



Implementation of the 4ASC Concept (Attraction, Accessibility, Amenity, Ancillary, Safeness, and Comfort) in the Development of the Huta Ginjang Geosite Tourism Village, Indonesia

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Abstract: Huta Ginjang Geosite is one of the tourist destinations that has begun to be developed since the establishment of the Toba Caldera as a World Geosite by UNESCO. The Huta Ginjang Geosite has quite a lot of potential that should be designed. Developing this less popular Geosite requires the cooperation of various parties, from the government to the local community. To this day, the development strategy with the 4ASC concept allows the development of this tourist village to be better by looking at the community's active role based on the aspects of Attraction, Accessibility, Amenities, Ancillary, Safeness, and Comfort in Huta Ginjang. This qualitative research aims to see the potential of the Ginjang Forest Geosite based on the 4ASC aspect and the community's active role in implementing the concept. Data regarding this matter was obtained through documentation and in-depth interviews with stakeholders in Ginjang Forest. Data analysis and interpretation were based on thematic analysis. The information obtained will improve tourism management in Huta Ginjang.

Keywords: Regional Development, 4ASC, Tourism Village, Geosite.

1. Introduction

Regional planning can be viewed as a microcosm of a larger national planning framework. This relates to how an area is built and developed, as the ultimate goal is to improve people's welfare (Miraza, 2005). Regional planning concerns how to utilize the potential of the region, both that of natural resources, human resources, and artificial resources, which must be carried out thoroughly and efficiently so that the utilization of the intended potential impacts society's welfare to the fullest. Conceptually, regional planning can provide a comprehensive frame of reference for the development of rural tourism through a balanced integration of infrastructure development (facilities and infrastructure), which has significance for national development but in harmony with initiatives that emerge through the thinking of the community and local government (Friedmann, 1963). This concept is, of course, the best way to fulfill regional aspirations so that the use of regional resources and promotional activities in their implementation can be aligned with national plans and local wisdom (Olanrewaju, 2019).

Since the recognition of the Toba Caldera in the UNESCO Global Geopark (UGG), the development of areas around Lake Toba has become a priority for the central and regional governments. In the Toba Caldera development master plan, the Huta Ginjang Geosite is one of the 16 Toba Caldera Geosites proposed to UNESCO to be developed by the government (Badan Pelaksana Otorita Danau Toba., 2020). The Huta Ginjang site is located in Huta Ginjang, Muara District, North Tapanuli (Figure 1). The Huta Ginjang site was part of the third generation of the Toba Caldera formation around 74,000 years ago. This area is covered with a landscape characterized by volcanic rock structures resulting from the devastating eruption of Mount Toba. The Huta Ginjang area is a plateau that is around 1,447 meters above sea level (ASL) and is composed of the Youngest Toba Tuff (YTT) pyroclastic fall (co-ignimbrite). The formation of pyroclastic deposits at this location occurred due to hydrothermal alteration processes not caused by magmatic activity. From this location, tourists can enjoy the cool air and see the broad view of Lake Toba from a height.



Fig. 1. Huta Ginjang geosite location map.
Source: Elevation map (2022).

The development of the Huta Ginjang Geosite in the Toba Caldera integrated tourism master plan released by the integrated and sustainable tourism development program is focused on five sub-projects, namely: (1) stakeholder engagement in the formation of managers and preparation of work programs (2) Detailed planning and design of tourist villages; (3) Site arrangement support. (4) Physical development of facilities and infrastructure based on the results of needs mapping; (5) Community assistance for tourism products (Badan Pelaksana Otorita Danau Toba, 2020). Before constructing the Huta Ginjang Geosite, the government needs to know how far the government and the local government have developed the Huta Ginjang Geosite to date (Badan Pelaksana Otorita Danau Toba, 2020). An analysis of the extent to which the community and local government play a role in the 4ASC concept (Attraction, Accessibility, Amenity, Ancillary, Safeness, and Comfort) is essential to determine the advantages and disadvantages of the Ginjang Huta Geosite.

Research on people's perceptions of implementing aspects of the 4ASC concept in Huta Ginjang has been carried out separately. In 2019, a study related to advice at the Huta Ginjang Geosite showed that the facilities available at Huta Ginjang were still limited to the availability of travel agents, souvenir shops, and restaurants (Siregar, 2019). Another study in 2020 shows that Panatapan Huta Ginjang has complete facilities ranging from places to eat and drink, rest areas, public toilets, and places of worship to souvenir shops (Surya, 2020). Furthermore, in the aspect of tourist attractions, ecotourism that can be found in Ginjang Forest based on community perceptions includes Lake Borders in Pandulangan, Huta Ginjang Village; natural panorama of Huta Ginjang Village towards Mount Pusuk Buhit; natural panorama from Huta Ginjang Village to the surrounding villages; mixed plantation belonging to the people of Huta Ginjang Village; trekking in mountain forest areas; and socio-cultural tours to see traditional Batak houses and culture (Manalu et al., 2013). The study revealed that the whole community expresses no objection if Huta Ginjang Village is developed as an ecotourism village, but with the condition that tourism development must still refer to the concept of tourism, which pays attention to the preservation of environmental functions, ecological potential and maintaining socio-cultural values that exist in the local community (Manalu et al., 2013). The overall research regarding implementing the 4ASC aspects in Huta Ginjang still needs to be improved. In addition, as time goes by, changes and developments occur at the Huta Ginjang Geosite. Thus, further research on the community's role in implementing the 4ASC component is essential to monitor the development of the Huta Ginjang Geosite and as a reference for determining further steps for the development of the village.

2. Methodology

The method used in this research is qualitative research. Qualitative research is an effort to explore, find, reveal, and explain the meaning and patterns of research objects studied holistically, where meaning is meaningful as a function, value, and norm. In contrast, patterns are rules, structures, and formulas that produce models. This study uses a qualitative method to implement the 4ASC concept at the Huta Ginjang Geosite. At the same time, the research approach used is ethnography, which can be interpreted as an approach that seeks to describe the cultural

situation of the informants and their environment based on information obtained directly from the informants and presented using a third person's point of view (Creswell, 2018).

In qualitative research, respondents or research subjects are called informants, who provide information about the data the researcher wants related to the research. Determining research subjects by using purposive sampling technique, namely sampling based on efforts to achieve research objectives, selected and considered to know information and research problems in depth and can be trusted to become a source of data needed by researchers. The research subjects in this study were elements of the local community consisting of Village Officials, Pokdarwis (local tourism officials), BUMDes (village local business) Managers, Youth from Huta Gintang, Sibandang, Papande, and Sampuran Villages, and the Tourism and Culture Officer of North Tapanuli Regency.

Data collection techniques in this study used several methods, namely in-depth interviews, observation, and documentation. The interview was done with Village Officials, Pokdarwis (local tourism official), BUMDes (village local business) Managers, Youth from Huta Gintang, Sibandang, Papande, and Sampuran Villages, and the Tourism and Culture Officer of North Tapanuli Regency. The data analysis used is the Miles & Huberman interactive model. Data analysis consists of three co-occur activities: data reduction, data presentation, and conclusion/verification (Miles & Huberman, 1994).

3. Results and Discussion

Huta Gintang Geosite Tourism Potential based on 4ASC aspects

Attraction- Something to see

Huta Gintang Geosite tourist village has several things and spots that attract tourists. These exciting places and things include the Penatapan Gintang Huta, paragliding activities, and the Taber Prayer Hill.



Fig. 2. Attraction in Huta Gintang. Researcher (2022).

Attraction- Something to buy

When visiting the Geosite Huta Gintang tourist village, tourists can order or buy woven fabrics made directly by the local community. Furthermore, because most residents in these two sites are farmers, tourists can shop for souvenirs in the form of plantation or agricultural products from this area.



Fig. 3. Sales of plantation products by the community in Huta Gintang. Source: Researcher (2022).

Attraction- Something to do

One of the activities that can be done in Huta Ginjang besides paragliding is cycling. The road that crosses Huta Ginjang is known to be relatively smooth, with challenging twists and turns. While pedaling a bicycle, tourists can enjoy the cool air in Huta Ginjang and its beautiful scenery. In addition, tourists can also do paragliding at Huta Ginjang.



Fig. 4. The access road in Huta Ginjang is tortuous and directly adjacent to Lake Toba, perfect for cycling while enjoying the beauty of Lake Toba.

Source: Google map street view (2022).

Accessibility

Access in the form of a road to the Huta Ginjang Geosite is shown in Figure 5. Judging from the road infrastructure, the road to the Huta Ginjang Geosite is already paved, but in some parts, the asphalt needs to be patched or reapplied (left). Furthermore, there are no road restrictions on the road bordering the cliff (middle), and the size of the road body is not too wide for two minibusses or tourist buses to pass each other safely. City streets tend to have smoother asphalt (right).



Fig. 5. Road access to the Huta Ginjang geosite.

Source: Google map street view (2022).

Amenity

Information from Huta Ginjang's Pokdarwis page shows that the facilities that can be found include homestays, health facilities, and churches. Huta Ginjang Village provides lodging for tourists, but there are still few and varied. Restaurants or stalls can also be found in the kidney forest, but the presence of halal restaurants still needs to be improved. For places of worship, it is recorded that there are no mosques in the Huta Ginjang site area; there are 5 Protestant churches in Huta Ginjang (BPS Tapanuli Utara, 2020). Furthermore, based on information from Huta Ginjang's Pokdarwis website, it is known that facilities that can be found include homestays, health facilities, and churches.



Fig. 6. Facilities in Huta Ginjang village (Lodging, Health Center, HKBP Church).
Source: Researcher (2022).

Ancillary

Ancillaries support tourism, such as management institutions that play an important role. In Huta Ginjang Village, there is already a Tourism Awareness Group (Pokdarwis) organization developing the Huta Ginjang Geosite tourist object. The Huta Ginjang village Pokdarwis has an official website to promote the Huta Ginjang tourist village. The website can be accessed at <http://desawisatahutaginjang.com>

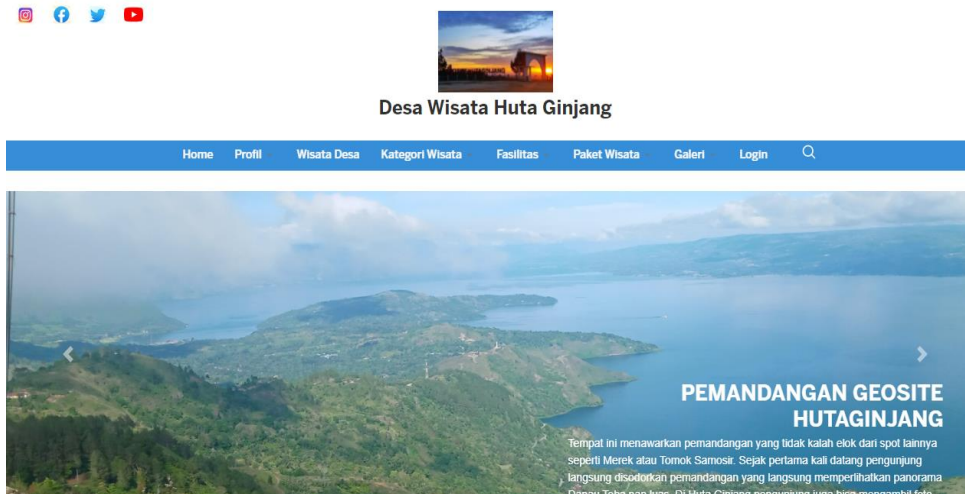


Fig. 7. The website's front page is used by Pokdarwis of Huta Ginjang village as a promotional medium.
Source: Desa Wisata Hutaginjang (2022).

Safeness

Even though there is a guarantee for the safety of visitors, the government has not regulated in detail security guarantees in a provision as an executor in the law, namely Government Regulations. In Huta Ginjang Village, specific information must be provided so that the Village community or tourism managers can guarantee the safety of tourists. However, if unwanted things happen, such as an accident while traveling, local youths are ready to help the tourists.

Comfort

Tourist comfort can be obtained in various ways. A sense of comfort can be obtained due to the atmosphere at the tourist site. Huta Ginjang Village is located at a reasonably high altitude above sea level and is surrounded by many trees so that it will produce cool and refreshing air. One of them is the treatment that tourists get from the local community as well as the cleanliness conditions of the area. The results of researchers' observations regarding cleanliness in the environment along the Huta Ginjang Geosite show that the road leading to the Ginjang Huta Geosite is relatively clean. In places of tourist attractions, conditions are also relatively clean, and public toilets are available.

The role of the community in carrying out the development of the Ginjang Huta Geosite is based on the 4ASC concept.

Attraction

The study of the Attractions of the Huta Ginjang site tourism village shows the role of the community in this aspect, among others, as the leading actor in the management and maintenance of all tourist attractions in the Huta Ginjang and Muara-Sibandang site tourism villages. Without the community's role in managing and maintaining tourist attractions, the attractions offered may not have existed until now. For example, the village community still maintains the cultural heritage of traditional Batak houses, continuing the tradition of making rules for the younger generation from traditional tools, even though modern weaving tools are now available. The community also participates as a conduit of information about Batak cultures and heritage in their area. On the other hand, the community can also gain economic benefits from selling the natural and local products they produce. The main ingredients of a tourist village can be realized in its people's lifestyle and quality of life. Authenticity is also influenced by rural economic, physical, and social conditions, such as space, cultural heritage, agricultural activities, landscapes, services, historical and cultural tourism, and unique and exotic regional experiences (Yanti et al., 2023).

Accessibility

A study on the accessibility of the Huta Ginjang geosite tourism village shows that the role of the community from an accessibility perspective is as a guard and agent who monitors the availability of good road access for tourists and reports any damage to road access to the local government. Individually or in groups, they act as guides for tourists who come to visit Huta Ginjang.

Amenity

The study of the Amenity tourism village geosites of Huta Ginjang and Muara-Sbandang shows the role of the community as an agent of change. In a sense, even though it is a predominantly Christian area, by instilling the principle of *Bhinneka Tunggal Ika*, the people of the Huta Ginjang and Muara-Sibandang geosites should be able to respect the diversity and beliefs of other religions by providing places of worship for other religions in the area. Communities can also act as originators of ideas for building facilities to be submitted to the relevant agencies. In addition, the community also acts as business actors who carry out culinary businesses such as restaurants, cafés or coffee shops, snacks, and regional souvenirs.

Ancillary

Pokdarwis is one element of stakeholders from the community who certainly have a strategic role in developing and managing the kidney forest's natural and cultural wealth potential to become a tourist destination. In general, the role of Pokdarwis is as an activator of Tourism Awareness and *Sapta Pesona* (tourism programs) in the regional environment at tourist destinations. Also, it served as a partner of local governments to develop tourism awareness in the regions. Pokdarwis is the front guard in dealing with community resistance to tourism. Pokdarwis also plays a role in increasing the knowledge and insight of Pokdarwis members in the field of tourism, improving the abilities and skills of members in managing the tourism business and other related businesses, encouraging and motivating the community to be good hosts in supporting tourism activities in Huta Ginjang, inspiring and motivating the community to improve environmental quality and local tourism attractiveness through efforts to realize *Sapta Pesona*, and collect process and provide tourism information services to tourists and the local community (Putrawan & Ardana, 2019).

Safeness

The study on the safeness of the Huta Ginjang geosite tourism village shows that on several roads leading to Huta Ginjang, especially those bordering the cliffs, there are still no roadblocks found. Based on information from Pokdarwis and tourism and cultural officers of North Tapanuly Regency, there have been no significant crime cases in these two tourist destinations. Amir et al. (2012) state that safety issues are more prominent among female tourists. They assume that most women may feel physically vulnerable and, therefore, perceive that they can become prime targets for criminals (Barker et al., 2002). George (2003) explains that tourists' insecurities towards a tourist destination can develop a negative impression of that destination. This can seriously damage the image of a tourist destination and, of course, have an impact on reducing tourist visits (Barker et al., 2002). In the tourist village of Huta Ginjang, to increase tourists' sense of security, the community has built security posts as an anticipatory effort to prevent crime in the tourist village.

Comfort

The calm and comfort of tourists cannot be separated from the security and safety sector of visitors at tourist attractions; the higher the guarantee of security, the more comfortable visitors are at a destination (Barker et al., 2002). Tourist comfort is usually measured from tourists' perceptions of cleanliness. To provide a sense of comfort to tourists, several things have been done by the community in the opposite tourist villages of Huta Ginjang and Muara-Sibandang. For example, until now, the community, independently and in groups, has jointly maintained the cleanliness of the Huta Ginjang tourism village. In terms of aesthetics, the objects there are pretty good, like villager agricultures are arranged aesthetically. Many monuments/statues and gardens have been built that add to the aesthetics of Huta Ginjang.

4. Conclusion

The tourism potential of the Huta Ginjang Geosite based on the 4ASC aspect is quite good in the attraction and accessibility aspects. Another aspect, such as amenity, still needs to be improved. The 4ASC concept has been implemented but has yet to be maximized and has involved the whole community. The government and the local Tourism Office should invite the Huta Ginjang community to participate in village development and promotion efforts. It is also essential to provide training to improve the community's ability to produce and market native regional products by the relevant agencies.

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