covers an area of ± 251,765.93 Ha. Humbang Hasundutan Regency has a population of around 206,668 people. Administratively, Humbang Hasundutan Regency currently consists of 1 sub-district and 153 villages spread across 10 districts. These districts include Pakkat, Onanganjang, Sijamapolang, Lintongnihuta, Paranginan, Doloksanggul, Pollung, Parlilitan, Tarabintang, and Baktiraja.

Baktiraja District is one of the districts in Humbang Hasundutan Regency Baktiraja is known as the birthplace of the Singamangaraja, including Sisingamangaraja XII. Its area reaches 2,231.91 hectares with a population of 7,580 people. The geographical location of Baktiraja District is between 2°16'-2° 23"E. Location Above Sea Level: 500-1,500 Meters. This district consists of seven villages. The boundaries of Baktiraja District are located in the eastern part of Humbang Hasundutan Regency. To the north is Onan Runggu District, Samosir Regency; to the east is Muara District, North Tapanuli Regency; to the south is Doloksanggul District, Humbang Hasundutan Regency; to the west is Pollung District, Humbang Hasundutan Regency. Socioeconomically, the majority of the population in Baktiraja District relies on agriculture, plantations, and small-scale services, with the majority of residents classified as being in the productive age group. The employment structure reflects the local economy, which remains dependent on natural resources and micro, small, and medium-sized enterprises managed by the local village community. Furthermore, education levels and basic service facilities have shown a steady upward trend over the past five years.

As one of the leading tourism potentials in Humbang Hasundutan Regency, Baktiraja District boasts a variety of attractive natural tourist destinations. This potential includes the beautiful natural scenery of the mountains and Lake Toba from several tourist spots, one of which is Janji Waterfall in Marbun Village. Furthermore, villages such as Tipang and Simamora continue to be developed as tourist villages to boost local economic activity through the tourism sector. The existence of these natural tourist attractions not only attracts tourists but also plays a vital role in supporting local economic growth through business opportunities and village community empowerment.



Figure 1. General Tourist Attractions of Janji Waterfall

Findings Thematic

Potential Object Waterfall Tourism Promise

Waterfall Promise own potential big tour For developed as destination tour featured in the District Baktiraja. Potential the covering attractions. accessibility. amenities. and activities tourism. From aspect attractions. waterfalls Promise offer beauty nature that is still experience with a direct panorama facing Lake Toba, so that become Power pull main for tourists.

This matter in accordance with results interview with Head of Marbun Village Toruan who stated that : " Waterfall Promise own potential big from aspect beauty nature. cool air. and panoramic views of Lake Toba become Power pull tourism. In addition. the waterfall Promise is also one of the destination tourism that has been Enough known in the District Baktiraja." (PD1 – Village Apparatus).

Almost the same opinion The same thing was also conveyed by visitors " Beauty nature is still very natural as well as view direct to Lake Toba from the waterfall area In addition. the atmosphere around the waterfall Still calm. the air cool and suitable For traveling and take photos ". (P1-001: Visitors).

Visitors others also provide almost the same opinion Same : " The beauty of the waterfall. the pristine natural panorama natural. and existence baths natural ". (P2-001: Visitors). From aspect accessibility. location of the waterfall Promise can reachable use vehicles. however condition road Still need improved to be more comfortable for tourists.

As delivered by the Tourism Office. " From the aspect of accessibility. roads going to waterfall location Promise Already can passed vehicle wheel two and wheels four although Still there is a number of necessary points repairs." (IK-001: Tourism Office).

Almost the same opinion the same is also conveyed by the device the village stated that :

"From the aspect of accessibility. roads going to waterfall location Promise Already Enough easy reachable. However, in some point condition road Still need repaired." (PD1 – Village Apparatus). Community around also provides opinion about condition access going to object tour said. "Access to waterfall location Promise can reachable. but condition road Still need improved to be more comfortable for tourists." (M1-001Community).

This is also reinforced by the opinion which was conveyed by visitors. who stated that : " In terms of access going to waterfall location promise easy to reach But Still need a number of point For repair For make comfort tourists " (P1-001: Visitors). Meanwhile that. from aspects. available facilities Still limited and not yet fully fulfil need tourists.

This matter reinforced by the results interview : " Facilities base such as parking areas and toilets already available. but Not yet fully adequate and still need development. including plan addition accommodation." (IK-001: Tourism Office).

This is also reinforced by the opinions expressed by visitors. who stated that : " the facilities available Still limited from toilet aspect is necessary improved For give comfort more for visitors. additions special

place of worship for the Muslim religion provide prayer room seen from visitor the majority of different religions." (P1-001: Visitors).

Management object tour is one of the factor important in development tourism. Work The same between government and society necessary for management object tour can walk with Good.

Based on results interview with Marbun Village apparatus Toruan about role government village in Waterfall management and development Promise. obtained information as following : " From the side management. government village Not yet fully involved in a way direct Because existence view hereditary related ownership area said. However Thus. the government village own hope that to front can intertwined Work The same with various party For develop object waterfall tourism Promise." (PD1 - Village Apparatus). Promotion is one of the factor important in development something object tourism. Through activity promotion. information about object tour can known to the public wide so that can increase amount visit tourists. Based on results interview with informant from the Department of Tourism. above What strategy questions are planned? For increase the role of waterfalls Jani in development tourist king's devotion to in front of him ? Say that :

" Promotional efforts has done through social media. as well as information from society that ever visit to place and with existence plan activities that will be planned in the month July 2026 as a cultural event with holding cultural events expected can increase exposure tourism." (IK-001: Tourism Office). Similar things were also conveyed by the community around which states that : " Most of traveler knowing the waterfall Promise from social media and from stories of people who have come to place this." (M1-001 Masyarakatat)

Improvement Tourist Baktiraja

Improvement tourism in the District Baktiraja can seen from existence visit traveler to the waterfall Promise. though the amount Not yet experience significant improvement.

Based on results interview with Society :

" Amount visitors who come to the waterfall area promise can increasing day by day holidays and can be seen on days normal visitors Still seen quiet." (M1-001 Masyarakatat).

Satisfaction level visitors is one of the indicator important in evaluate success something object tourism. Satisfaction traveler can influence interest For visit back in the future come. Based on results interview with visitors about level satisfaction after visit to the waterfall Promise matter This in accordance with Question : Do you feel satisfied visit to the waterfall Promise. and whether You interested For Visiting the Waterfall Again Promise ? As following :

"I feel Enough satisfied visit to the waterfall Promise and interest For come return together family and friends from Medan to enjoy beauty nature in place this." (P1-001 Visitor). Visitor others also conveyed almost the same opinion the same. namely : " In a way general visitors feel satisfied after visit to the waterfall Promise and show interest For come come back another time. In fact. some visitors are also willing recommend place This to relatives or friend." (P2-001 Visitor).

Supporting and Inhibiting Factors

Supporting Factors

One of factor supporters main in development object waterfall tourism Promise is beauty nature that is owned. Waterfall This has a natural panorama that is still beautiful. clear water. and background behind hills green and the view of Lake Toba which is Power visual appeal for tourists. Beauty natural the become the main capital in interesting interest visitors Because tour based natural moment This the more in demand by the public. Potential attractions natural This give strength big for development tour sustainable in the District Baktiraja.

In addition. support public around also become factor important supporters. The people of Marbun Village and its surroundings show involvement in guard cleanliness of tourist areas as well as open business small like stalls and provisions service parking. Participation public This show existence awareness will benefit economy from sector tourism. Support social like this is very important in development destination tour Because success management tour No let go from role active public local.

Supporting factors other is strategic location. because of the waterfall Promise located in the Lake Toba area which is Destination Super Priority Tourism national. Closeness location with area strategic

tourist national open opportunity big For improvement amount visit tourists. especially If integrated with other destinations around Lake Toba. This give potential synergy development more regional tourism wide.

Inhibiting Factors

On the other hand. there are a number of factor inhibitor in Waterfall development Promise. One of them is lack of optimal promotion. Information about the waterfall Promise Still limited and not yet promoted in a way massive through digital media, tourism platforms national. as well as promotional events tourism. This is cause destination This Not yet known in a way widely visited by tourists outside area and overseas (Van Bets et al., 2017).

Inhibiting factors next is facilities that have not been maximum. Although has available facility base such as parking areas and stalls small. but means supporters such as adequate toilets. places comfortable rest. board information tourism. as well as management cleanliness Still need improved. Limitations facility This can influence level comfort and satisfaction tourists.

In addition. limitations budget development also becomes constraints. Development destination tour need sufficient cost big For development infrastructure. maintenance facilities. as well as promotion. If the allocation of funds from government area limited. then the development process will walk in a way gradual and relative slow.

Inhibiting factors final is suboptimal coordination between party related. such as government regional government villages and communities. Lack of synergy in planning and management can cause development program No walk maximum. Therefore that. is necessary Work the same more structured and sustainable so that the potential waterfall tourism Promise can developed optimally.

Discussion

Development Object Waterfall Tourism Promise

Development object waterfall tourism Promise is part important in effort improvement tourism in the District Baktiraja. Based on results research obtained through observation fieldwork. interviews. and documentation. Waterfall Promise own huge potential For developed as destination tour superior. Potential the No only seen from beauty nature. but also from aspect social. economic and cultural support development tour (Maryani & Indrianty, 2024). Based on results observation field. conditions physical waterfall Promise Still classified as experience with height around ± 60 meters, stable water discharge. as well environment dominated by vegetation green and cool atmosphere. In addition. the existence of the panorama of Lake Toba which can be seen direct from waterfall location become mark add to strengthen Power pull tourism. This is show that from aspect attractions. waterfalls Promise own strength very potential main For developed.

Attractiveness main tour This is his abilities maintain authenticity environment at a time provide adequate facilities for visitors. Synergy between public local. guide tourism and agents journey create mutual relationship profitable. where tourists get memorable experience. temporary public local feel impact positive in a way economy (Putri & Daniel, 2025). Findings This reinforced by the results interview with informant who stated that beauty nature. air cool. as well as a panoramic view of Lake Toba Power pull main tourists. In addition. visitors also assess that the atmosphere is still natural and calm become reason main they visit. This is show that potential Power pull tour Already formed in a way natural and only need managed optimally. However thus. based on results observation. development object tour This Still face a number of limitations. From the aspect accessibility (Harianto et al., 2020). roads going to location of course Already can passed vehicles. however Still there is a number of the point that experiences damage as well as lack of board instruction direction. Condition This can influence comfort traveler in access location (Rita Komalasari, 2020). From the aspect amenities. available facilities Still limited such as parking areas. toilets, and stalls small owned by society. However. the conditions facility the Not yet fully well maintained with good and clean environment Still need improved. In addition. it has not availability facility supporters like board information tourism and places adequate rest become constraint in increase comfort visitors.

From the aspect activity tourism. based on results observation. visitors do various activity like take pictures. relax. enjoy scenery. as well as interact with trader local. This is show that activity tour Already walking. even though Not yet developed in a way maximum become package more tourism interesting (Haque & Khan, 2013). In addition. from aspect management. results study show that management object

tour Still done in a way simple and yet organized in a way professional. Involvement public Already seen through activity economy like selling and parking. but Not yet supported by the system structured management. With Thus. development object waterfall tourism Promise need done in a way integrated with notice all over component tourism. Development No only focused on improving facilities. but also on strengthening management. improvement accessibility. as well as development activity tourism. This is it is important that the potential that is owned can utilized optimally in increase Power pull and amount visit tourists.

Improvement Strategy Waterfall Tourism Promise

Improvement strategy Waterfall tourism Promise formulated based on condition real results obtained in the field from results observation and interviews. This strategy aim For overcome existing obstacles as well as optimize potential that is owned. Beauty natural this is what will happen cause Power good pull for traveler so that traveler satisfied with Power the attraction that is offered. On the other hand. if condition natural No well maintained and not show its beauty so Power the resulting drag is also not Good for tourists (Battour et al., 2020).

In realizing development tourist sustainable importance involvement public local. As Albrecht (2010) stated that involvement public in planning tourist determined by perception public the to plan development tourist That yourself. including how potential impact economic. social, and the environment to eye community livelihood. For realize sustainable tourism. one of the the approach used is *Community-Based Tourism* or tourist based the community in which involving empowerment community and participation they.

Empowerment Alone is one of the means For development society and in matter This related close with *Community-Based Tourism*. As expressed by Tolkach *et al.* (2015), that *Community-Based Tourism* describe form alternative from development optimizing tourism benefit local. encouraging development capacity and empowerment as means reach objective community development.

As means reach objective development society. With Thus. the concept empowerment public through approach *Community-Based Tourism* is necessary implemented in a way real in management object tourism. one of them through effort development facility supporters tour.

First. development strategy facility tourism (amenities). Based on results observation. available facilities Still limited and not yet fully fulfil need tourists. Therefore that. is necessary improvement facility like toilet repair. provision place rest (gazebo), addition place garbage. and provision board information tourism. Improvement facility This important For increase comfort and satisfaction visitors.

Second. the improvement strategy accessibility. Conditions the road that is still less than optimal to be one of obstacle in development tourism. Therefore that. the government area need do repair infrastructure road as well as provide instruction clear direction going to location tourism. This is will make things easier traveler in access location and improve interest visit (Al-Ansi & Han, 2019).

Third. strengthening strategy promotion tourism. Based on results research. promotion of Waterfall Promise Still Not yet done in a way maximum. Therefore Therefore. more promotional strategies are needed effective through social media. websites, and Work The same with party related like agent journey. Good promotion will increase visibility destination tour.

Fourth. empowerment strategy community. Surrounding community own role important in development tourism. Based on results research. society has involved in activity economy. but Still need improved its capacity. Therefore that. is necessary training and mentoring for society to be able to manage business tour in a way professional.

Fifth. strengthening strategy institutional and management. Management undiscovered tourism organized be one of constraint main. Therefore that. it is necessary formed institution manager tourism that involves government. society and other parties related others. Good management will increase effectiveness development tour (Osman et al., 2024).

Sixth. management strategy environment sustainable. Based on results observation. cleanliness environment Still need improved. Therefore that. is necessary management sustainable environment with involving community and visitors in guard cleanliness and sustainability nature.

With implementation of this strategy, it is hoped that the waterfall Promise can develop become destination more tourism good and capable increase amount visit traveler as well as give benefit economy for public.

Waterfall Contribution Promise towards SDGs

Development object waterfall tourism Promise own significant contribution to achievement of the Sustainable Development Goals (SDGs), especially in the aspect economic, social, and environmental (Burton et al., 2025). Based on matter said, contribution development object waterfall tourism Promise to achievement of SDGs can identified through a number of aspect main thing that reflects impact economic, social, and environmental.

First, contribution towards SDGs 8 (Decent Work and Growth) Economy). Based on results research, the existence of the waterfall Promise has give opportunity economy for public around, like open business small, services parking, and trade. This show that development tour can increase income society and create field Work (Sukma, 2024).

Second, contribution towards SDGs 11 (Cities and Human Settlements) Sustainable). Waterfall Promise is part from potential local needs managed in a way sustainable development planned tours will support development sustainable areas as well as guard sustainability environment and culture local.

Third, contribution towards SDGs 15 (Ecosystems) Land). Waterfall Promise is part from ecosystem nature that must guarded sustainability. Development tourism that is not controlled can damage environment, so that required management that pays attention aspect conservation.

Fourth, contribution towards SDGs 17 (Partnership For Achieving Goals). Based on results research, development tourism at the waterfall Promise need Work The same between government, society and other parties related. Collaboration this is very important For reach development optimal tourism (Tonegawa & (2022, 2022).

With thus, it can concluded that Waterfall development Promise No only contribute to improvement tourist area, but also supports achievement objective development sustainable development (SDGs) in general comprehensive (Hersusetiyati & Chandra, 2022).

Promotion Sustainable Object Waterfall Tourism Promise

In the digital era, promotion tourism relies heavily on engaging and easy-to-read visual content, accessible. Promotional video play role important in build image positive something destination and influence interest traveler For visiting. The use of digital platforms allows distribution more information fast and effective with relative costs low. In addition, promotional strategies that focus on narrative sustainability environment can interesting tourists who have concern to issues environment, at the same time give education about importance guard sustainability nature (Suci Fitriani *et al.*, 2023).

Promotion sustainable is one of the aspect important in development tourism, in particular in increase Power pull and amount visit traveler without ignore aspect environmental and social. Based on results research obtained through observation and interviews, promotion object waterfall tourism Promise Still Not yet done optimally and not yet leading to the concept sustainable promotion. According to Ono & Odionye (Said et al., 2023) communication interpersonal proven own role positive in support promotion tourist sustainable. Ono continued, there is *surface-to-face communication* in communication interpersonal make type this model of communication own role crucial in the process of giving awareness of importance make a sustainable tourism area (Islam, M. M., & Shamsuddoha, 2018).

Based on results interview with informant, it is known that Waterfall promotion Promise Still limited to information from mouth to mouth as well as visit direct tourists who then share experience they in a way personal. In addition, promotions through digital media such as social media and official websites still very minimal (Sari et al., 2022). Conditions This show that potential owned tourism Not yet fully known by the public wide.

Observation results the field also shows that at the location tour Not yet there is adequate promotional media like board information, brochures, or marker identity destinations that can interesting attention tourists. This is be one of factors that cause lack of exposure to object waterfall tourism Promise.

In context development tourism, promotion sustainable No only focused on improving amount visit tourists, but also pay attention to impact to environment and society. Therefore that, the promotion that

was carried out must capable give educational information to tourists. such as importance guard cleanliness. no damage environment. as well as honor culture local.

Based on results research. promotion sustainable waterfall Promise can done through a number of efforts. First. the use of digital media such as social media (Instagram, Facebook, TikTok) to introduce beauty natural waterfall Promise in a way more wide. Content promotion can in the form of photos. videos, and experience packaged tourists in a way interesting (Hartono, 2023).

Second. work The same with government regions and parties related in promote Waterfall Promise as part from destination tour leading in the Lake Toba area. Work The same This important For increase range promotions and attracting more Lots tourists (Putri & Permana, 2023).

Third. provision information educational on site tour like board appeal guard cleanliness and sustainability environment. This is aim For build awareness traveler in guard sustainability environment.

Fourth. it involves public local in activity promotions. such as through development product local and service tourism. Involvement public No only increase economy local. but also strengthens identity destination tour (Monterrubio et al., 2018).

Fifth. developing destination branding waterfall tourism Promise as tour natural. clean. and sustainable environment. This branding important For create image positive in the eyes tourists.

With Thus. promotion sustainable waterfall Promise is an important strategy that must be done in a way planned and sustainable. Good promotion No only will increase amount visit tourists. but also supports preservation environment as well as welfare society. This is in line with draft development tourist sustainable that supports achievement SDGs goals. especially in the aspect economic. social. and environmental (Liu et al., 2018).

Research Implications

Implications Theoretical

Research result This give contribution to development study knowledge tourism. in particular in analysis potential destination tour based nature in the area. Based on findings research. waterfall Promise own potential strong in aspects attractions. but Still face limitations in aspects amenities and institutions. This strengthen Cooper's theory (4A) states that that success development destination tour No only determined by power attraction. but also by accessibility. amenities. and support institutional (ancillary services).

In addition. the results study this is also relevant with Tourism Area Life Cycle (TALC) theory proposed by Butler. Based on field conditions. waterfall Promise is at the stage exploration going to involvement. which is characterized with involvement public local and facilities that are still simple. Based on results interviews and observations in the field. several public around utilise existence object tour the with open business small like selling food and Drink light all around location tour as well as provide service parking for vehicle visitors. In addition. the community also participated guard cleanliness surrounding environment area tour although Not yet done in a way organized. On the other hand. the facilities available tours at the waterfall Promise Still classified as simple. like a parking area that is still use land open. the number of toilets limited. and Not yet availability a number of facility supporters other like adequate places of worship and places enough rest for visitors. Findings This strengthen draft that destination tour develop in a way gradual and requires the right management strategy in order to be able to enter stage development (development) in sustainabl (Permatasari et al., 2023)e.

This research also supports draft tourist sustainable. where development destination must notice aspect economic. social. and environmental. With thus. in a way theoretical study This show that potential tour natural can become driving force development area if managed in a way integrated and sustainable.

Implications Practical

a. Implications for Local government

In a way practical. results study This give description to government area that waterfall Promise own potential enough nature big For utilized in support development tourism and welfare public around. Potential the No only lies in the beauty of the attractive natural panorama tourists. but also on the characteristics physical waterfall that has height approximately ± 60 meters and sufficient water flow strong. Condition the give opportunity utilization source water power. such as potential energy microhydro which can utilized as source electricity scale small for public around as well as utilization of water for

support need irrigation agriculture. In addition, the existence of the waterfall The promise that is in the Lake Toba area also provides mark plus as Power pull tour nature that can developed through activity recreation, education environment, as well as development business tour public like stalls, parking and services guide tourism. With Thus, the potential of the waterfall Promise No only functioning as object tourism, but also as source Power nature that can give benefit economic and social for community in the sub-district Baktiraja. However, the development the need attention specifically on improvement facility supporters such as adequate toilets, places rest, board information tourism, as well as repair infrastructure road.

In addition, the government need increase promotion through digital media, social media, and work The same with party private For expand range marketing destination. Strengthening institutional manager tourism also becomes matter it is important that management more professional and structured.

b. Implications for the community

For the community around, research This show that the existence of the waterfall Promise can become source improvement income and opportunities work. This is can seen from opportunity business that can developed by the community, such as open roadside stall eat, sell food and drink, provide service parking, and sell souvenirs eye for tourists who visit. In addition, the community can also play a role as guide tour or provide other supporting services activity tourism. With existence involvement public in management and development object waterfall tourism Promise, expected can increase welfare economy public at a time push public For guard cleanliness, sustainability environment, as well as comfort area tour

CONCLUSION

Based on results study about potential object waterfall tourism Promise in frame improvement tourism in the District Baktiraja Regency Humbang Hasundutan, then can concluded that :

1. Potential object waterfall tourism Promise Enough big For developed as destination tour nature in the District Baktiraja, Potential the includes:
Beauty natural waterfall Promise with height approximately \pm 60 meters which is Power pull main tourists.
 - a. Panorama of Lake Toba and the environment nature that is still beautiful so that give experience tour interesting nature.
 - b. Historical and cultural values Batak people who add Power pull tour.
2. From the aspect attractions tourism, waterfall Promise own Power pull strong nature, namely :
 - a. Beautiful and natural waterfall view.
 - b. Atmosphere cool and comfortable environment for tourists.
 - c. Uniqueness location in the Lake Toba area.
3. From the aspect accessibility, waterfall Promise Already Enough easy reachable, but Still need improvement, namely :
 - a. Road access going to location Already can passed vehicle wheel two and wheels four.
 - b. Still needed repair infrastructure road.
 - c. Need addition board instruction direction going to location tour.
4. From the aspect amenities (facilities), some facility supporters tour Already available However Still need development, namely :
 - a. Parking area available for visitors.
 - b. There are toilet facilities and places Rest.
 - c. Still needed improvement cleanliness and quality facility tour.
5. From the aspect management and promotion, development waterfall tourism Promise Not yet walk optimally, namely :
 - a. The role of government area in development tour Already There is However Still need improved.
 - b. Participation public start seen through activity business small like stalls and services parking.
 - c. Promotion tour Still limited and not yet maximum through digital media.
6. Factor affecting development waterfall tourism Promise consists of from :
 - a. Supporting factors in the form of potential interesting nature as well as support public around.
 - b. Inhibiting factors in the form of limitations facilities, lack of budget development, as well as promotions that have not been maximum.

Suggestion

Based on results research that has been done, then researchers give some suggestions as following :

1. For Regional Government (Tourism Office)

- a. Government area expected can increase development object waterfall tourism Promise through repair and development infrastructure. such as access road. board instruction direction. and facility supporters tour other.
 - b. Government area need increase promotion waterfall tourism Promise through social media. tourism websites. and Work The same with various party For interesting more Lots tourists.
 - c. The government is also expected can do better management planned and sustainable so that the potential waterfall tourism Promise can utilized optimally.
2. For Managers and the Surrounding Community
- a. The community is expected can play a role active in guard cleanliness. safety and sustainability surrounding environment Waterfall area Promise.
 - b. The community is also expected can utilise opportunity economy from activity tourism. such as open business small. stall eat. or service parking for tourists.
 - c. Work The same between society and government need improved so that management object tour can walk with Good.
3. For Development Object Waterfall Tourism Promise
- a. Need existence improvement facility tour like place rest areas. toilets, parking areas. and place rubbish For increase comfort visitors.
 - b. Development attractions tour addition like activity tour nature. education environment. or activity culture local can done For add Power pull tour.
 - c. Management tour need notice principle sustainability for sustainability natural waterfall Promise still awake.
4. For Researchers Furthermore
- a. Researchers furthermore expected can do study more carry on regarding development strategies tourism at the waterfall Promise in a way more deep.
 - b. Further research can also be done study other aspects such as impact economy tourist to public around

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