

The Innovation of Tourist villages To Enhance Tourist Visits in Samosir, North Sumatera.

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- **Abstract:** Tourist villages have become one of the tourism sectors that increase the empowerment of rural communities. The purpose of this research was to investigate the impact of the innovation of tourist villages on the tourist visits in Samosir, North Sumatera. The study took 90 research samples (heads of families) from three tourist villages at Samosir, North Sumatera. The main research data gathered by questionnaire, and analyzed by the simple regression analysis techniques. Based on research conducted, it was shown that there was an influence of the innovation of the tourist villages on the tourist visits in Samosir, North Sumatera. Based on the research result, tourist orientation was the most influential on the tourist visits, accompanied by technology orientation, and competitor orientation. The study suggested that tourist visits should be enhanced by the quantity and quality of tourist orientation, technology orientation, and competitor orientation in Samosir, North Sumatera.
- **Keywords:** North Sumatera, Samosir, tourist visits