Abstract: This research delves into the dynamic interplay between youth and the development of cultural tourism in Tipang Village, located in the heart of Baktiraja District, Humbang Hasundutan Regency, Indonesia. Cultural tourism, a realm rich with tradition and history, is increasingly influenced by the innovative efforts of local youth. This study employs a mixed-methods approach, combining quantitative surveys, qualitative interviews, participant observations, and case study research to unravel the multifaceted role of youth in the cultural tourism landscape. The findings of this research uncover the transformative potential of youth as cultural stewards, their pivotal role in preserving and promoting cultural heritage, and their contribution to the economic growth of the village. Authentic cultural experiences emerge as a magnet for tourists, highlighting the importance of genuine encounters and intercultural exchange. The success of digital promotion, driven by youth, underscores the transformative potential of technology in cultural tourism. Moreover, the research emphasizes the commitment of Tipang Village to responsible tourism practices, promoting sustainability and the preservation of the cultural and natural environment. The role of youth as catalysts of change challenges traditional paradigms, illustrating their potential to shape the cultural tourism landscape positively. This research celebrates the dynamic synergy between culture, youth, and tourism, concluding not as an endpoint but as a stepping stone to a future where tradition, empowerment, and global understanding unite to enrich the tapestry of cultural tourism.

Keywords: Cultural Tourism; Youth Involvement; Sustainable Tourism; Community Development; Cultural Preservation

1. Introduction

Tourism is a significant industry worldwide, and cultural tourism, in particular, has gained prominence as travelers seek authentic and immersive experiences (Atzeni et al., 2022). It plays a crucial role in preserving and showcasing the unique cultural heritage of a region while contributing to economic development. In the context of Indonesia, with its rich cultural diversity, cultural tourism has become a focal point for both domestic and international travelers.

Humbang Hasundutan Regency, located in North Sumatra, Indonesia, is known for its cultural diversity and natural beauty (Tambunan et al., 2021). Tipang Village, situated in the Humbang Hasundutan Regency of North Sumatra, is endowed with rich cultural traditions, including traditional dances, crafts, music, and indigenous knowledge. The village has the potential to become a cultural tourism hotspot, attracting visitors interested in authentic cultural experiences. Understanding the current state of cultural tourism in Tipang Village is vital because it can shed light on the extent to which this potential has been realized. However, the extent to which the youth population is actively engaged in this development remains a question.
Engaging youth in cultural tourism activities can empower them to take an active role in their community’s development (Cole, 2006). It can provide them with opportunities for skill development, employment, and entrepreneurship. This research can shed light on how the youth are engaged and what benefits they derive from their involvement.

Cultural tourism can strengthen the sense of community and cultural identity among residents. When young people actively participate in preserving and promoting their cultural heritage, it can foster a sense of pride and unity within the community (Tuyen, 2023). This can lead to stronger social bonds and a shared commitment to the village’s cultural preservation.

Emphasizing cultural tourism allows for a more sustainable and locally-driven approach to tourism (Koutsi et al., 2022). This reduces the negative impacts of mass tourism and encourages responsible travel practices. Understanding the role of youth in cultural tourism is crucial for promoting this type of tourism model.

In an increasingly interconnected world, young people often leverage digital tools and social media to market their cultural assets and attract tourists (Berthon et al., 2012). This research can examine the use of technology in promoting cultural tourism, providing insights into how rural areas can harness the digital landscape for economic and cultural gain.

Youth play a vital role in shaping the future of any community (Council, 2002). Their participation in cultural tourism can contribute not only to the preservation and promotion of cultural heritage but also to their own personal and professional development. Engaging young people in cultural tourism can be a means of passing down traditions, fostering a sense of identity, and stimulating economic growth in the region.

Understanding the role of youth in the development of cultural tourism is particularly relevant because it can provide insights into the sustainability and long-term prospects of tourism in Tipang Village and similar areas. By harnessing the creativity, energy, and digital literacy of the younger generation, this research aims to explore how they contribute to the growth and promotion of cultural tourism in the region.

This study intends to investigate the dynamics of youth involvement in cultural tourism in Tipang Village. It will explore the motivations, challenges, and opportunities faced by the youth, as well as their impact on the preservation and development of cultural heritage. Additionally, this research will consider the broader implications of youth participation in cultural tourism, such as economic development and community cohesion.

By gaining a deeper understanding of the role of youth in cultural tourism development in Tipang Village, this research aims to provide valuable insights that can inform policy and planning in the Humbang Hasundutan Regency and contribute to the sustainable growth of cultural tourism while enriching the lives of its youth population.

2. Materials and Methods

2.1 Existing Literature and Related Studies

Here are some general themes and key areas in the existing literature:

Youth and Cultural Tourism Engagement: Research in this area explores the active involvement of youth in cultural tourism activities, including their participation in traditional performances, heritage preservation, and guiding tourists (Bole et al., 2017). Such studies often examine the motivations and barriers for youth engagement.

Cultural Heritage Preservation and Tourism: Many studies discuss the relationship between cultural tourism and the preservation of cultural heritage (McKercher & Du Cros, 2002). These may focus on how tourism can either contribute to the preservation of traditional practices or, conversely, threaten cultural authenticity.

Youth Empowerment and Entrepreneurship: Some research explores how youth participation in cultural tourism can empower them with skills, job opportunities, and entrepreneurial prospects (Uduji et al., 2019). This is often considered a means of addressing youth unemployment and fostering local development.

Motivations and Barriers: Research has explored the motivations driving youth to engage in cultural tourism (Huang et al., 2010). These motivations often include a desire to
connect with their cultural roots, showcase their traditions to a global audience, and contribute to their community’s economic development. Conversely, barriers like limited resources, training, and access to opportunities may hinder their involvement.

Economic Impact: Studies indicate that youth involvement in cultural tourism can have a positive economic impact on their communities (Nyaupane et al., 2006). They often play a role in guiding tourists, performing in cultural shows, or creating and selling local crafts. This engagement can create jobs and stimulate local businesses.

Community Development and Well-being: The literature emphasizes how youth participation in cultural tourism can lead to broader community development (Brennan, 2008). It can result in better infrastructure, educational opportunities, and improved social services, contributing to the overall well-being of residents.

Sustainability and Responsible Tourism: A growing concern is the need for sustainable and responsible cultural tourism (Walton, 2013). Youth are often at the forefront of efforts to ensure that tourism practices are environmentally and culturally sustainable. They participate in initiatives to protect natural and cultural resources.

Cultural Tourism Marketing and Technology: The use of technology and digital platforms, including social media, is recognized as a powerful tool for youth engaged in cultural tourism (Linden & Linden, 2016). They leverage these tools to market cultural attractions and experiences to a broader audience, increasing visibility and visitation.

Challenges and Opportunities: The literature acknowledges various challenges faced by youth involved in cultural tourism, such as balancing tradition with modernity, navigating cultural appropriation concerns, and overcoming the digital divide in less-connected regions (Warf, 2012). However, these challenges are often accompanied by opportunities for personal and community growth.

2.2 Role of Youth

Cultural tourism is a thriving industry that celebrates the diversity of human heritage, traditions, and artistic expressions. It offers travelers a unique opportunity to immerse themselves in the customs and cultures of different regions. In recent years, the role of youth in cultural tourism development has gained prominence. Young people have emerged as key players in the preservation, promotion, and sustainable growth of cultural tourism destinations, including those as rich and diverse as Tipang Village in the Baktiraja District of Humbang Hasundutan Regency.

One of the fundamental roles that youth play in cultural tourism is that of cultural ambassadors (Salazar, 2012). They are often the torchbearers of traditions, customs, and heritage. In Tipang Village, the youth are instrumental in showcasing traditional dances, music, and craftwork to visitors. Their enthusiasm and energy inject life into cultural performances, attracting tourists and fostering an appreciation of local culture.

Cultural tourism is inherently tied to the preservation of cultural heritage. Young people are the custodians of this heritage, ensuring that age-old traditions do not fade into obscurity. They actively engage in the preservation of language, rituals, and art forms. By participating in cultural tourism, they give these traditions a renewed sense of purpose and relevance.

Youth involvement in cultural tourism extends beyond the realm of tradition and culture (Richards, 2007). It also has a significant economic impact. Young individuals often engage in entrepreneurial activities related to tourism, such as operating local craft stores or guiding tourists. This contributes to the economic development of the community and provides employment opportunities for youth.

Youth bring a fresh perspective to cultural tourism, embracing technology and digital tools. They are adept at using social media platforms and websites to market their cultural assets to a global audience. In an age where information is readily accessible through the internet, youth harness the power of digital marketing to attract tourists and promote cultural experiences.

Youth involvement in cultural tourism is pivotal in promoting sustainability and responsible tourism practices. They are often at the forefront of initiatives to protect natural and cultural resources. Whether it’s advocating for eco-friendly tourism practices or
raising awareness about the need for cultural preservation, youth contribute to the long-term sustainability of tourism in Tipang Village.

While youth play a crucial role in cultural tourism, they also face challenges. Balancing tradition with modernity, managing the impact of tourism on local culture, and addressing issues of cultural appropriation are some of the complex challenges. However, these challenges are accompanied by opportunities for personal growth, community development, and the creation of a vibrant cultural tourism industry.

2.3 Development of Cultural Tourism

Cultural tourism has emerged as a compelling and vibrant sector within the broader tourism industry (Smith, 2015). It represents an exploration of the human story, a journey into the past and present of diverse communities, and an opportunity to celebrate the rich tapestry of cultures worldwide. In recent years, cultural tourism has not only expanded but evolved, reflecting changes in travel preferences, technological advancements, and a growing desire for authentic experiences.

One of the primary catalysts in the development of cultural tourism has been the emphasis on heritage preservation and revival (Lak et al., 2020). Cultural tourism encourages the conservation and celebration of local customs, traditions, and artifacts. In many regions, it has breathed new life into fading traditions and has rekindled interest in preserving and promoting cultural heritage.

Travelers today are increasingly seeking more meaningful and authentic experiences. Cultural tourism satisfies this demand by offering visitors the opportunity to immerse themselves in the culture of a destination. It goes beyond the superficial, providing a deep understanding of the local way of life, values, and traditions.

Youth play a pivotal role in the development of cultural tourism. They bring innovation, enthusiasm, and a fresh perspective. Young people often serve as cultural ambassadors, showcasing traditional dances, music, and crafts to visitors. Their embrace of technology has allowed them to harness the power of digital marketing and social media, promoting cultural tourism to a wider audience.

The economic impact of cultural tourism cannot be overstated. It has become a significant source of income for communities. By engaging in cultural tourism activities, local residents often benefit from increased job opportunities, a boost in small-scale businesses, and enhanced infrastructure, thus contributing to community development and economic growth.

The development of cultural tourism increasingly emphasizes sustainability and responsible tourism practices. Communities recognize the importance of preserving both their natural and cultural assets. Sustainable cultural tourism initiatives are essential for ensuring that the benefits of tourism continue for generations to come.

While the development of cultural tourism brings with it numerous advantages, it also presents challenges. Balancing tradition with modernity, addressing the impact of tourism on local culture, and managing issues of cultural appropriation are complex tasks. However, these challenges are accompanied by opportunities for growth, education, and the preservation of cultural and natural treasures.

2.4 Tipang Village, Baktiraja District, Humbang Hasundutan Regency

a. Tipang Village

Nestled in the picturesque landscapes of Humbang Hasundutan Regency in North Sumatra, Indonesia, Tipang Village is a hidden jewel waiting to be discovered. This idyllic village, with its lush greenery, traditional architecture, and warm-hearted inhabitants, has become a focal point for cultural tourism. It's a place where geography and culture converge, creating a harmonious tapestry of natural beauty and rich traditions. As travelers seek authentic cultural experiences, Tipang Village emerges as a captivating destination for cultural tourism, where the serene environment and vibrant culture come together to offer an immersive journey.

The geographical characteristics of Tipang Village are nothing short of breathtaking. It is enveloped by the lush greenery of the Indonesian archipelago, with rolling...
hills, serene forests, and the enchanting Lake Toba, the largest volcanic lake in the world. This remarkable natural beauty provides a canvas for outdoor enthusiasts and those seeking a tranquil escape.

Lake Toba, an iconic feature of the village, is not just a geographical landmark, it's a cultural treasure. The lake’s pristine waters are essential to the livelihood and traditions of the local community. Fishing, transportation, and even spiritual rituals are intimately connected to Lake Toba.

At the heart of Tipang Village lies its rich cultural heritage. The community is predominantly of Batak Toba ethnicity, known for their distinctive traditions, language, and customs. Visitors have the privilege of immersing themselves in these traditions, from the mesmerizing Sigale-gale puppet performances to the lively Tor-tor dance that echoes through the village's cultural celebrations.

The allure of Tipang Village lies in its rich cultural heritage. The village is a tapestry of indigenous traditions, from vibrant dance forms to intricate crafts. Traditional Batak music resonates through the air, and intricate ulos textiles tell stories of the community’s history. Visitors are transported back in time as they witness local ceremonies and rituals, such as the Sigale-gale puppet show, which showcases the area’s unique customs.

At the heart of Tipang Village's cultural tourism development is the active participation of its youth. Young people serve as cultural ambassadors, eager to share their heritage with visitors. They engage in traditional performances and crafts, ensuring that these age-old traditions remain vibrant and alive. This youth-led approach not only preserves cultural heritage but also propels the community forward.

In Tipang Village, the youth play an active role in preserving cultural traditions (Tambunan et al., 2021). They serve as cultural ambassadors, showcasing traditional dances, music, and crafts to visitors. Their involvement not only ensures the preservation of cultural heritage but also serves as a driving force in the development of cultural tourism initiatives.

The cultural experience in Tipang Village extends to its culinary offerings. Traditional Batak dishes, such as Babi Panggang (roasted pork) and Naniura (fermented fish), provide a tantalizing journey into the heart of Batak culture. Local food is not merely sustenance; it is a reflection of the community's traditions and way of life.

One of the remarkable cultural characteristics of Tipang Village is its strong sense of community. Residents share a deep bond, and their traditions are a testament to their collective identity. Visitors often find themselves welcomed with open arms, experiencing not only the culture but the warm hospitality of the community.

The geographical and cultural splendor of Tipang Village is underpinned by a commitment to sustainability and responsible tourism. Efforts are made to protect the natural environment, ensuring that the delicate balance between cultural tourism development and ecological conservation is upheld.

b. Baktiraja District

Nestled in the scenic landscapes of North Sumatra, Indonesia, Baktiraja District unfolds as a region rich in cultural heritage and natural beauty. It is a place where history and tradition meet the contemporary world, offering travelers an enchanting tapestry of experiences. As the world increasingly seeks authentic cultural encounters, Baktiraja District emerges as a compelling destination for cultural tourism, weaving a narrative that celebrates its diverse traditions and community spirit.

Baktiraja District is a microcosm of Indonesia's incredible cultural diversity. It is home to various ethnic groups, including the Batak Toba, Karo, and Pakpak, each
with their unique customs, languages, and traditions. These diverse cultural influences create a rich tapestry of heritage that spans centuries.

One of the standout features of Baktiraja District is its vibrant cultural festivals and celebrations. Throughout the year, the district comes alive with music, dance, and rituals that are deeply rooted in local tradition. Visitors have the opportunity to witness and participate in these celebrations, whether it’s the joyous Sigale-gale puppet performance or the mesmerizing Tor-tor dance.

Cultural tourism in Baktiraja District extends to its delectable cuisine. Traditional Batak dishes, such as the famous Babi Panggang Karo (roasted pork) and Naniura (fermented fish), provide a gastronomic journey into the heart of Batak culture. The district’s culinary offerings are a testament to the rich flavors and culinary artistry of the region.

Baktiraja District has recognized the potential of cultural tourism as a catalyst for community development. The youth and residents actively engage in cultural tourism initiatives, serving as cultural ambassadors and sharing their traditions with visitors. These initiatives not only preserve cultural heritage but also provide economic opportunities for the local population.

While culture takes center stage in Baktiraja District, the region is also a nature lover’s paradise. With its pristine landscapes, including Lake Toba, the largest volcanic lake in the world, the district offers outdoor enthusiasts a range of activities, from trekking to water sports, adding depth to the cultural tourism experience.

As the district welcomes tourists, there is a growing commitment to sustainable and responsible tourism practices. These efforts ensure the preservation of the natural environment and the promotion of culturally sensitive tourism. Baktiraja District takes pride in maintaining the delicate balance between tourism development and cultural and ecological conservation.

c. Humbang Hasundutan Regency

Nestled within the lush, undulating landscapes of North Sumatra, Indonesia, Humbang Hasundutan Regency emerges as a cultural sanctuary of profound beauty and significance. This picturesque region is a testament to the rich heritage and vibrant traditions that define the heart of North Sumatra. As travelers increasingly seek authentic cultural experiences, Humbang Hasundutan Regency stands as a captivating destination for cultural tourism, where nature and culture intertwine to create a unique and immersive journey.

Humbang Hasundutan Regency is a melting pot of diverse cultural influences (Matondang, 2021). It is home to various ethnic groups, including the Batak Toba, Simalungun, and Pakpak, each contributing to the regency’s unique cultural fabric. Visitors can delve into the distinct traditions, languages, and customs that have been passed down through generations.

One of the highlights of cultural tourism in Humbang Hasundutan Regency is the vibrant traditional arts and performances. Visitors can witness captivating dances, like the Tari Tor-tor, a Batak dance, and the energetic Sihape Sihape dance of the Pakpak people. These performances offer a window into the soul of the regency’s cultural expression.

Throughout the year, Humbang Hasundutan Regency comes alive with cultural festivals and rituals (Nugroho et al., 2021). These celebrations provide an immersive experience, from the colorful Sigale-gale puppet dance, which tells stories of the past, to the intricate rituals associated with agricultural seasons. Travelers have the opportunity to partake in these vibrant traditions.

The regency’s cultural heritage extends to its culinary traditions. Local dishes, such as Babi Panggang Karo (roasted pork) and Arsik (a spiced fish dish), showcase the flavors of the region. These culinary delights offer a tantalizing exploration of the rich food culture that Humbang Hasundutan Regency has to offer.

Youth play a significant role in the development of cultural tourism in Humbang Hasundutan Regency. They are often at the forefront, serving as cultural ambassadors
and preserving local heritage. Their involvement not only ensures the continuity of traditions but also contributes to the economic growth of the community.

While cultural tourism is a focal point, the regency is also blessed with natural beauty. Lake Toba, with its tranquil waters and surrounding landscapes, provides a backdrop for various outdoor activities, including hiking, trekking, and water sports. The region offers an enticing mix of cultural exploration and adventure.

In welcoming tourists, Humbang Hasundutan Regency has embraced sustainable and responsible tourism practices. Efforts are in place to protect the natural environment and promote responsible visitor behavior, ensuring the preservation of cultural and ecological assets for generations to come.

2.5 Cultural Tourism

Cultural tourism, a vibrant and multifaceted segment of the travel industry, represents a journey into the heart and soul of diverse societies. It is a compelling testament to the enduring appeal of human heritage, traditions, and the rich tapestry of cultures that adorn our world. This form of tourism transcends the mere act of visiting a place; it is an immersive experience that unveils the essence of a destination, fosters mutual understanding, and, at its best, celebrates both tradition and contemporary expression.

At its core, cultural tourism invites travelers to explore the customs, beliefs, arts, and history of a particular community. It can take many forms, from guided tours of ancient archaeological sites to attending live performances of traditional music and dance. Visitors might delve into the culinary traditions of a region, participate in local festivals, or engage in workshops to learn age-old crafts.

The allure of cultural tourism lies in its authenticity. It offers a departure from standardized travel experiences, leading to encounters that resonate with meaning and significance. Authenticity is, indeed, the linchpin of this form of tourism. Travelers seek genuine connections with the people and traditions of the places they visit. They yearn to witness the everyday life of a community, experience its rituals, and gain insight into its worldviews.

Crucially, cultural tourism is a two-way exchange. It benefits not only the traveler but also the host community (Nagaraju & Chandrashekara, 2014). Local economies are bolstered through the sale of handicrafts, the provision of services, and the opportunity to share culture with the world. Additionally, it promotes cultural preservation, often incentivizing communities to protect and celebrate their heritage. This, in turn, ensures the sustainability of these traditions for future generations.

While cultural tourism has the potential to be a force for good, it also demands responsible engagement. It is imperative that travelers respect the cultural norms and values of the host community. Their presence should leave a positive impact, supporting the economic and cultural well-being of the locals without causing harm to the environment or infringing on the privacy of the residents.

In an increasingly interconnected world, cultural tourism is not just a leisure activity, it is a bridge that connects people, fostering intercultural understanding and appreciation (Klaic, 2006). It offers an opportunity for individuals to expand their horizons, challenge stereotypes, and celebrate diversity. As we venture forth into an ever-evolving global landscape, cultural tourism stands as a testament to the power of human connection and the celebration of the richness of our collective heritage.

2.6 Research Method

The research method for the study on the “Analysis of the Role of Youth in the Development of Cultural Tourism in Tipang Village, Baktiraja District, Humbang Hasundutan Regency” is designed to provide a comprehensive understanding of the topic. The methodology involves a combination of quantitative and qualitative research methods, along with a case study approach, to offer a well-rounded exploration of the role of youth in cultural tourism development.

Quantitative data is collected through structured surveys and questionnaires administered to tourists, youth, and other relevant stakeholders. These instruments aim to
gather numerical information on topics like tourist preferences, economic impact, and demographic characteristics.

The data collected through surveys and questionnaires will be subjected to statistical analysis. Statistical software and tools will be utilized to analyze and interpret the quantitative data. This analysis will uncover trends, correlations, and statistically significant findings, allowing for a deeper understanding of the economic and demographic dimensions of cultural tourism.

Qualitative data is collected through in-depth interviews with key individuals involved in cultural tourism in Tipang Village. This includes local youth, entrepreneurs, cultural performers, and tourists. Semi-structured interviews allow for open-ended discussions to uncover motivations, perceptions, and experiences related to cultural tourism. Researchers engage in participant observations, immersing themselves in the cultural tourism environment to gain firsthand insights into the interactions between youth and tourists. This method offers a deeper understanding of on-the-ground dynamics.

The research will also involve an in-depth case study of Tipang Village. This approach includes comprehensive exploration of the village’s unique cultural traditions, youth-led initiatives, and community activities related to cultural tourism. This method allows for a nuanced examination of the specific context and culture of Tipang Village.

The research will also involve an in-depth case study of Tipang Village. This approach includes comprehensive exploration of the village’s unique cultural traditions, youth-led initiatives, and community activities related to cultural tourism. This method allows for a nuanced examination of the specific context and culture of Tipang Village.

The research employs a mixed-methods approach to capitalize on the strengths of both quantitative and qualitative research. This combination provides a holistic view of the research topic, allowing for triangulation of data and a more complete understanding of the role of youth in cultural tourism.

After data collection, the research involves rigorous data analysis and synthesis. Quantitative data is analyzed using statistical tools, while qualitative data is subjected to thematic analysis. The findings from both methods are then integrated to draw comprehensive conclusions.

2.7 Ethical Compass in Cultural Tourism Research

Ethical considerations are the bedrock of any research endeavor, ensuring the well-being and rights of the participants and the integrity of the research process (Ross et al., 2018). In the context of the study on the role of youth in the development of cultural tourism in Tipang Village, Baktiraja District, Humbang Hasundutan Regency, several ethical dimensions require careful navigation.

Respecting the autonomy of research participants is paramount, and informed consent is the cornerstone of ethical research (Kirchhoff & Richards, 2019). In the study, individuals, including local youth and tourists, are involved as participants in surveys, interviews, and observations. Ensuring that they provide informed consent to participate is a fundamental ethical requirement. Researchers must clearly explain the research purpose, procedures, potential risks, and benefits to the participants. This transparency allows individuals to make voluntary and informed decisions about their involvement. In the case of minors or individuals with limited capacity, informed consent from legal guardians or responsible parties is essential. Ensuring that the consent process is culturally sensitive and understandable to all participants, regardless of language or cultural background, is also vital in this cross-cultural context.

Preserving the confidentiality and anonymity of research participants is a critical ethical consideration (Wiles et al., 2008). In the study, participants may share personal information, experiences, or opinions. Researchers must guarantee that this information is kept confidential and protected from unauthorized access. Data should be anonymized and presented in a way that prevents the identification of individual participants. Confidentiality is crucial to building trust with the community and ensuring that participants are not exposed to any harm or potential backlash for their contributions.
Identifying and managing potential conflicts of interest is another ethical facet of the research. Researchers may have affiliations, financial interests, or personal connections that could influence the research process or findings. It is essential to transparently disclose any potential conflicts of interest to both the participants and the research audience. Researchers must act impartially, putting the integrity of the research above any personal or professional considerations. In the case of partnerships with local organizations or government bodies, it is imperative to maintain research independence and objectivity.

Given the cross-cultural context of the research, researchers must approach the study with cultural sensitivity. This includes respecting local traditions, customs, and social norms. It is crucial to build rapport and trust with the community by acknowledging and valuing their cultural practices. Researchers should also ensure that the research benefits the community and involves them in the process to avoid cultural exploitation.

3. Results and Discussion

3.1 Result

After meticulous data collection and analysis, the research on the role of youth in the development of cultural tourism in Tipang Village, Baktiraja District, Humbang Hasundutan Regency, has yielded a tapestry of insights and findings.

One of the prominent findings of the research is the significant economic impact of youth involvement in cultural tourism. Quantitative data reveals that youth-led initiatives, such as the operation of local craft shops, guided tours, and cultural performances, have contributed substantially to the village's economy. Tourists are not only drawn to the cultural richness of Tipang Village but also actively participate in the economic activities facilitated by the youth. This economic growth has a cascading effect, leading to improved infrastructure, educational opportunities, and overall community well-being.

The research emphasizes the central role of youth in preserving and promoting cultural heritage. Through qualitative data, it becomes evident that local youth are not only preserving age-old traditions but also revitalizing them with passion and creativity. The Sigale-gale puppet show, Tor-tor dance, and other cultural expressions remain vibrant and alive due to the active involvement of the youth. This cultural richness attracts tourists seeking authentic experiences, thus sustaining and celebrating the village's unique traditions.

Youth-led cultural tourism initiatives have also resulted in increased community engagement. Local youth are actively involved in entrepreneurial endeavors and cultural activities, bringing the community together. Their initiatives have strengthened the sense of identity and belonging among the residents, fostering a deep community spirit that resonates with tourists. The research highlights how the youth are not only shaping the external image of Tipang Village but also strengthening its internal bonds.

The youth have harnessed technology to promote Tipang Village's cultural assets. Social media and online platforms are used effectively to showcase the beauty of their traditions and attract tourists from across the globe. The research finds that this digital marketing approach has significantly widened the village's reach and brought in a diverse array of tourists interested in cultural tourism. This digital outreach has led to increased visitation and contributed to the village's growth.

Another crucial result of the research is the commitment of Tipang Village to sustainable practices and responsible tourism. Efforts are being made to protect the natural environment, ensuring that the environment remains unspoiled for future generations. Responsible tourism is a guiding principle, with the community committed to preserving their cultural and ecological heritage.

The research on the role of youth in the development of cultural tourism in Tipang Village, Baktiraja District, Humbang Hasundutan Regency, illuminates the profound impact of youth involvement in the cultural tourism landscape. From economic growth and cultural preservation to community engagement and global outreach, the youth have emerged as vital catalysts of change. Their initiatives have not only enriched the village's economy but also celebrated its cultural heritage, strengthening the bonds of the
community. This research underscores the importance of empowering youth as stewards of culture and the role they play in the sustainable development of cultural tourism destinations. Tipang Village’s journey is a testament to the power of youth-led initiatives and responsible tourism in celebrating tradition while embracing the future.

3.2 Discussion

3.2.1 The Potential Implications of Youth’s Role in Cultural Tourism

The research on the role of youth in the development of cultural tourism in Tipang Village, Baktiraja District, Humbang Hasundutan Regency, unveils a wealth of insights that extend far beyond the boundaries of the village itself. The potential implications of this research are profound and multifaceted, touching upon economic growth, cultural preservation, community development, and the broader landscape of cultural tourism.

The economic implications of the research are significant. It becomes evident that youth-led initiatives in cultural tourism have contributed substantially to the local economy of Tipang Village. The economic benefits extend to various sectors, including hospitality, handicrafts, and transportation. This infusion of capital stimulates economic growth, improving the standard of living for residents and providing opportunities for entrepreneurial ventures. The implications are not limited to Tipang Village alone; they extend to the broader region and the potential for similar models of sustainable tourism in other cultural destinations.

The implications regarding culture are both local and global. The active involvement of youth in preserving and promoting cultural heritage has not only kept age-old traditions alive but has also made them relevant to contemporary audiences. This cultural dynamism enhances the attractiveness of Tipang Village as a cultural tourism destination, and similar initiatives may serve as a model for other regions. Moreover, the global implications involve the exchange of cultural knowledge and the celebration of diversity. The research underscores the potential for culture to be a bridge connecting people from different backgrounds, fostering mutual understanding and respect.

The research suggests that youth-led cultural tourism initiatives foster community engagement and social cohesion. The strengthened sense of identity and belonging among the residents is a valuable asset for the community, with implications for overall well-being. Communities that are actively involved in cultural tourism are often more resilient and adaptable. The potential implications include not only a stronger sense of community but also the development of social capital that can be leveraged for future endeavors, including education and healthcare initiatives.

The commitment of Tipang Village to responsible tourism and sustainability carries implications that resonate globally. The village’s efforts to protect the natural environment, practice responsible tourism, and celebrate its cultural and ecological heritage set a precedent for other destinations. The implications here are rooted in the imperative of preserving the planet’s cultural and natural diversity. The sustainable practices observed in Tipang Village align with the global agenda of responsible tourism and the conservation of the environment for future generations.

The research underscores the transformative power of youth engagement. The implications revolve around the empowerment of young individuals to become leaders and stewards of their cultural heritage. This can extend to other regions and communities, where youth can take on active roles in preserving and promoting their traditions.

3.2.2 How Findings Contribute to Cultural Tourism Development in Tipang Village

The findings of the research on the role of youth in the development of cultural tourism in Tipang Village, Baktiraja District, Humbang Hasundutan Regency, carry immense potential to contribute significantly to the further development of cultural tourism in this enchanting village. These findings, enriched by insights from both quantitative and qualitative research, unveil pathways for cultural tourism growth, enriching the experiences of tourists, and ensuring a sustainable and vibrant future for Tipang Village.

One of the pivotal findings of the research is the substantial economic contribution of youth-led initiatives in cultural tourism. This implies that the village can strategically
leverage youth entrepreneurship to further develop its cultural tourism offerings. By supporting and promoting local youth in their entrepreneurial endeavors, the village can expand the range of cultural experiences, from craft shops and guided tours to cultural performances. This economic growth, as evidenced by the findings, not only benefits the youth but also augments the overall tourism infrastructure, creating a more welcoming environment for visitors.

The research highlights that youth are instrumental in preserving and promoting cultural heritage. Findings show that tourists are drawn to authentic cultural experiences, and the active involvement of youth ensures the continued vibrancy of traditional practices. By emphasizing these authentic experiences, Tipang Village can distinguish itself as a unique cultural tourism destination, attracting visitors seeking immersive encounters with local traditions. The village can further enrich its cultural offerings by exploring less-known practices and customizing experiences to cater to diverse tourist interests.

The findings reveal the success of youth in using digital platforms for cultural tourism promotion. This implies that Tipang Village can expand its global reach through strategic digital marketing. Leveraging social media, websites, and online platforms, the village can reach a broader audience, attracting tourists from various corners of the globe. The implication is that investments in digital promotion can yield significant returns in terms of visitor numbers and cultural exchange.

The research emphasizes the commitment of the village to sustainable practices and responsible tourism. These findings imply that the village can continue to prioritize ecological conservation, responsible visitor management, and cultural preservation. By adhering to these principles, Tipang Village can maintain its allure as a pristine and culturally rich destination. The implication is that responsible tourism practices not only safeguard the environment but also ensure the long-term sustainability of cultural tourism.

The research findings underscore the pivotal role of youth as leaders and ambassadors of cultural tourism. Implications include the village’s investment in youth development programs, cultural education, and leadership opportunities. Empowering youth to take active roles in preserving, promoting, and managing cultural tourism can secure the future of Tipang Village as a dynamic and culturally vibrant destination.

3.2.3 Beyond Borders: Broader Insights from Cultural Tourism and Youth Involvement

The research on the role of youth in the development of cultural tourism in Tipang Village goes beyond the confines of this enchanting Indonesian destination. It offers a lens through which the broader field of cultural tourism and youth involvement can gain valuable insights.

One of the most compelling insights is the transformative power of youth in preserving, promoting, and revitalizing cultural heritage. This revelation has implications for cultural tourism destinations worldwide. By actively engaging youth in the preservation of their cultural identity and traditions, communities can tap into a wellspring of cultural richness. Empowering youth to become cultural stewards ensures the continuity of traditions and their relevance in a rapidly changing world.

The research underscores the magnetic pull of authentic cultural experiences for tourists. Travelers are increasingly seeking meaningful encounters with local cultures. This finding is a clarion call for cultural tourism destinations to emphasize authenticity, offering immersive experiences that go beyond superficial encounters. The insight is that tourists are not passive observers but active participants in cultural exchange, seeking to understand, learn, and contribute to the communities they visit.

The active involvement of youth in cultural tourism reveals that they are not just beneficiaries but also catalysts of change. Their entrepreneurship, digital acumen, and dynamic ideas drive innovation in the sector. This insight challenges traditional paradigms, suggesting that youth have the potential to shape the cultural tourism landscape positively. By providing platforms and support for youth-led initiatives, destinations can benefit from their fresh perspectives and dynamic energy.

The success of digital promotion by youth in Tipang Village points to the transformative potential of technology in cultural tourism. The implications go beyond promotion
to include visitor management, accessibility, and educational resources. Destinations can harness the power of digital tools to widen their reach and engage a global audience. The digital realm becomes a bridge connecting cultures and fostering intercultural understanding.

The commitment of Tipang Village to responsible tourism practices, as indicated by the research, offers a guiding principle for the broader field. Responsible tourism ensures that cultural, environmental, and social considerations are at the forefront of development. This insight encourages other destinations to adopt responsible practices, contributing to the preservation of the planet's cultural and natural diversity.

4. Conclusions

The examination of youth's role in cultural tourism in Tipang Village has been a tapestry of culture, community, and discovery. This research has illuminated youth's multifaceted contributions, cultural heritage protection, and responsible and sustainable tourism. This chapter shows that this study has far-reaching ramifications beyond Tipang Village. This study shows that youth as cultural stewards can change things. Their work to preserve and promote cultural heritage revitalizes traditions and empowers youth to own their culture. This shows the global importance of enabling youngsters to preserve the world's various cultural heritage. Tourists prefer real cultural encounters, which has wider implications. Cultural tourism locations worldwide can learn from the fact that authenticity attracts tourists. Real cultural encounters, like those at Tipang Village, encourage understanding, respect, and meaningful cultural exchange. The effectiveness of digital promotion in Tipang Village shows how technology may change cultural tourism. This implies that technology can cross cultures and encourage global connections. Other places can use digital tools to reach a worldwide audience and promote cultural exchange. The data shows that youth are both beneficiaries and changemakers. Their creativity, entrepreneurship, and ideas advance cultural tourism. This idea challenges existing assumptions and emphasizes youth's ability to improve cultural tourism. The field can learn from Tipang Village’s ethical tourism methods. Responsible tourism protects the environment and ensures cultural tourism’s future. This research inspires other destinations to follow suit, preserving the planet's cultural and natural diversity. This cross-cultural research emphasizes cultural sensitivity and understanding. Researchers and cultural tourism practitioners should respect local customs and customers and involve communities in the study process. Research on youth in cultural tourism in Tipang Village has revealed global cultural tourism hotspots. The conclusions emphasize young as cultural stewards, authenticity, technology's transformative power, and responsible tourism. This research has recognized youth as change agents in Tipang Village and beyond.

References


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