

PLANNING DEVELOPMENT TOURISM IN ISLAMIC PERSPECTIVES AT LAKE TOBA REGION

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PLANNING DEVELOPMENT TOURISM IN ISLAMIC PERSPECTIVES AT LAKE TOBA REGION

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Abstract: *Tourism development makes a very important contribution to the economic development of the country if the development is carried out according to proper planning. Tourism is important in increasing the number of human resources needed to understand and master science and technology, provide information, and provide society with optimal education. Therefore, a tourism development plan that incorporates religious elements is needed, such as tourism from an Islamic perspective. Since tourism can create both good and bad in its religious component, tourism development plans are religiously positive if done well to achieve good goals. The purpose of this study is to show what the tourism development plan for the Lake Tobase area looks like from an Islamic point of view. The method used in this study is a qualitative method based on SWOT analysis which can clarify the strengths, opportunities, threats and weaknesses of tourism development plans from an Islamic perspective in the Lake Tobase region.*

Keywords: *Planning, Development, and Tourism In Islamic Perspective*

Introduction

Tourism development in Indonesia is one of the key programs that needs to be implemented urgently in all regions as the tourism sector can make a significant contribution to social and regional economic growth. One of the government's priority areas for developing the tourism sector is the Lake Toba area. Since 2016 it has become one of the 10 priorities of KSPN according to the Decree n. 50 of 2011 on the National General Plan for the Development of Tourism for the period 2010-2025. There are three things to keep in mind when preparing for a tour. The Development Master Plan mapped tourism potential specifically in the Lake Toba region, formulated regulations for tourism development in Lake Toba, and established partnerships and engagement between communities and tourism stakeholders.

These three important aspects are the main reasons why it is important to streamline the preparation of tourism development master plans, especially for the Lake Toba region. These factors are related to understanding the situation and tourism development issues related to the Lake Toba region. The understanding of the tourism development situation and conditions in the Lake Toba region should also be supported by plans and policies suitable for each Lake Toba region. Ridwan and Basso (2017: 5) Give some reasons for the importance of planning that the government should implement to achieve regional development. 1) Increase in national income and per capita income. 2) Reduce income inequality and wealth. 3) Increase job opportunities. 4) for full development, 5) to maintain the independence of newly acquired nations.

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Tourism development in the Lake Toba region has not progressed as it should have as the government faces hurdles in developing the tourism sector in the region. The tourism development front is also relevant for other sectors, including the environmental one. To address the problem of pollution that exists on the shores of Lake Toba and threatens the future development of tourism, it is necessary to introduce optimal regulation in this sector. Arrangements to integrate this program into achieving the Toba region's tourism development goals should be coordinated with other sectors. Tarriga et al. (2017) argue that appropriate public policies and key regulation are transformational processes that can provide clear direction and time to achieve goals. Later Butler and Santicle (2010). Egel et al. (2008); Costa et al. (2014) argued that although the tourism sector cannot be separated from other sectors, policies should be developed specifically for the tourism sector and not for other sectors or activities that may affect tourism.

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The biggest obstacle to tourism development in the Lake Toba region is the lack of proper planning as the regional policies supporting tourism development do not have integrated programs in all areas of the Lake Toba region. Integration of the program in achieving the goals and objectives set by the government of Lake Toba, social and cultural environment, economy, etc. The development of areas related to tourism should be included. Therefore, the formulation of tourism development plans for the Lake Toba region needs to be designed effectively and optimally. Because the plan aims to bring about changes that will strengthen the community and allow it to be competitive nationally and internationally.

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Tourism development in the Lake Toba region is an attempt to promote economic growth in local communities and contribute to the local income (PAD) of each region around Lake Toba. The Lake Toba area consists of seven districts: Simalungun, Toba Samosir, North Tapanuri, Humban Hasundutan, Daili, Kalo and Samosir. These regions have different cultures and advantages in the tourism development of the region.

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Therefore, the government's effort to support tourism development in the Lake Toba region is to formulate and implement good quality tourism development plans. Teresa et al. (2014: 3) argue that the implementation of the development process should be done carefully and systematically; H. Development pre-planning to make decisions, taking into account the problems or needs analyzed, the objectives set or the objectives to be achieved and the alternatives to achieving the objectives and achieving the selected objectives It must be done through a process, methods; strengths, weaknesses, opportunities and threats to be achieved. As pointed out by Todaro (1997). Jhingan (2016) argues that development planning is essentially a government action to organize and coordinate economic decisions made over a period of time.

1 Local government implementation in the preparation of tourism development plans for the Lake Toba region should be accountable and able to play an active role with respect to the legal, financial, planning and policy aspects of the tourism industry. Local government implementation related to tourism development is regulated by the Tourism Law No. 10 of 2009, which is a specific guideline for the development of tourism in Indonesia, including the Lake Toba region. Aimed at realizing the changes that must be systematically made in the tourism sector, this policy must be planned in an integrated, sustainable and responsible way, while promoting equality between people. Opportunities for future tourism development Protect the coexisting religious and cultural values, environmental quality and national interests of society. Frag. (ETS)

Methodology

This study is a case study. According to Indrawan and Yaniawati (2014), a case study is a study that examines a limited system in detail and sets strict limits on the subject and research topic. Ying (2015: 18) Case studies, on the other hand, describe key questions about how or why decisions and a more appropriate strategy, like empirical studies, which examine facts in their real context. There is a line between the fact and the invisible. context. Proactive and multi-sourcing.

2 The reason for conducting case studies using qualitative methods is to focus on the tourism development planning process in the Lake Tobase region of North Sumatra to achieve appropriate and effective governance. This study will also be analyzed using SWOT with the input data obtained, and the analytical results will be complemented or validated by qualitative analysis. This analysis will be used for a more accurate and direct assessment of tourism development plans, particularly in terms of strengths, weaknesses, opportunities and threats related to potential tourism development plans in the Lake Toba region.

Discussion

Tourism is a visionary industry and a key to developing a richer and more prosperous society. The tourism sector was able to improve the performance of state governments through regional development programs in 2014-2015. These are 1) Domestic tourist arrivals, which were 251 million in 2014 and 255 million in 2015, and foreign tourist visits in 2014. 2) The foreign exchange income of the tourism sector increased by Rs 134 trillion in 2014 and by 144 trillion rupees in 2015. 3) The amount of labor absorbed has also increased. H. The workforce absorbed 10.3 thousand in 2014 and 11.3 thousand in 2015.

The number of foreign tourists visiting Indonesia increased from 1.11 million to 1.15 million in December 2017, an increase of 3.03% from the number of visitors in December 2016. Similarly, the number of foreign tourists is increased by 8.00% compared to December 2017. December 2017 Number of foreigners in 2017 P/V (ETS)

1 Tourists visiting Indonesia reached 14.04 million, an increase of 21.88% from the 11.52 million foreign tourists in 2016.

1 Ratman (2016) argues that tourism is the key to development based on: 1) More destinations and investments will make tourism a major driver of export earnings, job creation, business development and infrastructure. 2) Tourism is constantly expanding and diversifying, making it one of the largest and fastest growing industries in the world. 3) Despite several global crises, the number of international tourism continues to grow positively, H. 25 million (1950), 278 million (1980), 528 million (1995), was 1.1 billion (2014). Furthermore, Karim (2013) argues that the development of tourism in Indonesia must be planned in such a way that the

local community forces highly engaged and responsible in tourism development are understood, valued, involved and followed up. The religious community must therefore understand the functions and roles of tourism and how Islamic perspectives view tourism development.

In the concept of Islam there must also be planning in carrying out tourism, which is meant to travel. There is a connection with the ideal values of tourism for Islam, namely how the people take i'tibar or lessons from observations on the journey that are carried out as indicated by the Qur'an, namely "Say:" Walk on the face of the earth, then pay attention to the end of those who reject it "(QS. Al-An'am, 11)

"And did they not walk on the earth, then see how the end of those who were before them, while those people were more powerful than them? And nothing can weaken God in the heavens or on earth. Lo! Allah is Knower, Almighty. (QS. Al-Fathir: 44)

In accordance with the above statement, the Quran draws attention to the fact that people should be aware of the natural conditions around them, observe the relevant laws, and live safely and comfortably in the areas they travel to. This is particularly important for tourism development planning in the Lake Toba region.

The safety and comfort of tourists is an important factor in attracting tourists to the tourist area and developing and developing the Feiqiao Lake Tourist Area. Religious tourism is likely to develop in the Lake Toba region, not only because of its beauty and culture, but also because the Lake Toba region has a religious history. TB Shirarahi Museum (Toba Samosir), Eden Park (North Tapanuri), etc.

Therefore, from an Islamic point of view, when planning tourism development in the Lake Toba region, it must be understood that tourism is a means by which it can promote awareness, faith and devotion and achieve noble life value it's tall. . Thus there is a relationship between religion and tourism, which is one of the prerequisites for Indonesia to have a national philosophy of life based on Pancasila, a monotheistic principle.

The preparation of the tourism development plan in the Lake Toba area should be separated from the noble values of religion, which are of great importance as a source of motivation and ideal value in tourism development, in terms of tourism symbols suitable for Islamic values

Culture including hotels and cuisine. Local governments in the Lake Toba region have developed tourism policies based on Islamic values so that they can distinguish between what is permitted and what is not. This is because most of the domestic and foreign tourists come from the Muslim community. Tourism development plans should also include the provision of facilities and support facilities for the development and promotion of tourism in the Lake Toba region. Not only that, good management should also be considered so that tourism in the Lake Toba area can flourish and influence the economy of the surrounding tourist communities.

Successful tourism development should have a positive impact as tourists on tourism development guidelines, potential tourism area management guidelines, tourism area development guidelines, tourism development master plan regional (RIPPDA). Tourist attractions, facilities and infrastructure tourism, tourism human resources (HR) and tourism industry development investments are also the basis for monitoring and management of tourism development, tourism objects and attractions. This RIPPDA is the main goal

formulated by every municipality in the Lake Toba region. This agreement links the vision and mission of tourism development in the Lake Tobase Region to integrated and coordinated integration between one region and another.

Tourism development in the Lake Toba region requires a comprehensive tourism development plan that is networked across tourism sectors, regions and possibilities. Therefore, a systematic, integrated and continuous tourism development plan for the Lake Tobase region is needed and should be implemented. Conyers and the Hills (1984); Friedman (1987); Bhattacharya et al. (2015); Mahi and Trignarso (2017); that planning is a continuous process of planning with future measures. As a result, the agreements contained in the action plan were as follows:

Strength

1. Become a tourist destination that is prioritized to be developed in Indonesia
2. Has distinctive tourism potential (culture, history, natural beauty)
3. Each region in the Lake Toba region has its own uniqueness for developing tourism

Weakness

1. Local people who have not been able to accept regional changes
2. Tourism around the Lake Toba area is not environmentally friendly in accordance with the concept of Islam

Opportunity

1. The central government strongly supports and provides motivation to areas in the Lake Toba region to develop tourism specifically
2. There is a grouping of tourism potential so that it is easier for tourists to make visits
3. Access and transportation that can begin to provide comfort for tourists visiting the tourism area of Lake Toba

Threat

1. The ability of local communities that are still minimal to manage tourism in the Lake Toba area
2. The influence of tourism which can have a negative impact on the integrity of the regional cultural diversity of local communities.

Conclusion

Tourism is a journey and in Islam it is permissible to travel while not violating religious values. Tourism in the Islamic concept does not prohibit people from traveling or vacationing but not with entertainment that is prohibited by Islamic law. So, it is very important tourism development planning in the Lake Toba region in an Islamic perspective so that it can make a tourism policy that is inseparable from the cultural values and Islamic religious values. This is because the majority of tourists who come to visit the Lake Toba region both locally and internationally are Muslim.

Allah SWT, has also created everything that is on this earth to be used as well as possible, then humans as the most perfect and noble creatures of Allah and given the mind by Allah are given the task of the Caliphate by Allah. One of the most important tasks is to develop and run a tourism development plan for the Lake Toba region in accordance with concepts that can support the progress and development of tourism.

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