



DIALEKTIKA

Jurnal Bahasa, Sastra, dan Budaya

ISSN: 2338-2635; e-ISSN: 2798-1371

THE USE OF CULTURE-BASED TOURIST ATTRACTIONS IN DEVELOPING TOURIST DESTINATION IMAGES A CASE STUDY: NORTH SUMATRA PROVINCE

Sinthon L. Siahaan¹, Mike Wijaya Saragih²

Universitas Asaindo¹, Universitas Kristen Indonesia²

sinthonlevi097@gmail.com¹, mike.wijaya@uki.ac.id²

Abstract

This study examines the use of culture-based tourist attractions in shaping and enhancing the destination image, with North Sumatra Province as a case study. Using a literature review, the study analyzes data from 49 events categorized into nine types, during 2017. The study highlights how cultural attractions, encompassing cognitive, unique, and affective dimensions, contribute to a robust destination image. The knowledge and historical insights offered through these events influence the cognitive image. The unique image arises from the cultural distinctiveness and creative expressions showcased. The affective image, meanwhile, emerges from the emotional connections and memorable experiences visitors encounter. Through cultural festivals, exhibitions, local traditions, and culinary displays, the study identifies effective strategies for leveraging local cultural assets to boost tourism appeal. It underscores the importance of consistent, innovative cultural programming in sustaining and promoting regional identity. The findings point to the role of cultural tourism in fostering destination loyalty and increasing visitor satisfaction.

Keywords: tourist attractions, destination images, cognitive, unique, affective aspects

Abstrak

Penelitian ini mengkaji penggunaan daya tarik wisata berbasis budaya dalam membentuk dan meningkatkan citra destinasi, dengan studi kasus di Provinsi Sumatra Utara. Dengan menggunakan studi kepustakaan, penelitian ini menganalisis data dari 49 acara yang dikategorikan ke dalam sembilan jenis pengelompokan yang diadakan selama tahun 2017. Studi ini menyoroti bagaimana daya tarik budaya, yang mencakup dimensi kognitif, unik, dan afektif, berkontribusi terhadap citra destinasi yang kuat. Citra kognitif dipengaruhi oleh pengetahuan dan wawasan historis yang ditawarkan melalui acara-acara tersebut. Citra unik muncul dari kekhasan budaya dan ekspresi kreatif yang ditampilkan. Sementara itu, citra afektif muncul dari koneksi emosional dan pengalaman yang berkesan yang dirasakan oleh pengunjung. Melalui festival budaya, pameran, tradisi lokal, dan sajian kuliner, penelitian ini mengidentifikasi strategi efektif untuk memanfaatkan aset budaya lokal guna meningkatkan daya tarik pariwisata. Penelitian ini menegaskan pentingnya program budaya yang konsisten dan inovatif dalam mendukung dan mempromosikan identitas regional. Temuan dari penelitian ini menunjukkan peranan penting pariwisata berbasis budaya dalam mendorong loyalitas destinasi dan meningkatkan kepuasan pengunjung.

Kata kunci: daya tarik wisata, citra destinasi, aspek kognitif, unik, dan afektif

1. Introduction

The success of a tourism destination depends on the image of the destination itself. Therefore, all tourism destination stakeholders need to carry out strategies and activities that can maintain and even improve the image of the destination they manage. Activities as intended above must be carried out in a planned manner on an ongoing basis. Programs that are commonly carried out by every tourism destination, especially at the provincial level, are in the form of annual events planned from month to month throughout the year. Each region strives to show its superior potential to be introduced to visitors and potential visitors through various attractively designed activities. The activities organized aim to build and improve the image of the destination and at the same time promote it.

One important component in the tourism destination environment is tourist attractions which are always exhibited through events throughout the year. Tourist attractions in a tourist destination include natural tourist attractions, cultural tourist attractions, man-made tourist attractions, and social tourist attractions (Middleton and Clark, 2001). Of the four types of tourist attractions mentioned above, the ones that are most widely used in events are cultural-based tourist attractions. Through various activities organized, visitors can observe the exotic cultural expressions of local people, learn about local traditions and history, participate in cultural arts activities, practice dancing and painting, and enjoy traditional culinary delights.

Each region has its cultural characteristics which can be used as part of promotional activities to build the image of the destination as well as to attract the interest of visitors to certain destinations. The destination image is an important variable in marketing. It is not just an important role in decision-making and subsequent tourist behavior, this factor has been explored extensively in the literature in the context of tourism (Pike, 2002). The destination image is a person's perception of aspects of attributes holistically made by the destination (Echtner and Ritchie, 1910, Kim and Richardson, 2003). It should be noted that there is a significant influence of cognitive image on destination image. Echtner and Ritchie (1991) describe that destination image is a person's perception of the holistic attributes of a destination. Pike (2002) highlights destination image concerning it as an important variable in marketing. Kim and Richardson (2003) argue that destination image is the overall impression, ideas, hope, and feelings about a place at a certain time. Research conducted by Silaban, P. H., & Silalahi, A. (2020) at the Lake Toba tourist destination proves that the image of the destination influences tourist satisfaction. Apart from that, it was also explained that perceived value influences tourist satisfaction

Various types of activities related to cultural tourism attractions were held in each region as practiced by North Sumatra Province in 2017. The forms of events that year were almost no different from previous and subsequent years because the principle was to maintain, develop, and maintain the image destinations to always be interesting to visit through various events. Thus, the main source used as study material in this literature study is the Calendar of Tourism of North Sumatra of 2017.

2. Literature Review

2.1. Tourist Attractions

Middleton and Clark (2001) found that tourism products as a "creative industry" need to be developed and packaged with four elements, namely insights, inspiration, information, and involvement. Insights reflect the intellectual curiosity of tourists who are more educated and have a personal interest in the packaging of a tourism product. In a destination, this concept can be applied by providing scientific touches to tourism products, whether nature-based, culture-based, or man-made. For culture-based event attraction-type tourism products, this concept provides direction so that an event displayed can increase and enrich tourists' knowledge.

Inspiration is an opportunity to gain experience as a spiritual response to the beauty and uniqueness of an object. The experience gained through an arts and cultural-based tourist attraction functions to increase tourists' appreciation of a work of arts and culture. Information is support for the two elements above (insights and inspiration) which functions as a key element in encouraging tourists to take action in the destination area to enjoy the products offered by the destination. Besides, involvement is a personal understanding and active participation rather than passive observation, for example, tourists enjoy a tourism product actively through involvement in arts and culture activities.

Uniqueness Element

Each tourist attraction has its uniqueness, such as natural tourist attractions, cultural tourist attractions, man-made tourist attractions, and social tourist attractions. If this is related to cultural tourism attractions, the starting point is the extent to which an attraction maintains its authenticity while carrying out innovation and creativity to make it more attractive without reducing its unique values. For example, art & culture performances, traditional culture parties, local dance festivals, people culture parties, heritage, music, and song festivals, etc. The creation and delivery of tourism products is based on partnerships between a range of organizations including cultural heritage (Chen and Pizam, 2006).

Cultural research on cultural values has examined its relevance to consumer psychology, purchasing preferences, and product/service evaluations. Hofstede's (1994) work on culture finds application not only in organizational behavior but also in marketing. Likewise, the wealth of traditional socio-cultural values that live among the population must be maintained so that they are not eroded by the influence of external cultural values.

2.2. Beauty Element

The beauty element is also inherent in tourist attractions. The element of physical beauty of a tourist destination's location is indeed an important factor related to the destination's image. However, the beauty of the implementation of cultural-based events such as festivals and art performances is also an important element in developing a destination's image. In the *Sapta Pesona* (Seven Wonderful) concept, it is stated that beauty is an environmental condition in a tourism destination/destination area that reflects beautiful and attractive conditions that will provide a sense of awe and a deep impression for tourists when traveling or visiting the area, thereby realizing the potential for repeat visits, as well as encouraging promotion to the wider tourism market. One important aspect that must continue to maintain its beauty is the area where cultural tourism attractions are implemented with all their attributes. Likewise, the beauty of the appearance of cultural arts is essentially the case.

2.3. Value Element

Another element of tourist attraction is value. In a general sense, value is a concept that refers to things that are considered valuable and useful in human life, namely what is considered good, worthy, appropriate, true, important, beautiful, and desired by society in life. In the product context, it is stated that value is the consumer's estimate of the product's overall capacity to satisfy his or her needs (Kotler, 2023). In the previous explanation, it was stated that cultural values also characterize a particular group and identify the uniqueness of a social unit. Specifically in the context of cultural tourism attractions, the value contained in it is the benefit obtained by visitors as the most valuable intangible souvenir. The impact is that visitors become happy, proud, and satisfied with their visit. In the end, it can increase the positive image of the destination and have a positive impact because visitors will tell stories in their home country about their impressions and experiences while at the destination they visited.

2.4. Destination Image

Each region has its cultural characteristics which can be used as part of promotional activities to build the image of the destination as well as to attract the interest of visitors to the destination. The destination image is an important variable in marketing. It does not just have an important role in decision-making and subsequent tourist behavior, this factor has been explored extensively in the literature in the context of tourism (Pike, 2002). The destination image is a person's perception of aspects of attributes holistically made by the destination (Echtner and Ritchie, 1991), Kim and Richardson (2003). Vukonic (2000, 95) described every tourism destination as its respectability and credibility in the market, through which it is recognized. Of course, this image depends on the type of destination and its space boundaries.

Destination images are powerful motivation in travel. Image and expectation of travel experience are closely linked in prospective customer's minds. All destinations have images often based on historical rather than current events, and it is an essential objective of marketing to sustain, alter, or develop the image to prospective visitors' expectations (Middleton, 2001).

Destination image is a compilation of beliefs and impressions based on information processed from various sources over time resulting in a mental representation of the different attributes, benefits, and influences sought. Image not only recognizes the many components, namely cognitive and affective, but also the process of forming a destination image through the interaction between the two components. Cognitive beliefs refer to individual beliefs about the characteristics or attributes of a tourist destination (Pike & Ryan, 2004). On the other hand, the affective dimension shows individual feelings toward the tourist destination (Kim & Yoon, 2003). Qu et. al. (2011) conveys three dimensions of destination image including cognitive, unique, and affective images.

A cognitive image is an image that depicts information or beliefs that a person has about a destination. The cognitive image dimension includes the quality of the experience gained by tourists, the tourist attractions at a destination, the environment and infrastructure in that environment, entertainment, and tourism cultural traditions in the one destination.

A unique image is a construct that describes the entire image of the destination (Echtner and Ritchie, 1999). The overall image must be seen and measured based on three attribute dimensions: holistic, functional psychological, and unique-general characteristics.

Hasan (2015) explains that product attributes are very useful for tourism destinations, and one of the certain attributes related to unique actions and extraordinary events.

Affective Image is an image that depicts emotions or feelings about a destination. Affective image is related to pleasant, uplifting, relaxing, and attractive feelings for visitors when they are at a destination. Therefore, a cultural attraction must be packaged well and neatly so that every element contained in it is interesting and enjoyable. A visitor's feelings cannot be intervened by other parties in any sanctioning of a cultural attraction, in the form of a performance attraction or an attraction in the form of a location.

3. Research Method

This study employs a qualitative research design, utilizing a literature review method to explore the use of culture-based tourist attractions in shaping the destination image of North Sumatra. Data was sourced from the 2017 North Sumatra Tourism Calendar, encompassing 49 cultural events categorized into nine distinct types. The qualitative approach allows for an in-depth analysis of the descriptive information, focusing on the cognitive, unique, and affective dimensions of the destination image. By synthesizing insights from event descriptions and relevant theoretical frameworks, the study identifies the strategic role of cultural attractions in enhancing regional tourism branding.

The data analysis involved thematic categorization, where events were grouped based on their underlying characteristics and objectives. Thematic content was evaluated to determine the alignment of these events with the cognitive, unique, and affective components of destination image as defined in the literature. The methodology emphasizes the interpretative nature of qualitative research, seeking to provide a holistic understanding of how cultural programming influences visitor perception and satisfaction. Although the study is primarily qualitative, it also identifies areas for potential quantitative investigation, such as measuring the direct impact of individual events on tourism metrics.

4. Results and Discussion

North Sumatra is a province that has various destinations and tourist attractions, both natural, cultural, and man-made. One of the tourist destinations in this region is a priority tourism destination, even a super-priority, namely Lake Toba. Apart from nature-based destinations and attractions, in this region, there are also many cultural tourist attractions such as historical heritage, traditions, arts, and crafts, and others. These cultural components are planned and regularly used as tourist attractions to improve the image of the destination as well

as for tourism promotion to increase the volume of tourist visits to this area, both domestic and international.

Various activities to build and at the same time improve the image of destinations every year in all regions in North Sumatra. Each activity aims to instill cultural values for generation after generation and at the same time build the image of the region as a tourism destination and ultimately it is hoped that it can increase the flow of tourist visits, both domestic and foreign, to that area.

4.1. Cultural-Based Events of North Sumatra 2017

Below is the list of 49 cultural-based events in North Sumatra held during 2017.

Table 1 Calendar of Cultural-Based Events of North Sumatra in 2017

Number	Event	Purpose
01	Art & Culture Performance of Anniversary of Serdang Bedagai Regency	This event was held to celebrate the 20th anniversary of this regency.
02	Art & Culture Performance of Langkat Regency The 26th Anniversary of Langkat Regency	This event was held to celebrate the anniversary of this regency.
03	Art & Culture Performance of Asahan Regency	This event was held to celebrate the anniversary of this regency
04	Grand Fair of North Sumatra Culture	This event also presented the traditional arts and culture of each region
05	The Alliance of Nusantara Custom Society of Deli Serdang Regency	This event was aimed at struggling and returning the rights of the people. This event was festive with the various local customs.
06	Festival of Sumut Paten Culinary	This event was aimed to promote Medan City through culinary, as well as to improve the sellers themselves.
07	Festival of Fruits	This event, besides strengthening the bonds among people, was also a means of tourism promotion of North Sumatra, particularly the fruits crops.
08	North Sumatra Jazz Festival	This event was surely exciting news for all jazz lovers in Medan and all regions in this province with the presence of well-known jazz musicians legendary ones from Indonesia.

09	Gondang Naposo (Traditional Dance) Festival Samosir Regency	This event was aimed to develop the youths' knowledge in the field of the ethical ritual of Batak.
10	Traditional Culture Party of Batak at Balige Museum	This event was organized in the celebration of North Sumatra Province by performing some interesting traditional entertainments.
11	North Sumatra Carnaval Medan City	This event was organized to celebrate North Sumatra Province by performing some interesting traditional entertainment.
12	Menjual-juah Culture Party Karo Regency	This event was organized to dig and preserve the culture of Karo itself which has been part of local wisdom.
13	Festival of Local Dance North Sumatra Labuhan Batu Regency	This event was aimed to promote the variety of arts and culture that reflect the local life of Labura Regency such as dances, music, songs, and opera.
14	Samosir Band Festival	This event was a collaborative competition of both traditional and modern music.
15	People's Culture Party of West Nias Regency	The culture party was held to dig and preserve the local culture which has been part of local wisdom, as well as to grow a sense of love and pride toward the young people of their own culture.
16	Multi-Ethnic Fair of Medan City	This event presented the richness of multi-ethnic culture.
17	Rondang Bintang Party Simalungun Regency	This was the local customs party after harvest time as the gratitude toward the grand crops, and it is also used by the local youths as the annual meeting habit to bridge affection and find a match.
18	Samosir Harvest Festival	This event was the local custom ceremony of Batak as the symbol of gratitude
19	Party of Sea Offering Central Tapanuli	This event was aimed at expressing gratitude to the Almighty God who has endowed a lot of fortune from earth and sea for the whole year.
20	The Commemoration of Tuan Guru Besilam	It was the ultimate commemoration day of the death of Tuan Guru Besilam. in which people visit his grave, located by the side of Babussalam Mosque.
21	Party of Toba Lake Simalungun Regency	This Batak culture party was organized in Parapat as the people's traditional party, presenting songs of Batak opera, Batak cultural attractions, customs rituals, and competitions.

22	Festival of Batak's Totor SMP/SMA Humbang Hasundutan Regency	This event was organized in the frame of instilling Batak cultural values in the younger generation through traditional dance arts.
23	Festival Bakcang Vegetarian Medan City	This event was organized as one of the efforts to preserve Chinese traditional culture, as well as to promote Medan City tourism through culinary tourism promotion.
24	Toba Lake Heritage Festival	This festival was one of the efforts to preserve traditional culture and also a means of tourism.
25	Festival of Tortor and Traditional Instrument of Humbang Hasundutan Regency	This Batak cultural party was held in Parapat as the people's traditional party, presenting songs of Batak opera cultural attractions, custom rituals, and competitions.
26	Performance of Local Culture Ethnic of South Labuhan Batu Regency	This event was held for the youth so that they grow a sense of belonging to the local culture to preserve.
27	Culture Party East Cost of Serdang Bedagai Regency	This event was held for the youth, most importantly students so that they could grow a sense of belonging to the local culture to preserve.
28	Festival of Malay Dance and Song of Labuhan Batu Regency	This event was held for the youth, most importantly students so that they grow a sense of belonging to the local culture to preserve.
29	Samosir Unique Carnaval	This event was organized as a parade of the uniqueness of arts and culture and traditional music.
30	Party of Oang-Oang of West Pakpak Regency	It was aimed at strengthening the cultural values and tribal identity of Pakpak and increasing the regional income obtained from the tourism sector.
31	Batak Opera Night in Samosir Regency	Stage of Batak's role, containing advice and wisdom for people. This opera combined drama, art, and dance and was escorted by traditional Batak music.
32	Horja Bius (Mangalahat Horbo) Samosir Regency	This event presented the culture of ritual to respect the balance of nature's Creator and to remember the old rituals done by the ancestors.
33	Local Craft Fair	This event presented crafts from many craft men in North Sumatra, a traditional costume show, as well as to attract any potential investments.
34	Song Festival and Acoustical Music of Batak	This event was held to allow the young to express their talents in singing and music.

35	Festival of Malay Culuture Deli Serdang	The festival of Malay culture which is rich in moral values was expected to be able to introduce several potential Malay arts and culture in Deli Serdang to the youths.
36	Festival of the Kings of Nusantara	This event was a commemoration and information forum, being the fundamental element of strengthening the sense of brotherhood, for the unity and integrity of Indonesia.
37	Festival of Toba Lake	This event has been held since the 1970s and was previously known as the Party of Toba Lake. People contribute to equalizing people's property through tourism and creative economy sectors.
38	Performance of Culture in Anniversary Celebration North Tapanuli Regency	This event was organized to celebrate the anniversary of North Tapanuli Regency, which was filled with celebrations like arts and culture performances and competitiveness.
39	Festival of Culture Carnaval Datuk Pengembara Serdang Bedagai Regency	This event was aimed at digging cultural potential in Serdang Bedagai Regency and was linked with the anniversary of Datuk Pengembara's home.
40	Party of Culture Njual-juah Dairi Regency	A traditional thanksgiving party for the welfare of society.
41	Margondang of Sidempuan City	Margondang party was the ethical art of Mandailing and was always associated with religious activity and traditional ceremonies either in joys or sorrows.
42	Art & Culture Fair Batu Bara Region	This event was held to celebrate the anniversary of this regency.
43	Party of Sea Shells Tanjung Balai City	This party was the fireworks event welcoming the new year. At this party, various sea shells culinary are served to the visitors.
44	Tanjung Balai and Toba Culture Festival	This annual event was an effort to preserve the dance of Serampang Twelve and Toba dance.
45	Year End's People Party Medan City.	This party was a people's party in Medan welcoming the last minute of the year. This event was filled with a series of activities starting from morning till midnight.
46	Party of Flowers and Fruits Karo Regency	This big event was aimed at helping the development of iconic tourist destinations. This party explored the agricultural potency, especially flowers and fruits in Karo, rich in its

		arts and culture. Today, Karo is not only attracting domestic but also foreign tourists.
47	Samosir Rumanian International Music	It was a collaborative event between Rumanian and Traditional Music on an International scale.
48	Samosir Cheerful & Tourist Got Talent in Samosir Regency.	This event presented arts and cultural performances, involving domestic and foreign tourists.
49	Ramadhan Fair of Medan City	This event was held to welcome the Ramadhan (fasting month). Filled with a lot of Islamic exhibitions, culinary as well, and attractions sparkling the Ramadhan nuance.

Based on the types of activity, the forty-nine events above can be divided into nine categories of activities as shown in Table 2.

Table 2. Category of Activity

Number	Category of Activity	Total of Event
01	Local arts and culture festivals as well as entertainment	17
02	The exhibitions combined with a cultural art performance	6
03	Local traditional performances and competitions	4
04	Exhibition of local products in the form of culinary delights, flowers, and fruits.	5
05	Contemporary and modern art performance	2
06	Traditional sports competitions in tourist destination	2
07	Local wisdom exhibition	6
08	Culturally based ethnic Thanksgiving party	4
09	Art and culture exhibition with religious nuances	3
	Amount	49

Source: Processed from the North Sumatra Tourism Calendar of 2017

4.2. Description of the Use of Cultural Attractions to Develop Destination Images

Below is the explanation of each category of activity that describes the use of cultural attractions to develop destination images.

Category 1: Local Cultural Arts and Entertainment Festival

Cognitive Image

This category is mostly actualized in the form of arts and culture performances in the context of important regional days. Through these 17 events, visitors want to get as complete information as possible about the background and messages contained in each episode of the festival. Visitors want to explore the historical value and richness of art and culture so that it is worthy of being held at a festival and shown to destination guests. According to Kartodirjo, arts, and culture is a coherent system that can be used to carry out effective communication through one piece of art that describes its entire content. This follows the description of Witt & Moutinho (1994) stated that cultural experience is one of the elements that determine tourist satisfaction.

Unique Image

The performance of an arts and culture festival can show the uniqueness of local arts and culture to the audience. In this way, visitors can compare the uniqueness and distinctiveness of arts and culture attractions between one destination and another. Furthermore, the uniqueness of the arts and culture can improve the image of the destination

Affective Image

Cultural arts attractions in a destination are an important component in increasing the volume of visits. Visitors want to enjoy cultural arts performances that are entertaining. Of course, visitors are entertained and get souvenirs in the form of valuable experiences and pleasant impressions. For the destination itself, activities like this in tourism can revitalize various traditions, which were previously abandoned by the local community (Martin, 1998). Then in return, it can provide additional competitive advantages to a destination because the image of the destination increases.

Category 2: Exhibition Combined with Cultural Arts Performance

Cognitive Image

This category combines actors with cultural arts performances. The six events included in this category emphasize the importance of displaying tangible attributes as a means of tourism promotion combined with the appearance of arts and culture attractions. Exhibitions are events that are characterized by displaying objects, visual representations, construction, and audio (Susanto, 2016). Through an arts and culture exhibition, visitors in a tourist destination

can see and evaluate the works of art on display. Because exhibition events emphasize the visual aspect, the quality of the facilities used becomes one of the centers of attention for visitors which can ultimately influence the image of the destination in the hearts of visitors. This category contains events intended to promote the outstanding products from entire cities and regions in the region.

Unique Image

Visitors who are also art lovers can enjoy an exhibition combined with performances. They can capture the unique essential values of a work of art on display. Arts and culture have their uniqueness both in terms of historical background, appearance, and the essential values contained therein. Through exhibition activities, tourist destination managers have the opportunity to publicize the unique arts and culture in their region, and visitors have the opportunity to witness it.

Affective Image

Through cultural attractions in the form of exhibitions, visitors have the opportunity to enjoy entertainment and to have memorable memories which can ultimately improve the image of a tourist destination. When combined with cognitive images and unique images, visitors get an impressive and enjoyable experience. These events are organized in the celebration of North Sumatra Province, regencies, and cities by performing some interesting traditional entertainment. The element of memories in the *Sapta Pesona* (Seven Wonderful) concept can be supported by works of art in the form of souvenir products that contain meaning and are interesting (Ministry of Tourism, 2019).

Category 3: Local Tradition Performances and Competitions

Cognitive Image

This category contains four activities, visitors are presented with information through a series of performances containing valuable messages. This event is aimed at maintaining and restoring the rights of the people. This event is festive with the various local customs. This is done as an effort to maintain the image of the destination through performances involving various local traditions. Combining performances with competitions involving elements of local traditions, this kind of event becomes a cultural tourism attraction. because through it visitors get entertainment. In general, activities in this category are carried out to strengthen

traditional values, especially for the younger generation as part of efforts to maintain and sustain local traditions.

Unique Image

To provide an entertainment aspect, events like this are packaged by the committee in interesting and impressive performance and competition sessions. The uniqueness of an event like this radiates from the characteristics of local traditions which are very distinctive and seem ancient. However, that is the part that a visitor is looking for from a tourist trip. Besides, from this type of event, visitors can reap local values stored in the culture of a tourist destination. The uniqueness of Batak's cultural party is organized as the people's traditional party, presenting songs of Batak opera, Batak cultural attractions, customs rituals, and competitions.

Affective Image

Activities like this are generally free of charge because they are carried out in open areas. Therefore, sometimes there is humor in the competition sessions. Tourists were happy with the lively atmosphere during the event. Another important thing is that through holding events like this, visitors can feel the friendliness of the residents. In the Sapta Pesona) concept, friendly charm is an environmental condition that originates from the community in a tourism destination that reflects a friendly, open atmosphere. (Ministry of Tourism, 2019).

Category 4: Exhibition of Local Products in the Form of Culinary, Flowers and Fruit

Cognitive Image

Product exhibition activities in a tourist destination illustrate that the area concerned has the potential to produce the products on display. With five events in this category, it highlights the tangible aspects of each product element on display. The culinary treasures of each destination are the result of local community cultivation and often become part of the icon of a particular destination. Culinary exhibitions are interesting for visitors because they can increase their awareness and experience of consuming local specialty products. Within the scope of this category, there are also flower products. The three main aspects of a garland of flowers are beauty, uniqueness, and fragrant aroma. In general, visitors to a flower exhibition are very focused on the unique shape and beauty of the colors. Flowers are a symbol of beauty. Likewise, fruit exhibitions give the impression that a destination is a fertile area filled with various types of plants. Culinary, flower, and fruit exhibitions can be used as promotional tools as well as add to the positive image of a tourist destination. Events included in this category aim to improve the destination's image by exploring cultural values through culinary

promotions. Kotler (2023) stated that the main purpose of promotion is to inform, persuade, remind, and build relationships with customers.

Unique Image

Pleasant impressions and memories will arise from each visit after enjoying the typical culinary delights of a destination which include culinary displays; texture, namely the aspect felt when enjoying food; and flavor as a combination of taste and aroma of a culinary dish (Vaclavict & Christian, 2008). Satisfaction after enjoying culinary products triggers a positive emotional response. Visitors can see a variety of flowers and fruit, each with its uniqueness, through events held at the destination. The skill of the craftsmen in designing the various flower bouquets on display enlivens the atmosphere and adds to the unique variety of flowers. Flower-based arts and crafts products add their unique value.

Affective Image

Flowers and fruit create a cool and beautiful atmosphere that can improve the image of a tourist destination. In the context of Sapta Pesona, it is explained that coolness means a condition in a tourist destination that reflects a cool and shady condition which will provide a feeling of safety and comfort for tourists during a tourist visit. Meanwhile, beauty reflects the environmental conditions in a tourism destination which reflects attractive conditions that will provide a sense of awe and deep impression for tourists during a tourist visit. The value obtained by visitors through the products on display contributes to increasing visitor satisfaction. In the product context, it is stated that value is the consumer's estimate of the product's overall capacity to satisfy his or her needs (Kotler 2023). In line with that, Kartajaya and Yuswohady (2005) said that the value dimension includes three marketing elements, namely brand, service, and processes designed to win the hearts of customers hearth share.

Category 5: Contemporary and Modern Art Performances

Contemporary and modern art performances are a strategy to show that a destination is open and able to collaborate with the outside world in the field of art. Just like other branches of art, contemporary and modern art can be used as a cultural attraction in a destination to improve the image of the destination. On the one hand, artistic collaboration with foreign parties is a promotional event and on the other hand, it can show the class of a tourist destination.

Unique Image

An art performance like this gives a unique impression because it features two groups of musicians collaborating to sing songs from the same or different music genres. However, host musicians often also perform classical music to introduce the musical repertoire of the people in tourist destinations. The appearance is designed in a building located in destination areas such as on the shores of Lake Toba with a very beautiful view.

Affective Image

The appearance of a contemporary or modern art performance at a destination can provide entertainment for visitors, especially young age group visitors. As an important market segment in the tourism market, young tourists have the potential to inform other parties about a destination because they get a good impression from their visit. The enjoyment of watching music for visitors who are also music lovers can add positive value to the image of the destination. This impression will be stored in their minds and will be able to support improving the image of the tourist destination through disseminating information to their relations.

Category 6: Traditional Sports Competitions in Tourist Destinations

Cognitive Image

In society in every region, traditional sports live and develop, and this is also the case in North Sumatra. Traditional sports are usually types of sports that are related to natural characteristics. The Solu Bolon (big boat) competition and swimming in the lake are two types of traditional sports competitions that are popular in the Lake Toba area. The competition is held on the lake by selecting a representative location that meets the technical requirements.

Unique Image.

Domestic and foreign tourists were very impressed watching the competition because of the ability of traditional athletes to compete in the waters of the lake. The uniqueness of an event like this is that because the venue is on a large lake, the distance is very long. Tourists get new information and knowledge from holding this type of competition. They will bring their experiences and impressions to their respective homes as valuable information. This encourages destination managers to build facilities and infrastructure that help improve the destination's image.

Affective Image

Tourists who watch events like this feel proud. They are enthusiastic and appreciate this event so it is hoped that it will be good news that will spread through them outside the region and abroad. This event is also fun and impressive entertainment for anyone serious about watching it. They watched the boats that were competing lined up to line the surface of the lake. Enjoying sports competitions in natural destination areas with stunningly beautiful views can improve the image of a tourist destination.

Category 7: Local Wisdom Exhibition

Cognitive Image

As explained in the previous category, the function of an exhibition is to display products or works of art in an event that is arranged for visitors to see and be interested in. Through seven events that fall into this category, North Sumatra wants to highlight the potential of local wisdom to improve the image of a tourist destination. Local wisdom is local ideas that are wise, full of wisdom, and have good value, which are embedded and followed by members of the community (Sartini, 2004). Geriya (2012) explained that local wisdom is wisdom that relies on the philosophy of traditionally institutionalized values, ethics, ways, and behavior. Local wisdom is a value that is considered good and true so that it can survive for a long time and even become institutionalized. In this way, events like this can improve the image of the destination because visitors see that the destination area holds and adheres to valuable traditional values. Local community participation plays an important role in promoting and enlivening local wisdom values in a tourism destination in a sustainable manner

Unique Image

From the name alone it is clear that local wisdom is unique because it is possible that certain types of local wisdom can only be found in certain destinations. Exhibitions and demonstrations through events in this category are a statement that local wisdom values are still relevant even though new lifestyles have emerged in society due to developments over time. Visitors are curious about what kind of local wisdom is useful in everyday life without keeping up with the progress of the times.

Affective Image

Cognitive aspects and unique aspects as described above are the basis for everyone to enjoy events in this category. Enjoying the local wisdom exhibition provides a new picture for visitors. Even though visitors come from outside the destination, they create an exhibition of local wisdom which is displayed in various forms of events. This event presents the richness of multi-ethnic culture, giving visitors a new experience.

Category 8: Culturally Based Ethnic Thanksgiving Party

Cognitive Image

This type of event displays the uniqueness of art packaged in a formal event. This kind of attraction is much sought after by allocentric tourists, namely tourists who like to go on adventures to learn and explore the history of an ethnic group. They are curious and risk-takers who enjoy learning and searching for history. They often end up exploring exotic adventurous and unexplored places. They are spontaneous and don't stick much to the plans (Plog,1976). In this way, they gain valuable new knowledge according to the characteristics of the tourism they enjoy. The Thanksgiving agenda as an important content in this event shows that this destination wants to maintain the spiritual values that have been adhered to from generation to generation.

Unique Image

Events of this category empower cultural and artistic rituals in conveying thanksgiving to the Creator for success in agricultural business. Event packaging like this becomes interesting and unique because visitors see the social values in the destination living sustainably from generation to generation. Another unique aspect is that the traditional event of Thanksgiving after the harvest involves local youth getting to know each other, building love, and finding a soul mate.

Affective Image

Watching an event packaged in the form of Thanksgiving gives a spiritual impression. Understanding the essence of a show like this can penetrate the heart and soul of every visitor because each episode of the show gives a special meaning to each individual. From the social dimension, events like this can increase a sense of togetherness and social solidarity, while from the ecological dimension, they can increase concern for the environment. Visitors who

witness this type of ceremony will have information about the uniqueness of the destination and convey it to other people, who will then hopefully visit this destination.

Category 9: Cultural Arts Exhibition with a Religious Nuance

Cognitive Image

Religious tourism enthusiasts make tourist visits to locations that have religious nuances, both from the physical and activity aspects. Through three events that fall into this category, regional authorities and managers create attractions by relying on creativity resulting from collaboration between artists and religious figures in the destination. Although often the main purpose of activities like this is for religious activities, in reality, visitors also use them for recreational tourism activities while getting to know the destination area better. Through activities like this, the image of the destination can be maintained and continue to be built as an important asset to remind visitors of this destination.

Unique Image

By displaying art and cultural attractions with religious nuances, visitors can see the unique appearance of an exhibition so that visitors can differentiate it from other categories of art and culture. From one aspect, the cast packaging that falls into this category provides artistic entertainment for visitors, and from another aspect, it can be a means of religious broadcasting for its adherents. This party is a traditional event as an expression of gratitude to the Universe Creator for the prosperity of people.

Affective Image

Visitors can enjoy delightful artistic and cultural displays, and it is hoped that they will tell others about it and will make return visits to this area. The appearance of an art performance contains elements of beauty, both in movement and in narrative, including art that falls into this category. Visitors' appreciation when watching the artists' performances with neat storylines will have a positive impact on a tourism destination. Destination image is defined as the sum of beliefs, ideas, and impressions that a tourist holds about a destination (Crompton, 1979)

5. Conclusion

This study discusses 49 events combined in nine categories held during 2017 in North Sumatra. The event categories in question include 1) Local arts and culture and entertainment festivals (17 events); 2) Exhibitions combined with cultural arts performances (6 events); 3) Local traditional performances and competitions (4 events); 4) Exhibition of local products in the form of culinary delights, flowers and fruit (5 events); 5) Contemporary and modern art performances (2 events); 6) Traditional sports competitions in tourist destinations (2 events); 7) Local wisdom exhibition (6 events); 8) Culture-based ethnic thanksgiving party (4 events); and 9) Art and culture exhibition with religious nuances (3 events).

The aim is to promote tourism destinations in this area as well as to maintain and improve the image of these destinations. Qualitatively, it is described that each event has a positive impact on the destination image, both in terms of cognitive image, unique image, and affective image. Therefore, the author recommends that activities like this continue and even increase both frequency and quality.

However, this study has limitations because it does not include quantitative analysis to determine the magnitude of the influence of each event and which events have the most influence on developing the destination image.

References

- Chen, X., & Pizam, A. (2006). *Culture and tourism: A global perspective*. Butterworth-Heinemann.
- Crompton, J. (1979). *The growth of tourism recreation*. Columbus, OH: Charles E. Merrill Publishing.
- Deputi Bidang Pengembangan Destinasi dan Industri Pariwisata. (2019). *Buku Panduan Sadar Wisata dan Saptas Pesona*. Kementerian Pariwisata Republik Indonesia.
- Echtner, J. M., & Ritchie, S. D. (1991). *The tourism product: Concepts, classifications, and analysis*. John Wiley & Sons.
- Geriya, S. S. (2012). Menggali kearifan lokal untuk ajeg Bali. *Bali Post*. <http://www.balipos.co.id>
- Hasan, A. (2015). *Tourism marketing*. CAPS (Center for Academic Publishing Service).
- Hofstede, G. (1980). *Culture's consequences: International differences in work-related value*. Sage Publications.

- Kartajaya, H., & Yuswohady. (2005). *Attracting Tourists, Traders, Investors: Strategi Memasarkan Daerah di Era Otonom*. Gramedia Pustaka Utama.
- Kim, Y.-J., & Richardson, S. D. (2003). *Destination marketing: A strategic approach*. Butterworth-Heinemann.
- Kotler, P. (2023). *Marketing management (17th ed.)*. Pearson.
- Middleton, V. T. C., & Clark, J. (2001). *Marketing in travel and tourism (3rd ed.)*. Butterworth-Heinemann.
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Tourism Management*.
- Plog, S. (1976). Why destination areas rise and fall in popularity. *Cornell Hotel and Restaurant Administration Quarterly*, 13–16.
- Sartini. (2007). *Menggali kearifan lokal nusantara: Sebuah kajian filsafati*. Wisdom.
- Silaban, P. H., & Silalahi, A. D. K. (2020). *Kepuasan wisatawan destinasi wisata Danau Toba*. Pena Persada.