GOVERNANCE OF TOURISM VILLAGE BASED ON LOCAL WISDOM

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GOVERNANCE OF TOURISM VILLAGE BASED ON LOCAL WISDOM: IN ISLAMIC PERSPECTIVE

Siti Hajar[1]

[1]Faculty of Social and Political Science University of Muhammadiyah Sumatera Utara
(Email: sitihajar@umsu.ac.id)

Abstract: *The tourism sector is one of the main sectors considered to drive the economic growth of Indonesia. This sector aims to minimize poverty and unemployment, especially in rural areas. The development of the rural tourism sector aims to increase social prosperity in different areas of life. The developed tourism sector in Samosir province is implemented in resort management based on local wisdom. The study aims to develop the spatial potential for resorts in the province of Samosir and to enhance the characteristics of the Lake Toba region. The method used in this study is the qualitative descriptive method. The results of this research show that resort management should promote economic growth and contribute to society by promoting the independence and creativity of the resort. The tourist village is one of the programs that can enhance the local wisdom in the tourism industry, and it is recommended to develop the potential of the area according to the local people's understanding of Islam skills. The possibilities are the result of the wisdom of the local community, and each Samosir Regency holiday village has its own unique character. Resort managers must also foster community creativity and independence to foster local wisdom.*

Keywords: Governance, Village Tourism and Local Wisdom

INTRODUCTION

The development programs implemented by the Indonesian government aim to reduce poverty and ensure social welfare in all areas of life. One of the most important departments of the state is the tourism sector. Tourism development is a driving force of regional development programs and there are several reasons why tourism is an important component of development.

Indonesia has 10 priority travel destinations as keys to national development. a) Lake Toba (North Sumatra); b) Tanjung Kelayang (Bangka Belitung); c) Mandalika (West Nusa Tenggara); d) Wakatobi (Southeast Sulawesi);

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Marotai Island (North Moluccas); f) Thousand Islands (DKI Jakarta); g) Tanjung (Banten) pronunciation. h) Borobudur (Central Java); i) Bromo Tengger Semeru (East Java); j) Labuan Bajo (East Nusa Tenggara). Lake Toba in North Sumatra is among the top 10 national development priority destinations covered by this study. Lake Toba is one of the national development priorities aimed at increasing local income and promoting the well-being of the communities around Lake Toba. Lake Toba is a national priority for tourism development, one of the policies of the Ministry of Tourism and is regulated by Law No. 10 of 2009 on Tourism. Lake Toba has unique potential and advantages due to its diverse natural and cultural wealth. This is the main reason why Lake Toba has become a highly potential tourist destination to be developed in North Sumatra. The tourism development of Lake Toba aims to increase the wealth and income of rural communities, especially Samosir Governorate. This area is the result of expansion during the reign of Toba Samosir, an island also located in the Lake Toba region. Samosir Regency, an island in the Lake Toba region, is an area that has had both positive and negative effects on the development of Lake Toba.

The main reason is the idea of tourism object management, especially the creation of creative tourist villages. This allows for the development of local knowledge and different benefits from each village in Samosir province. Therefore, a rural tourism area management model based on local tourism in Samosir province is needed.

The management of tourist villages in Samosir province requires the cooperation of all stakeholders to better implement tourism, especially the management policies of tourist villages. A study by Peng and Lin (2016) found that entrepreneurs in the tourism sector can create a win-win situation by reducing structural unemployment, attracting young workers to villages, and innovating rural tourism through service science activities. Furthermore, Atmoko (2014) states that local tourism development should be a model of sustainable tourism development in line with national tourism policies.

The management of resorts in Samosir province could be a solution to the burdens and challenges imposed on local governments in developing the tourism sector in Samosir province. These efforts aimed to make significant contributions to society through tourism growth centers, tourism business units, small and medium-sized enterprises, and the promotion of employment in tourism destinations to reduce income inequality and reduce related poverty. to tourism, in favor of poor tourism). There has been talk of tourism management based on an economy of inclusion. The administration also promotes poverty alleviation in rural areas through the tourism sector.

Management of this resort based on local knowledge must develop a competitive and sustainable destination. They can also be growth points, enabling the realization of the development program's main objective of extending economic growth to the surrounding regions and realizing social welfare in all areas. This resort village government is expected to increase the flow of foreign and local tourists to the Lake Tobase resort area and generate local income and economic growth in the tourism sector. Nalayani (2016) described the development strategies for undeveloped tourist attractions as: Diversification of tourist locations, strengthening tourist lighting groups, seeking different possibilities than other tours, packing tourist locations as promotional materials, providing advice relevant tourism, etc.

Create resort managers to empower communities to create safe environments and improve transportation.

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Resort management in Samosir province requires strong and good cooperation between the local government, local communities and the private sector. Sunaryo (2013) argues that, in principle, good tourism governance practice is essentially about coordinating and synchronizing programs between existing stakeholders and synergy between government, private sector and affected communities. and interdependence) However, the reality of the present Samosir Regency Resort in the Lake Toba resort area is that it has limited capacity and expertise to handle the potential of the resort thus failing to tap into the local resources.

DISCUSSION

Pariwisita in Samosir Province is a Regional Income Enhancement Industry (PAD). Tourism management in the Regency is still not optimal, but local governments, especially the Samosir Regency Tourism Board, have programs of work aimed at developing and promoting tourism in Indonesia.

One of the programs implemented by the government is to run village tourism administrations that connect with local wisdom. The program should create a unique character for each village and enable each village to recognize its unique potential. Resort management generally refers to activities related to the management of tourist attractions within a resort. Manage is a translation from the Italian word menegiale which means to use tools.

Siswanto (2005) states that governance is a mutually recommended systematic activity to achieve goals. Furthermore, Griffin (2016) argues that management can be equated with managing, planning and determining, organizing and directing personal or human, financial, material and information resources for organizational objectives and overseeing and carrying out the process. efficient and effective.

According to Handoko (2013), governance or management or management is basically management. H. The task of establishing, interpreting and implementing organizational objectives by creating personnel plans, organization and functions. personnel), management and leadership (leadership) and supervision (control). Therefore, in the scope of the management performed, we plan objectives rather than activities, create and train organizations or working groups to enable the organization to perform its duties appropriately to achieve objectives and set objectives. There are audits that allow you to control and criticize the progress of your activities in order to achieve the desired objectives, with the guidance of your superior who is responsible for all the activities carried out.

Although the definition of a resort is a resort as a tourism product in itself, undoubtedly involving the members of the village community (Muljadi, 2009), a resort integrates attractions, accommodation and support facilities. The structure of people's lives integrated into common habits and procedures. On the other hand, according to Muliawan (2008), a tourist village is a village with the potential for a unique and distinctive tourist attraction packaged in an attractive and natural way through the development of tourism support structures.

Well, I had planned to increase my visits to improve the economy of the village. Mustabsirah (2015) Resorts can create local culture, increase community participation and respect

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traditional beliefs and values; a form of development.

The most important factor in the development of tourism in Indonesia, especially in Samosir province, is the local spirit. The uniqueness and character developed in Samosir tourism development is one of the ways to create and develop local knowledge in tourism development. Magdalia (2013) Local wisdom is interpreted as a perspective on life and knowledge as well as concrete life strategies of activities undertaken to meet community needs.

Furthermore, Istiwati (2016:
5) Local wisdom claims to be how people behave and react to changes in their physical and cultural environment. From the sacred to the mundane, it is a constantly growing and evolving conceptual idea in the public awareness of life in nature, life and society (the mundane parts of life and their nature are mundane). . Local wisdom or local wisdom can be understood as wise, wise and valuable local ideas developed and followed by community members.

The implementation of village tourism management based on local tourism is a development by government agencies to achieve the development of the national tourism industry. The management of the resort based on local wisdom is expected to become a major tourist destination in Samosir province as well.

The decree n. 50 of 2011 on RIPPARNAS 2010 - 2015 states that the development of domestic tourism in the tourism sector includes the development of attractions / tourist attractions, the development of infrastructure, the provision of public facilities and the construction of tourist attractions. Strengthen structures and communities. It is planned to create tourism products and services through the development of tourism destinations, improve their quality and facilitate the movement of tourists to tourism destinations. Borges. et.al (2014) argue that the concept of governance in tourism is multifaceted and that there is no one-size-fits-all solution that ensures success through a unified approach to government, public and private sectors, and other stakeholders. Pursue synergies in the same promotion area. Compete globally to solve theoretical problems in developing tourism destinations through sustainable development. As Arifin (2015) states, in the Islamic conception travel has a purpose.

1. Get to know the Creator and Increase Spiritual Value
   The aim of Islam in promoting tourism, which is the main goal is to know God. In Qs. An-kabut (29), Allah says *"Say, walk on the face of the earth, then consider how Allah created mankind from the beginning, then Allah made it once more. Lo, Allah is Almighty over all things".*
2. Doing business, opening business opportunities as one of the potential empowerment of the region
   Another goal that is recommended by Islam is to trade or do business. In Islam, seeking income through right and lawful business is a mistake or something that is highly recommended.
3. Adding Scientific Insights
   Factors of knowledge and insight are also important factors that make tourism develop in Islamic culture

4. Obtaining Soul Calmness and Liver Hygiene

   Another goal also from the Islamic impulse towards the people to travel, is to get the chance to have fun in a healthy way. Witnessing various beautiful creations of God, such as towering mountains, rushing rivers, clear springs, or green forests and waves full of waves, all of these will cause pleasure and freshness in the human soul and increase the strength of faith in the khaliq.

To provide the best services to tourists visiting the Samosir region, the development of the tourist area needs good management. It also aims to demonstrate that the Lake Toba region has no attractions of great interest to tourist knowledge. The attractions around Lake Toba, especially the Samosir region, will become priority tourist attractions. The Samosir Province tourist destination has become a symbol of the development of the Lake Tobace region, making it accessible to the beauty and diversity of culture.

During this period, tourists know only the sights of Simanindo and Pangulang districts. Article 1(5) of the 10th Tourism Law of 2009 states that a tourist attraction is anything unique, beautiful and valuable in the form of natural, cultural and man-made diversity which is the purpose or purpose of a visit . be traveller In general, Samosir Regency attractions represent tourist attractions from cultural, historical, natural and religious point of view.

Conclusion

Based on local wisdom, resort management reflects the attractiveness of emerging destinations in relation to all aspects of tourism development. Local wisdom manifests itself in aspects such as culture, history and nature. Local knowledge-based resort management can create tourism objects that are unique to the area and have their own criteria. Organizing village tourism management based on local wisdom can increase the effectiveness and creativity of local communities. Increasing community effectiveness and creativity increases people's well-being and helps the community become self-reliant.

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