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Development Impact of The Kaldera Park Toba Nomadic Escape Destination on Tourists' Revisit Intention

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Abstract: The growing interest in tourism opens up opportunities for developing tourism as a recreational industry and an economic circulation opportunity. The Kaldera Park Toba Nomadic Escape, a tourism destination development initiative by Indonesian government, is envisioned as a world-class recreational industry combining natural attractions, Batak culture, and artificial features. This study delves into the intention to revisit and the components influencing tourists' interest. The research uses SMART PLS to analyze survey data collected from tourists. The findings indicate the attraction component is the main reason tourists return. Although accessibility and amenities are essential, they do not receive much attention from tourists and must focus more on needs, changing trends, and tourist demands.

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Introduction

The designation of Lake Toba as a Super Priority Tourism Destination (DPSP) at the National Coordination Meeting in 2019 is a moment that must be optimized with development strategies that impact the tourist destination of Lake Toba. The variety of attractions at Lake Toba is spread across 7 districts surrounding the lake, featuring natural, cultural, and artificial attractions. Tourism, an industry reliant on nature (Andrianto et al., 2022; Kusnadi, 2021) and local uniqueness (Karagöz & Uysal, 2022), along with supporting components (Cahyono et al., 2023), hopes to draw both domestic and international tourists to Lake Toba's resources and local sosial and income (Rahadi et al., 2022). The development of tourism components and destinasion management is a crucial part that influences visitor satisfaction, increase in visits, and tourists' intention to revisit (Juliana et al., 2023; Pratiwi et al., 2022).

Referring to Presidential Regulation Number 49 of 2016, the development of Lake Toba as a destination is managed by the Lake Toba Authority Implementation Agency (BPODT), which has two main tasks: the Coordinative Task and the Authoritative Task (Siburian & Nasution, 2023). The coordinative task aims to synchronize tourism development with the administrative environment across 7 Districts. Meanwhile, the authoritative task focuses on managing 368 hectares of land in the Sibisa area, a new concept destination in the Ajibata district, Toba District (Susanto, 2023). The Sibisa area is a highland, 1,300 meters above sea level (ASL), on the edge of the cliffs of Lake Toba, also known as The Kaldera Park Toba Nomadic Escape. This location has been designated as a

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development center and iconic tourism destination of Lake Toba by the Authority Body, aimed to become an integral area with other tourist destinations (Masatip et al., 2022).

The development of Lake Toba tourism focuses on the supply aspect, which can affect the demand aspect. Attractive attractions, varied amenities, and adequate accessibility are expected to impact tourists' intention to revisit positively. According to the report (BPODT, 2023), efforts to develop tourism at Lake Toba attracted 45,666 visits in January 2023; this visiting trend shows tourists' interest even though the construction still needs to be more developed. In connection with this, several pieces of literature consider that good tourism component support is closely correlated with the reciprocal image of tourism (Capitaine, 2016; Dian et al., 2020; Michopoulou et al., 2015; Santana-Santana et al., 2020; Yen et al., 2021). The tourism image is similar to matching tourists' expectations towards tourism products and services. A positive or negative tourism destination image results from how attractions, amenities, and accessibility are provided and managed (Wahyu et al., 2022).

The Kaldera Park Toba Nomadic Escape highlights natural, cultural, and artificial attractions (Narendra, 2022). The natural attractions consist of a unique wild landscape on the edge of a cliff that overlooks a valley and features the intragenic spots of Sigapiton village and a lake, ideal for capturing moments. The area is also filled with pine trees and open spaces with a relaxed atmosphere. Additionally, the cultural attractions represent the Batak Toba culture with regular tortor dance performances, a variety of Batak-specific souvenirs, and the hosting of national and international events. Meanwhile, the main product is Glamping using nomadic cabins with large tent interiors, complemented by other facilities such as 12 nomadic bell tents (large tents for bells), one nomadic bubble tent transparent for nighttime star viewing, nomadic eco pods, nomadic caravan park, and a caldera amphitheater for events (Untung S, 2019). Basic amenities such as toilets, souvenir shops, trash bins, and parking areas are available. Accessibility is ensured through well-maintained roads and public or private transportation. This development center is strategically located 21 km away. It can be accessed within 30 minutes from Parapat City, 55 km or 1 hour and 30 minutes from Balige, 5 km or 10 minutes from Sibisa Airport, and 75 km or 2 hours from Silangit Airport.

The components of tourist attractions, the availability of amenities, and adequate accessibility are the main drivers for tourists to visit, while tourist satisfaction impacts their interest in revisiting. The development of tourism components is about providing services, paying attention to the appropriate effectiveness, and ensuring tourist satisfaction. Thus, the supply in the tourism context can meet the demands of tourists. Regarding this, this study delves into tourist satisfaction with the components of attractions, amenities, and accessibility at The Kaldera Park Toba Nomadic Escape about the revisit intention of tourists, how tourists respond to the development of tourist attractions, and the provision of amenities and accessibility, which components most significantly affect the demand of tourists and their intention to revisit. Furthermore, this study can contribute to the model for developing attractions, amenities, and accessibility in the future by considering the needs of tourists.

Table 1. Number of tourist visits to The Kaldera Park Toba Nomadic Escape

Year	Month	Number	Year	Month	Number
2022	Januari	21,766	2023	Januari	45,666
	Februari	12,066		Februari	17,807
	Maret	14,012		Maret	14,742
	April	9,997		April	43,674

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Mei	49,987	Mei	28,703
Juni	20,608	Juni	26,953
Juli	20,707	Juli	29,324
Agustus	35,351	Agustus	13,838
September	9,678	September	9,678
Oktober	12,694	Oktober	12,694
November	9,520	November	9,520
Desember	20,269	Desember	20,269

Source: The Toba Lake Authority Implementation Body (2022-2023), processed by author

Research Method

This research was conducted using a quantitative method or approach. Creswell & Creswell, (2018) stated that quantitative methods were used to test specific theories. The testing of theories referred or the result of previous researchers that were depicted in the PLS structural equation model and the relationships between variables of this study. Additionally, the quantitative approach describes the data obtained without intending to generalize or draw specific conclusions from such data. The data used in this study consists of primary data obtained from a questionnaire with 55 respondents who were tourists in The Kaldera Park Toba Nomadic Escape. The data represented the satisfaction level of tourists regarding the development of the 3A tourism components (Attractions, Amenities, and Accessibility) at The Kaldera Park Toba Nomadic Escape. Determining the concept of tourism development to create an impression on tourists that viewed from the availability of key elements: tourist attractions, availability of amenities, and destination accessibility (Vigolo, 2015). Testing the level of tourist satisfaction, this research used indicators developed by Amalia et al. (2023) and Nguyen Viet et al. (2020) that emphasized several indicators such as tourist attraction, amenity components, and accessibility of tourist destinations.

The obtained data were depicted in structuring the structural equation model and measurement, which had been previously reviewed based on theories or previous research results. The data that served as variables and performance indicators in the development of this research model included:

1. Satisfaction with the Tourism Attraction Component (AT), consisting of indicators:
   a. The beauty of natural scenery at The Kaldera Park Toba Nomadic Escape (AT1);
   b. Numerous attractive photo spots at The Kaldera Park Toba Nomadic Escape (AT2);
   c. The uniqueness of the Glamping developed by the management and not found in other tourist places (AT3);
   d. The excitement of each tourist activity offered (AT4);
   e. The presence of distinctive Batak traditions, offered in the tourist activities at The Kaldera Toba Park Nomadic Escape (AT5);
   f. The uniqueness of the souvenirs sold (AT6).
2. Satisfaction with the Amenities Component (AM), which includes indicators:
   a. Condition of food stalls/canteens for eating and drinking in the tourist area (AM1);
   b. Service at stores for purchasing unique souvenirs from The Kaldera Park Toba Nomadic Escape (AM2);
   c. Condition of hotels or lodgings in the tourist area (AM3);
   d. Condition of clean toilets in the tourist area (AM4);
   e. Presence of parking spaces in the tourist area (AM5);

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f. Presence of garbage bins in the tourist area (AM6).

3. Satisfaction with the Accessibility Component (AC), which includes indicators:
   a. Access to information about the tourist attraction on online platforms (AC1);
   b. Quality of roads leading to the tourist location (AC2);
   c. Condition of traffic barriers on the way to the tourist location (AC3);
   d. Presence of clear, informational signs leading to The Kaldera Park Toba Nomadic Escape (AC4);
   e. Affordability of the entrance fee to the tourist location (AC5);
4. Tourist Interest in Revisiting the Kaldera Park Toba Nomadic Escape, which includes indicators:
   a. Strong interest in revisiting The Kaldera Park Toba Nomadic Escape (RI1);
   b. Compared to other tourist destinations, there is a strong interest in visiting The Kaldera Park Toba Nomadic Escape (RI2).

The available data had been analyzed using descriptive statistics to provide information on the characteristics and perceptions of tourists visiting The Kaldera Park Toba Nomadic Escape. These data were processed with inferential statistical analysis, Partial Least Square (PLS). PLS has become a popular alternative to Structural Equation Modeling (SEM). The advantages of using PLS includes: the sample size does not need to be large, the testing with referred theories is not extensive, prediction accuracy is the most critical factor, and the accuracy of model specification, which cannot yet be guaranteed, can be ascertained (Kwong & Wong, 2013). PLS does not require parametric techniques to test the significance of parameters because it does not assume any specific distribution for parameter estimation. The evaluation of the measurement model (outer model) with reflective indicator types is carried out with convergent and discriminant validity of the indicators and composite reliability for the indicator variables. The structural model (inner model) is evaluated by looking at the percentage of variance explained by R2 (R-square) for the dependent latent variables using the Stone Geisser Q Squares Test and also by looking at the magnitude of the structural path coefficients. Stability and estimates are evaluated using the t-statistic test (Sholiha & Salamah, 2015).

Result and Discussion

Most respondents who visited The Kaldera Park Toba Nomadic Escape are from North Sumatra Province; 6 out of 55 are from different provinces. The age range of tourists spans from 19 to 55 years old and those involved in the study fall into the adult category (20 – 44 years) and the pre-senior category (45–59 years). Most respondents are women, with a ratio of 43 out of 55 respondents. The respondents' occupations are diverse; they include teachers, healthcare workers, government employees, private employees, entrepreneurs, and students, and some respondents are unemployed. Regarding their highest level of education, most respondents have a bachelor's degree or equivalent, totaling 45 people. Referring to previous literature as a consideration for this study, the research hypotheses are formulated as follows:

H1: Satisfaction with the attraction component has a positive and significant impact on tourists' revisit intention;
H2: Satisfaction with the amenities component has a positive and significant impact on tourists' revisit intention;
H3: Satisfaction with the accessibility component has a positive and significant impact on tourists' intention to revisit.

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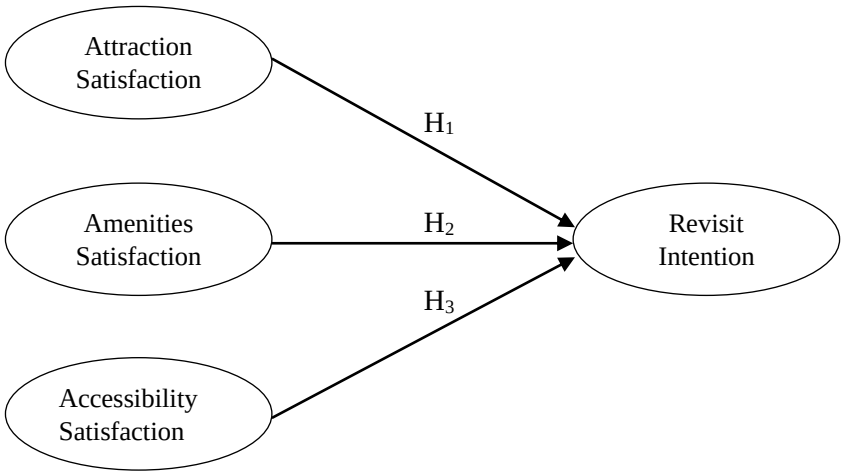
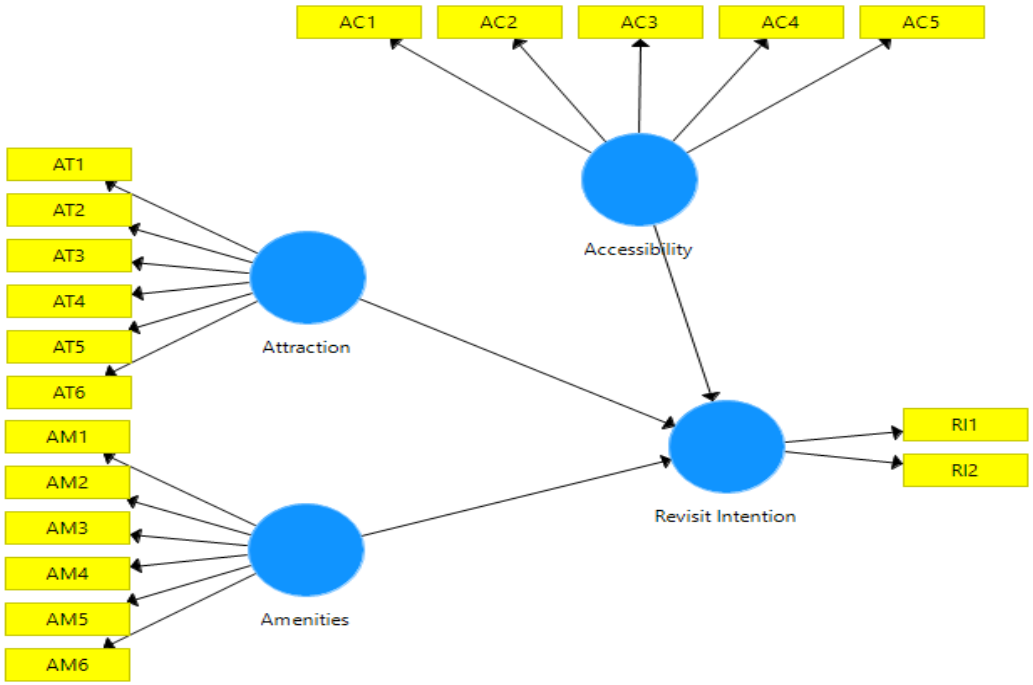
The hypothesis will then be tested using the Partial Least Square (PLS) Model. Picture 1 illustrates the hypothesis used to test the effect of developing 3A tourism components (Attraction, Amenities, and Accessibility) on the revisit intention of tourists at The Kaldera Park Toba Nomadic Escape.



Picture 1. Hypothesis framework for structural model

Source: Processed by Author, 2024

From the structural (inner) model described above, a measurement model (outer model) was constructed according to the indicators outlined in the methodology section. The structural and measurement models were depicted using SMART PLS-SEM software version 3.0, shown in Picture 2 below.



Picture 2. Structural and measurement model

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According to the requirements of the PLS model, several testing steps that can be performed are:

1. Testing the Measurement Model
   There are 3 criteria used in the PLS Model to assess the measurement model (outer model): Convergent Validity, Discriminant Validity, and Composite Reliability (Gozali, 2008).
   a. Convergent Validity
      An indicator is reliable if its outer loading (loading factor) value is more significant than 0.70. For outer loading values of indicators between 0.50 and 0.60, the reliability can be considered relatively good, while indicators with an outer loading below 0.50 can be considered poor representations of the indicator. Based on the output obtained, all indicators have met the requirements for Convergent Validity. Below is a table displaying the outer loading for each indicator.

Table 2. Outer loading (loading factor) of each indicator

	Accessibility	Amenities	Attraction	Revisit Intention
AC1	0.938			
AC2	0.969			
AC3	0.932			
AC4	0.896			
AC5	0.876			
AM1		0.903		
AM2		0.886		
AM3		0.881		
AM4		0.877		
AM5		0.943		
AM6		0.922		
AT1			0.911	
AT2			0.886	
AT3			0.881	
AT4			0.876	
AT5			0.823	
AT6			0.819	
RI1				0.924
RI2				0.895

Source: SMART PLS Data Processing Results, 2024

   b. Discriminant Validity
      Discriminant Validity testing is a reflective indicator assessed on the cross-loading between indicators and their variables or constructs. An indicator is considered valid if it has a high cross-loading factor to the targeted variable, compared to cross-loading for other variables. Suppose the correlation of a variable with its constituent indicators is smaller than that of other variables. This indicates that the latent variable predicts the measure in the block worse than the measure in other blocks. The following table shows the cross-loading values for the indicator data of the tested variables.

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Table 3. Cross-loading (loading factor) of each indicator

	Accessibility	Amenities	Attraction	Revisit Intention
AC1	0.938	0.849	0.850	0.757
AC2	0.969	0.931	0.894	0.803
AC3	0.932	0.847	0.815	0.797
AC4	0.896	0.876	0.805	0.715
AC5	0.876	0.837	0.851	0.676
AM1	0.848	0.903	0.811	0.757
AM2	0.832	0.886	0.787	0.746
AM3	0.863	0.881	0.779	0.663
AM4	0.794	0.877	0.728	0.683
AM5	0.876	0.943	0.808	0.788
AM6	0.877	0.922	0.800	0.791
AT1	0.817	0.787	0.911	0.803
AT2	0.762	0.729	0.886	0.679
AT3	0.806	0.744	0.881	0.633
AT4	0.810	0.778	0.876	0.692
AT5	0.756	0.694	0.823	0.646
AT6	0.792	0.790	0.819	0.702
RI1	0.786	0.786	0.806	0.924
RI2	0.689	0.701	0.645	0.895

Source: SMART PLS Data Processing Results, 2024

Based on the data in the table above, the criteria for discriminant validity have been well met. This can be seen from the cross-loading value of each indicator on its latent variable being the highest compared to the value of that indicator with other variables.

c. Composite Reliability

According to (Gozali, 2008) the reliability of a variable can be assessed using composite reliability, which measures internal consistency and should exceed 0.60. Below are the Composite Reliability scores for all variables that have met the expected reliability criteria.

Table 4. Composite reliability of each variable

Variable	Composite Reliability
Accessibility	0.966
Amenities	0.963
Attraction	0.948
Revisit Intention	0.905

Source: SMART PLS Data Processing Results, 2024

2. Testing the Structural Model

The structural model describes the relationships among latent variables based on the referenced theories. Testing the structural model begins with determining the R-square value for the dependent latent variable. The model testing results are used to examine the relationships of this dependent latent variable by looking at the R-square values from the research model output (Gozali, 2008). The structural model test's structural diagram can be seen in Picture 3, with the R-square values also displayed in the following table.

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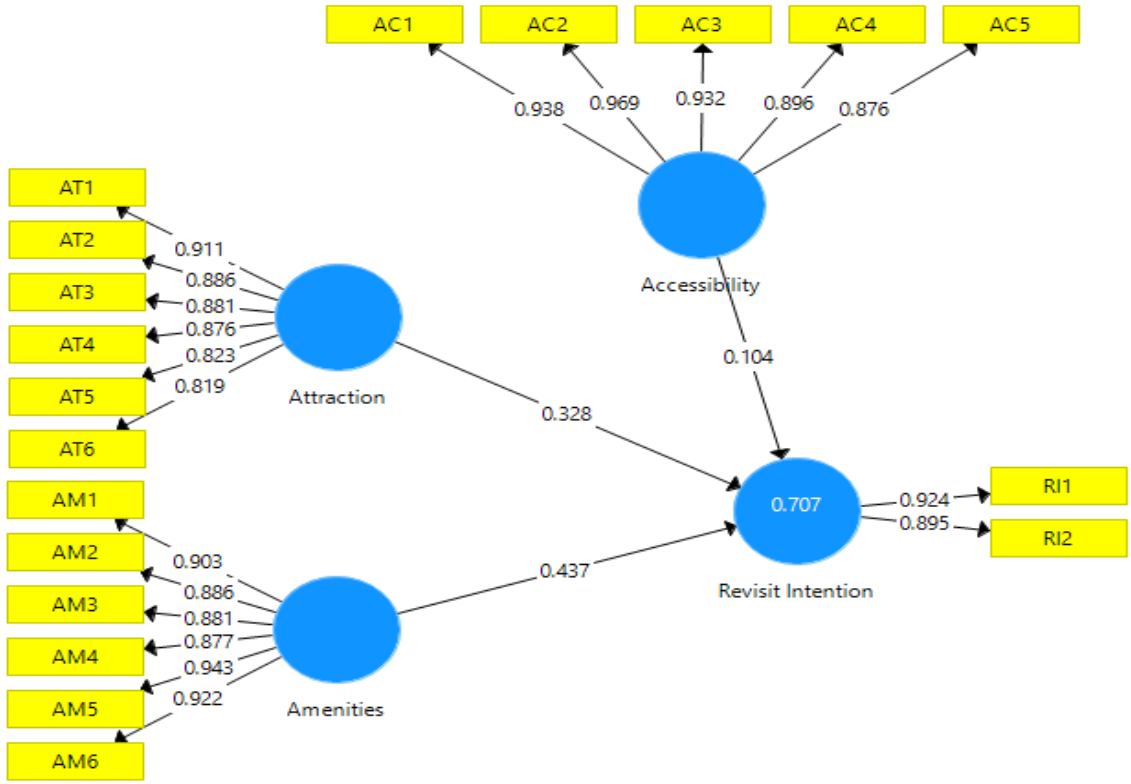
Table 5. R-square of each variable

Variable	R-square
Revisit Intention	0.707

Source: SMART PLS Data Processing Results, 2024



Picture 3. The final results of the structural model
Source: Processed Using SMART PLS, 2024

An R-square value of 0.707 for the variable "revisit intention" can be interpreted as follows: 70.7% of the variability in revisit intention is explained by tourists' satisfaction with the development of the 3A tourism components (Attractions, Amenities, and Accessibility) at The Kaldera Park Toba Nomadic Escape. Meanwhile, variables outside the model explain the remaining 29.3% of the variability in revisit intention.

Testing the theory referred to in the PLS method is done by simulating each tested relationship. In this case, the bootstrap method is applied to the research sample. Initially, the t-table value is determined with a 5% significance, a degree of freedom (df) of 23, and a two-tailed test value of 2.209. Therefore, if the path coefficient has a t-stat value above 2.209, it is declared to have a significant influence. Based on the results obtained, the attraction variable has the most significant

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influence on tourists' revisit intention to The Kaldera Park Toba Nomadic Escape (Hypothesis 1); this finding confirms that the attraction component is dominant in creating value (Zha et al., 2021) through the tourism experience (Bagheri et al., 2023).

Furthermore, the p-value for the attraction variable is less than 0.05 ($p < 0.05$), which also proves the significance of this variable to the reasons for visiting (Ram et al., 2016) tourists' revisit intention. Although attraction is the most influential component on tourists' revisit intention, the development of accessibility (Duignan et al., 2023; Santana-Santana et al., 2020) and amenities provide an essential influence to increase visitation rates (Naranpanawa et al., 2019); the development of tourism components needs to be simultaneously addressed. The testing of each hypothesis is explained as follows.

Table 6. Relationship between the variables

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H_1: Attraction -> Revisit Intention	0.328	0.326	0.167	2.968	0.040
H_2: Amenities -> Revisit Intention	0.437	0.426	0.275	1.587	0.113
H_3: Accessibility -> Revisit Intention	0.104	0.115	0.299	0.350	0.727

Source: SMART PLS Data Processing Results, 2024

The results of the first hypothesis testing indicate that tourist satisfaction towards the tourism attraction component has a positive and significant impact of 0.328, with the highest attraction indicator being the beauty of its natural scenery at 0.911 (see Picture 3). This means that the development of The Kaldera Park Toba Nomadic Escape can be prioritized because it significantly influences tourist revisit intention. These findings are in line with the development objectives of The Kaldera Park Toba Nomadic Escape by the Lake Toba Authority Management Agency (BPODT), which states that this project is planned to become a world-class destination, an integrated complex located on the cliffs surrounding Lake Toba's natural formation. This makes it a mesmerizing place for tourists to enjoy the extraordinary natural beauty and empowers the community and the image of local wisdom, history, and the culture of Lake Toba.

The second and third hypotheses indicate that tourist satisfaction towards the amenity and accessibility components has a positive impact, amounting to 0.437 and 0.104, respectively, yet lacks significance concerning revisit intention. This implies that although amenities provide a satisfying and impactful experience for tourists, attraction-related factors play a more dominant role in influencing tourists' intentions to revisit the destination. Even if The Kaldera Park Toba Nomadic Escape offers superb hotel facilities, dining options, toilets, parking provisions, and other amenities, factors such as natural beauty, photo spots, glamping opportunities, and engaging activities have a greater influence on tourists' revisit intention. In this context, despite amenities delivering a good experience, their impact on revisitation may not hold substantial weight due to the predominance of other factors in the decision-making process. This includes the accessibility component, which exhibits the lowest level of significance compared to the attraction and amenity components.

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Conclusion

Balancing the development of tourism components must be the focus of tourism planning. Data analysis was carried out to determine interest in revisiting tourism at The Kaldera Park Toba Nomadic Escape which is still influenced by tourist attractions. Our findings show tourist attraction has a positive and significant influence of 0.328, with the highest indicator of attraction being the beauty of the natural scenery at 0.911. The dominant factor influencing tourist satisfaction is the tourist attraction components. The development of The Kaldera Park Toba Nomadic Escape can be a top priority, it has a significant influence on tourists' interest in returning to visit. Analysis of the amenity and accessibility components in our findings has a value of 0.437 and 0.104 respectively and has a positive effect. However, this figure is less significant for revisit intentions. The amenities and accessibility components do not have a significant effect on interest in returning to visit, even though these two components are important. Our findings suggest that facilities provide satisfying and impactful experiences for tourists, but are not primary. Attraction-related factors play a more dominant role in influencing tourists' intention to revisit the destination. Development needs to increase tourist attractions and consider tourist preferences and changing trends to strengthen repeat visits. While the development of accessibility and amenities may not be a primary concern for tourists, it remains important. The focus of development must be on analyzing the needs of tourists visiting The Kaldera Park Toba Nomadic Escape.

Recommendation

The research has attempted to convince readers by presenting original and empirical data. However, this research has limitations in the amount of data and research methods. This study involved limited participants, therefore necessitating further research. Future studies can explore the role of tourism components in tourist satisfaction or the interest in revisiting The Kaldera Park Toba Nomadic Escape destination by involving a broader range of participants to yield more comprehensive research results. A study with a broader scope may allow for different and more in-depth outcomes. We also suggest using more diverse research methods to provide both in-depth and broad-scale information.

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