

KONTRAK PENELITIAN
PENELITIAN DASAR UNGGULAN PERGURUAN TINGGI (PDUPT)
TAHUN JAMAK
Tahun Anggaran 2023
Nomor: 225/II.3-AU/UMSU-LP2M/C/2023

Pada hari ini Senin tanggal dua puluh dua bulan Mei tahun dua ribu dua puluh tiga, kami yang bertandatangan dibawah ini :

1. **Dr. Syaiful Amri Saragih, S. P., M. Sc.** : **Ketua Lembaga Penelitian dan Pengabdian Masyarakat Universitas Muhammadiyah Sumatera Utara**, dalam hal ini bertindak untuk dan atas nama **Rektor Universitas Muhammadiyah Sumatera Utara** yang berkedudukan di **Jl. Mukhtar Basri No. 3 Medan**, untuk selanjutnya disebut **PIHAK PERTAMA**;
2. **Dr. Ramlan, S. H., M. Hum.** : **Dosen Fakultas Hukum Universitas Muhammadiyah Sumatera Utara**, dalam hal ini bertindak sebagai pengusul dan **Ketua Pelaksana Penelitian Dasar Unggulan Perguruan Tinggi Tahun Anggaran 2023** untuk selanjutnya disebut **PIHAK KEDUA**.

PIHAK PERTAMA dan **PIHAK KEDUA**, secara bersama-sama sepakat mengikatkan diri dalam suatu **Kontrak Penelitian Dasar Unggulan Perguruan Tinggi** Tahun Anggaran 2023 dengan ketentuan dan syarat-syarat sebagai berikut:

PASAL 1
RUANG LINGKUP

- (1) **PIHAK PERTAMA** memberi tugas kepada **PIHAK KEDUA**, dan **PIHAK KEDUA** menerima tugas tersebut untuk melaksanakan Pekerjaan Penelitian Program Penelitian Dasar Unggulan Perguruan Tinggi dengan judul: **“Model Tata Kelola Desa Wisata Berbasis Kearifan Lokal pada Kawasan Danau Toba di Kabupaten Samosir.”**;
- (2) **PIHAK KEDUA** bertanggungjawab penuh atas pelaksanaan, administrasi dan keuangan atas pekerjaan sebagai mana dimaksud pada ayat (1);

PASAL 2
SUMBER DANA

PIHAK KESATU memberikan pendanaan Kontrak penelitian yang bersumber pada DIPA Direktorat Riset, Teknologi, dan Pengabdian Kepada Masyarakat, Direktorat Jenderal Pendidikan Tinggi, Riset, dan Teknologi Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Tahun Anggaran 2023, Nomor SP DIPA- 023.17.1.690523/2023 revisi ke-4 tanggal 31 Maret 2023.

PASAL 3 JANGKA WAKTU

Kontrak Penelitian ini dilaksanakan sejak tanggal 22 Mei 2023 hingga 10 Desember 2023.

PASAL 4 CARA PEMBAYARAN

- (1) PIHAK PERTAMA menyalurkan dana penelitian sebagaimana dimaksud dalam Pasal 1 sebesar **Rp. 149.895.000,-** (Seratus Empat Puluh Sembilan Juta Delapan Ratus Sembilan Puluh Lima Ribu Rupiah) yang bersumber dari Daftar Isian Pelaksanaan Anggaran (DIPA) Direktorat Riset, Teknologi, dan Pengabdian Kepada Masyarakat, Direktorat Jenderal Pendidikan Tinggi, Riset, dan Teknologi Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Tahun Anggaran 2023.
- (2) Pendanaan Pelaksanaan Penelitian sebagaimana sebagaimana dimaksud pada ayat (1) dibayarkan oleh PIHAK PERTAMA kepada PIHAK KEDUA ke rekening PIHAK KEDUA dengan ketentuan: pembayaran dana penelitian sebesar 100% dari total bantuan dana kegiatan yaitu **Rp. 149.895.000,-** (Seratus Empat Puluh Sembilan Juta Delapan Ratus Sembilan Puluh Lima Ribu Rupiah).
- (3) Pembayaran sebagaimana pada ayat (2) diberikan setelah ditanda tangannya kontrak antara PIHAK PERTAMA dan PIHAK KEDUA dan juga setelah PIHAK KEDUA melengkapi proposal pelaksanaan penelitian yang memuat judul penelitian, pendekatan dan metode penelitian yang digunakan, data yang akan diperoleh, anggaran yang akan digunakan, dan tujuan penelitian berupa luaran yang akan dicapai.

PASAL 5 HAK DAN KEWAJIBAN

- (1) PIHAK PERTAMA mempunyai kewajiban memberikan pendanaan penelitian kepada PIHAK KEDUA;
- (2) PIHAK KEDUA wajib melakukan pengunggahan ke laman BIMA dokumen sebagai berikut:
 - a. Catatan harian pelaksanaan penelitian;
 - b. Laporan kemajuan pelaksanaan penelitian,
 - c. Surat Pernyataan Tanggungjawab belanja (SPTB) atas dana penelitian yang telah ditetapkan
 - d. Menyampaikan soft copy serta bukti unggahannya ke Pihak Pertama,
- (3) PIHAK KEDUA berkewajiban untuk menindak lanjuti dan mengupayakan pelaksanaan penelitian yang dilakukan dosen untuk memperoleh luaran wajib untuk setiap judul proposal penelitian sebagaimana dimaksud pada Pasal 2 ayat (1);
- (4) Perolehan sebagaimana dimaksud pada ayat (1) dimanfaatkan sebesar-sebesarnya untuk pelaksanaan Tridharma Perguruan Tinggi;
- (5) PIHAK KEDUA berkewajiban untuk melaporkan perkembangan perolehan hak paten atau hak kekayaan intelektual lainnya, serta publikasi ilmiah sebagaimana dimaksud pada ayat (1) secara berkala kepada PIHAK PERTAMA yaitu pada akhir tahun anggaran;

- (6) PIHAK KEDUA berkewajiban untuk mengikuti Monitoring dan Evaluasi Pelaksanaan Pekerjaan sesuai dengan jadwal yang ditetapkan Pihak Pertama
- (7) Penilaian kemajuan pelaksanaan penelitian sebagaimana dimaksud pada ayat (1) dilakukan oleh PIHAK PERTAMA setelah ketua pelaksana mengunggah laporan kemajuan pelaksana kegiatan ke (website) BIMA, dengan berpedoman kepada prinsip-prinsip dan/atau kaidah Program Penelitian;
- (8) Perubahan-perubahan terhadap susunan tim pelaksana dan substansi Pelaksanaan program Penelitian dapat dibenarkan apabila telah mendapat persetujuan dari Direktur Riset, Teknologi, dan Pengabdian Masyarakat Direktorat Jenderal Riset, Teknologi, dan Pengabdian Masyarakat dengan melalui Persetujuan PIHAK PERTAMA;
- (9) PIHAK KEDUA harus menyampaikan surat pernyataan telah menyelesaikan seluruh pekerjaan yang dibuktikan dengan pengunggahan pada laman (website) BIMA dan menyampaikan softcopy dan bukti unggahan ke Kopertis Wilayah-I.
 - a. Revisi proposal penelitian
 - b. Surat pernyataan kesanggupan penyusunan laporan penelitian;
 - c. Catatan harian pelaksanaan penelitian
 - d. Laporan kemajuan pelaksanaan penelitian
 - e. Surat Pernyataan Tanggungjawab Belanja (SPTB) atas dana penelitian yang telah ditetapkan
 - f. Laporan akhir penelitian
 - g. Luaran penelitianpaling lambat tanggal **10 Desember 2023**.
- (10) Apabila sampai dengan batas waktu yang telah ditetapkan untuk melaksanakan Kontrak Penelitian telah berakhir, PIHAK KEDUA belum menyelesaikan tugasnya dan atau terlambat mengirim laporan kemajuan dan atau terlambat mengirim laporan akhir, maka PIHAK KEDUA dikenakan sanksi administratif berupa tidak dapat mengajukan proposal penelitian dalam kurun waktu dua tahun berturut-turut;
- (11) Peneliti/Pelaksana Penelitian yang tidak hadir dalam kegiatan Pemonitoran dan Evaluasi tanpa pemberitahuan sebelumnya kepada Direktur Riset, Teknologi, dan Pengabdian Kepada Masyarakat, maka Pelaksana Penelitian tidak berhak menerima sisa dana;
- (12) Apabila dalam penilaian luaran terdapat luaran tambahan yang tidak tercapai maka dana tambahan yang sudah diterima harus disetorkan kembali ke rekening kas Negara.
- (13) Laporan hasil penelitian sebagaimana tersebut pada pasal 5 ayat (9) ditulis dalam format font Times New Roman ukuran 12 spasi 1,5 kertas A4 pada bagian bawah sampul (cover) ditulis : Dibiayai oleh:

Direktorat Riset, Teknologi, dan Pengabdian Kepada Masyarakat
Direktorat Jenderal Pendidikan Tinggi, Riset, dan Teknologi
Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi
Nomor: 071/E5/PG.02.00.PL/2023

- (14) Peneliti wajib mencantumkan acknowledgement yang menyebutkan sumber pendanaan (yaitu: Direktorat Riset, Teknologi, dan Pengabdian Kepada Masyarakat – Direktorat Jenderal Pendidikan Tinggi, Riset, dan Teknologi – Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi Republik Indonesia) pada setiap bentuk luaran penelitian baik berupa publikasi ilmiah, makalah yang dipresentasikan, maupun poster.
- (15) Softcopy laporan hasil program penelitian sebagaimana tersebut pada ayat (1) harus diunggah ke laman (website) BIMA dan dikirimkan juga

kepada PIHAK PERTAMA sebanyak 1 (satu) rangkap serta bukti unggahannya sedangkan hardcopy wajib di simpan oleh PIHAK KEDUA

PASAL 6 PENGANTIAN KEANGGOTAAN

- (1) Apabila PIHAK KEDUA berhenti dari Jabatannya, sebelum Kontrak Penelitian ini selesai, maka PIHAK KEDUA wajib menyerahkan tanggung jawabnya kepada pejabat baru yang menggantikannya, dibuktikan dengan adanya Berita Acara Serah Terima (BAST) yang ditanda tangani oleh kedua belah pihak.
- (2) Apabila setiap ketua pelaksana sebagaimana di maksud dalam pasal 2 ayat (4) tidak dapat menyelesaikan pelaksanaan penelitian ini, maka PIHAK KEDUA wajib menunjuk pengganti ketua pelaksana yang merupakan salah satu anggota tim setelah mendapat persetujuan tertulis dari Direktur Riset dan Pengabdian Masyarakat Direktorat Jenderal Penguatan Riset dan Pengembangan dengan melalui persetujuan PIHAK PERTAMA;
- (3) Apabila ketua peneliti mengundurkan diri sebagai ketua harus diganti dengan anggota tim dengan syarat dan ketentuan yang ada, jika tidak ada maka dana dikembalikan ke Kas Negara

PASAL 7 PAJAK

PIHAK KEDUA berkewajiban menyetor pajak ke kantor pelayanan pajak setempat yang berkenaan dengan kewajiban pajak secara kolektif yang dikoordinir PIHAK PERTAMA, berupa:

- 1 Pembelian barang dan jasa dikenai PPN sebesar 10% dan PPh 22 sebesar 1,5%;
- 2 Pajak-pajak lain sesuai ketentuan yang berlaku.

PASAL 8 KEKAYAAN INTELEKTUAL

- (1) Hak Kekayaan Intelektual yang dihasilkan dari pelaksanaan penelitian tersebut diatur dan dikelola sesuai dengan peraturan dan perundang-undangan yang berlaku;
- (2) Setiap publikasi, makalah dan/ atau ekspos dalam bentuk apapun yang berkaitan dengan hasil penelitian ini wajib mencantumkan PIHAK PERTAMA sebagai pemberi dana;
- (3) Hasil Penelitian berupa peralatan dan/ atau alat yang dibeli dari kegiatan ini adalah milik negara, dan dapat dihibahkan kepada institusi/lembaga melalui Berita Acara Serah Terima (BAST);
- (4) Apabila terdapat hal-hal lain yang belum diatur dalam kontrak penelitian ini dan memerlukan pengaturan, maka akan diatur kemudian oleh PARA PIHAK melaui amandemen kontrak penelitian ini dan/ atau melalui pembuatan perjanjian tersendiri yang merupakan bagian tidak terpisahkan dari kontrak penelitian ini.

PASAL 9
KEADAAN KAHAR

- (1) PARA PIHAK dibebaskan dari tanggung jawab atas keterlambatan atau kegagalan dalam memenuhi kewajiban yang dimaksud dalam Kontrak Penelitian disebabkan atau diakibatkan oleh peristiwa atau kejadian diluar kekuasaan PARA PIHAK yang dapat digolongkan sebagai keadaan memaksa (*force majeure*);
- (2) Peristiwa atau kejadian yang dapat digolongkan keadaan memaksa (*force majeure*) dalam kontrak penelitian ini adalah bencana alam, wabah penyakit, kebakaran, perang, blokade, peledakan, sabotase, revolusi, pemberontakan, huru hara, serta adanya tindakan pemerintah dalam bidang ekonomi dan moneter yang secara nyata berpengaruh terhadap pelaksanaan kontrak penelitian ini;
- (3) Apabila terjadi keadaan memaksa (*force majeure*) maka pihak yang mengalami wajib memberitahukan kepada pihak lainnya secara tertulis, selambat-lambatnya dalam waktu 7 (tujuh) hari kerja sejak terjadinya keadaan memaksa (*force majeure*), disertai dengan bukti-bukti yang sah dari pihak yang berwajib, dan PARA PIHAK dengan itikad baik akan segera membicarakan penyelesaiannya.

PASAL 10
PENYELESAIAN PERSELISIHAN

- (1) Apabila terjadi perselisihan antara PIHAK PERTAMA dan PIHAK KEDUA dalam pelaksanaan kontrak penelitian ini akan dilakukan penyelesaian secara musyawarah dan mufakat
- (2) Dalam hal tidak tercapai penyelesaian secara musyawarah dan mufakat maka penyelesaian dilakukan melalui proses hukum yang berlaku dengan memilih domisili hukum di Pengadilan Negeri Medan;

**PASAL 11
AMANDEMEN KONTRAK**

- (1) Hal-hal yang belum diatur dalam Kontrak Penelitian ini akan diatur kemudian oleh kedua belah pihak.
- (2) Perjanjian ini dibuat dan ditandatangani oleh PARA PIHAK pada hari dan tanggal tersebut di atas, dibuat dalam rangkap 2 (dua) dan bermeterai cukup sesuai dengan ketentuan yang berlaku, yang masing-masing mempunyai kekuatan hukum yang sama.



Dr. Syaiful Amri Saragih, S. P., M. Sc.
NIDN: 0113098704



Dr. Ramlan, S. H., M. Hum.
NIDN: 0105057105

Mengetahui
Wakil Rektor I UMSU



Prof. Dr. Muhammad Arifin, S. H., M. Hum.
NIP: 19570113.198303.1.002

Kode>Nama Rumpun Ilmu	: 594/Ilmu Administrasi (Niaga, Negara, Publik, Pembangunan, dll)
Bidang Fokus	: Sosial Humaniora, Seni Budaya, pendidikan

LAPORAN AKHIR

PENELITIAN DASAR UNGGULAN PERGURUAN TINGGI



UMSU

Unggul | Cerdas | Terpercaya

MODEL TATA KELOLA DESA WISATA BERBASIS KEARIFAN LOKAL PADA KAWASAN PARIWISATA DANAU TOBA DI KABUPATEN SAMOSIR

TIM PENGUSUL

Dr. Ramlan, SH., M.Hum
NIDN. 0105057105 (Ketua Peneliti)

Siti Hajar, S. Sos., MSP (Anggota Peneliti)
NIDN. 0123098003

Agung Saputra, S.Sos., MAP (Anggota Peneliti)
NIDN. 0120018303

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

November, 2023

**HALAMAN PENGESAHAN LAPORAN AKHIR
PENELITIAN DASAR**

Judul : Model Tata Kelola Desa Wisata Berbasis Kearifan lokal Pada Kawasan Danau Toba di Kabupaten Samosir

Ketua Peneliti :
a. Nama Lengkap : Dr. Ramlan, SH., M.Hum
b. NIDN : 0105057105
c. Jabatan Fungsional : Lektor Kepala
d. Program Studi : Ilmu Hukum
e. Bidang Keahlian : Hukum Bisnis
f. Nomor HP : 081361733486
g. Alamat Surel (e-mail) : ramlan@umsu.ac.id

Anggota Tim Peneliti (1)
a. Nama Lengkap : Dr. Siti Hajar. S.Sos., MSP
b. NIDN : 0123098003

Anggota Tim Peneliti (2)
c. Nama Lengkap : Agung Saputra, S.Sos., MAP
d. NIDN : 0120018303

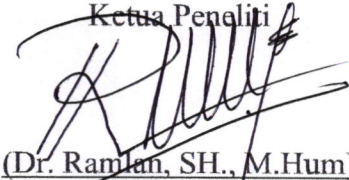
Biaya Penelitian
Biaya Total :
a. DIKTI : 149.895.000,-
b. Sumber Lain : -

*(Lampirkan Surat Pernyataan Penyandang Dana jika ada)

Medan, 10 November 2023


Mengetahui,
Dekan Fakultas Hukum

(Dr. Faisal. SH., M.Hum)
NIDN. 0122087502

Ketua Peneliti

(Dr. Ramlan, SH., M.Hum)
NIDN. 0105057105


Menyetujui,
Ketua LPPM LMSU

(Dr. Syaiful Anni Saragih, S.P., M.Sc.)
NIDN.0113098704

Pengisian poin C sampai dengan poin H mengikuti template berikut dan tidak dibatasi jumlah kata atau halaman namun disarankan ringkas mungkin. Dilarang menghapus/modifikasi template ataupun menghapus penjelasan di setiap poin.

C. HASIL PELAKSANAAN PENELITIAN: Tuliskan secara ringkas hasil pelaksanaan penelitian yang telah dicapai sesuai tahun pelaksanaan penelitian. Penyajian meliputi data, hasil analisis, dan capaian luaran (wajib dan atau tambahan). Seluruh hasil atau capaian yang dilaporkan harus berkaitan dengan tahapan pelaksanaan penelitian sebagaimana direncanakan pada proposal. Penyajian data dapat berupa gambar, tabel, grafik, dan sejenisnya, serta analisis didukung dengan sumber pustaka primer yang relevan dan terkini.

Terbentuknya Kabupaten Samosir sejak tahun 2023 yang beribukota di Pangururan, didasarkan pada Undang-undang Republik Indonesia Nomor 36 Tahun 2023 tentang Pembentukan Kabupaten Samosir yang memiliki luas wilayah sebesar 2.069,05 km² yang terdiri dari 1.444,25 km² daratan atau sebesar 69,80% sedangkan wilayah danau 624,80 km² atau sebesar 30,20%. Kabupaten Samosir terdiri dari 9 kecamatan yang terdiri dari 128 desa dan 6 kelurahan serta 380 dusun/lingkungan. Berdasarkan kondisi daerah Kabupaten Samosir tersebut, maka 30,20% wilayah Samosir berpotensi wisata, karena merupakan wilayah Danau Toba. Hal inilah yang membuktikan bahwa pariwisata di Kabupaten Samosir mempunyai peluang besar untuk dapat dikembangkan khususnya bermuatan lokal. Jubaedah dan Fajarianto [1] berpendapat bahwa kearifan lokal merupakan adat istiadat dan kebiasaan yang menjadi tradisi pada sekelompok masyarakat tertentu yang diwariskan secara turun temurun dan masih dipertahankan sebagai budaya masyarakat yang bernilai baik, tertanam sehingga dapat meningkatkan perekonomian masyarakat. Kemudian, Chiu juga menegaskan bahwa adanya pandangan atau persepsi masyarakat tentang kondisi alam, kepercayaan yang rendah dan berdampak pada kemampuan pemerintah untuk menciptakan peluang yang dapat bersinergi dengan pengembangan wisata dalam jangka panjang. Dengan demikian, peluang yang dapat dimanfaatkan dalam pengembangan desa wisata berbasis kearifan lokal adalah pemanfaatan teknologi informasi di era society 5.0 sehingga dapat mewujudkan inovasi pariwisata yang dikuatkan dengan digitalisasi program.

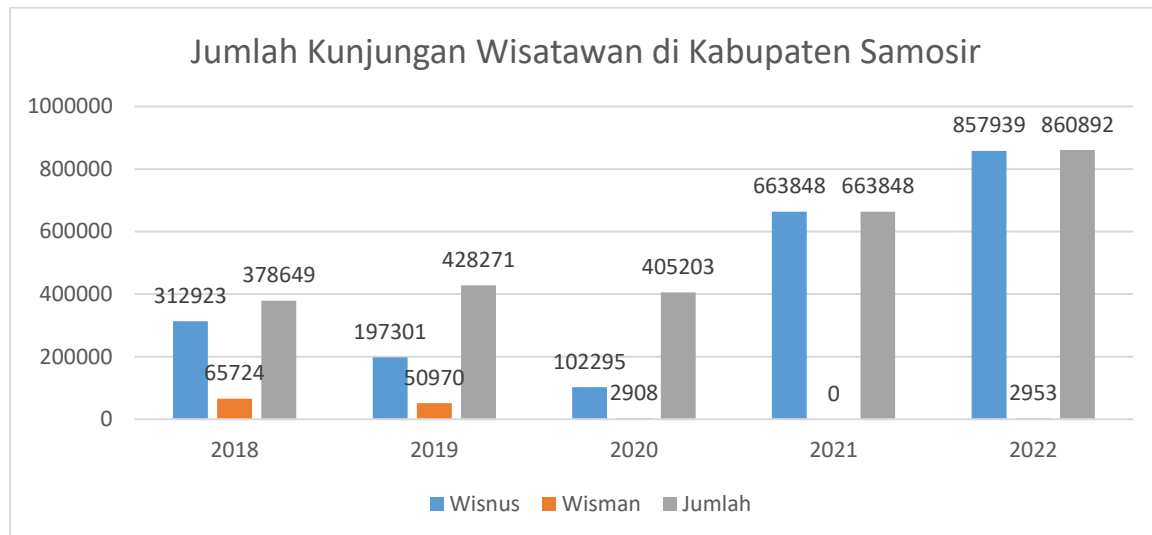
Kabupaten Samosir memiliki objek wisata yang sangat beragam dan mempunyai keunggulan masing-masing sehingga dapat menjadi kearifan lokal yang dapat berdaya saing dengan wisata-wisata daerah lain. Upaya mengembangkan desa wisata terkait empat unsur utama yaitu attraction, accessibility, amenities, ancillary, dimana sebagai daya dukung dalam pembangunan pariwisata di era society 5.0 dengan memanfaatkan potensi yang dimiliki desa-desa wisata sehingga dapat mendukung berkembangnya kearifan lokal secara menyeluruh pada sektor pariwisata di Kabupaten Samosir. Maka, akselerasi pembangunan pariwisata di Kabupaten Samosir menjadi sebuah tantangan dan peluang dalam pengembangan desa wisata berbasis kearifan lokal. Akselerasi ini dilakukan dengan upaya memudahkan akses dan informasi yang dapat memberikan rasa aman dan nyaman bagi wisatawan lokal maupun internasional. Dengan demikian, dibutuhkan kolaborasi dengan sistem kerjasama berbagai pihak yang dapat saling berkoordinasi sehingga menghasilkan inovasi wisata desa yang mampu berdaya saing dan dapat memberikan kontribusi besar untuk kesejahteraan masyarakat.

Akselerasi pengembangan pariwisata Kabupaten Samosir masih banyak mengalami hambatan, baik dari aspek sarana prasarana dan aspek sosial terkait perilaku masyarakat. Di era digitalisasi, pariwisata di Kabupaten Samosir belum sepenuhnya didukung oleh teknologi dan informasi, khususnya untuk desa wisata. Berdasarkan hasil pre test dan post test yang diperoleh bahwa masih terbatasnya kemampuan masyarakat untuk mengelola objek wisata yang ada di desa wisata sehingga menjadi suatu hambatan dalam mengembangkan wisata desa. Masyarakat juga belum memahami dalam membedakan makna dari desa wisata dengan wisata desa, seperti yang dijelaskan oleh Hajar, et al [2] yang dikatakan desa wisata adalah desa yang dibentuk sebagai upaya memberdayakan masyarakat agar menjadi pelaku pariwisata dengan memaksimalkan potensi di wilayah masing-masing, dan desa wisata itu harus mempunyai aspek atau potensi yang dapat mendukung desa tersebut menjadi tujuan wisata yang menarik untuk dikunjungi, namun wisata desa itu adalah kawasan pedesaan yang sudah mempunyai keseluruhan suasana dan potensi desa baik dari segi budaya, alam, kuliner dan berbagai potensi unik lainnya yang menjadikan desa tersebut menawarkan potensi desanya menjadi tujuan wisata. Selanjutnya, Latianingsih, et al [3] dan Syafrizal [4] bahwa desa wisata dapat menarik minat wisatawan melalui ciri khas desanya yang bersumber dari atraksi kesenian dan lainnya sehingga dapat membedakan dengan desa-desa yang juga mengembangkan desa wisata melalui pengembangan potensinya. Dengan demikian penting adanya tata kelola desa wisata yang berorientasi pada kearifan lokal, maka terdapat beberapa langkah dalam tata kelola desa wisata yang harus dilakukan yaitu sebagai berikut:

1. Penentuan Keunikan Desa Wisata
2. Rencana Bisnis Untuk Menggambarkan Kepada Investor
3. Label atau Merek untuk bersaing di pasar industry pariwisata sehingga ke pasar internasional
4. Promosi secara global terkait wisata desa yang ada di desa wisata

5. Manajemen strategi untuk kelembagaan pariwisata.

Langkah-langkah dalam tata kelola desa wisata tersebut diharapkan dapat mendorong terciptanya desa wisata yang berorientasi kepada keunggulan dan ciri khas desa sehingga dapat memberikan peluang meningkatnya pengembangan kearifan lokal masyarakat sehingga dapat meningkatkan kunjungan wisatawan di setiap destinasi wisata yang ada di berbagai desa wisata Kabupaten Samosir. Melalui langkah-langkah tata kelola desa wisata tersebut juga dapat menjadi upaya mewujudkan tata kelola penyelenggaraan pariwisata yang baik dan benar serta meningkatkan kunjungan wisatawan di setiap destinasi wisata Kabupaten Samosir. Sesuai dengan data yang diperoleh bahwa pengembangan desa wisata yang terdapat di Kabupaten Samosir telah dapat mendorong terjadinya peningkatan kunjungan wisatawan baik wisatawan lokal maupun mancanegara, yang terlihat dari grafik di bawah ini:



Grafik: Jumlah Kunjungan Wisatawan di Kabupaten Samosir

Berdasarkan data tersebut, kunjungan wisatawan mengalami peningkatan khususnya pada wisatawan mancanegara yaitu di tahun 2022 sebesar 2953 orang yang semulanya di tahun 2021 tidak ada sama sekali kunjungan wisman di seluruh destinasi wisata Kabupaten Samosir. Sektor pariwisata di Kabupaten Samosir menjadi unggulan bagi pendapatan daerah sehingga menjadi suatu peluang besar bagi tingkat perekonomian masyarakat di sekitar kawasan wisata Kabupaten Samosir. Keberagaman budaya, adat istiadat dan keindahan alam yang dimiliki Kabupaten Samosir menjadikan daerah ini dikenal sebagai daerah wisata yang juga diunggulkan oleh Provinsi Sumatera Utara. Keunggulan pariwisata yang dimiliki oleh Kabupaten Samosir ini mendukung terciptanya inovasi dan kreativitas masyarakat sebagai atraksi budaya dan keunikan potensi yang bersumber dari hasil alam dan kerajinan tangan masyarakat. Maka, dalam pengembangannya sangat dibutuhkan adanya kolaborasi antar stakeholders, meliputi pemerintah, masyarakat, pihak swasta (investor), kelompok masyarakat/asosiasi, akademisi dan media. Kolaborasi yang dibangun adalah melalui sistem kerjasama yang terjalin dengan pihak-pihak tersebut, yaitu pemerintah daerah (dinas-dinas terkait), pemerintah desa, media massa baik online maupun offline, pelaku usaha baik yang berasal dari kelompok masyarakat maupun investor, asosiasi yang bergerak di bidang pariwisata, dan akademisi. Kolaborasi yang dilakukan terutama dalam mempromosikan potensi wisata di seluruh wilayah Kabupaten Samosir. Seperti yang dikemukakan oleh Shijin dan Lanyue (2020) bahwa dalam menjalin kolaborasi dapat menghasilkan beberapa pandangan dalam mengembangkan pariwisata sesuai dengan kondisi alam, demografi dan hal-hal lainnya yang berdampak pada kemampuan pemerintah untuk menciptakan peluang yang bersinergi untuk jangka panjang. Peluang yang dapat dimanfaatkan di era digital ini adalah dengan menciptakan inovasi wisata yang dapat memudahkan wisatawan mendapatkan informasi terkait destinasi wisata yang menjadi unggulan, prioritas dan rintisan sebagai pengelompokan yang ditetapkan dalam kebijakan pariwisata diterbitkan oleh Pemerintah Daerah Kabupaten Samosir, yaitu Surat Keputusan Bupati Samosir No. 474 Tahun 2017 yang menjadi rujukan serta pedoman dalam pengembangan desa wisata yang berorientasi pada nilai-nilai lokal yang kemudian diterbitkan Surat Keputusan Bupati Samosir Nomor 77 Tahun 2022 tentang Penetapan Desa Wisata di Kabupaten Samosir yang kemudian kebijakan ini diubah pada tahun 2023 karena ada penambahan desa wisata yaitu Keputusan Bupati Samosir No. 67 Tahun 2023 tentang Penetapan Desa Wisata dan Kampung Wisata di Kabupaten Samosir Tahun 2023.

Program pengembangan pariwisata di Kabupaten Samosir juga telah didukung oleh pemerintah daerah dengan menerbitkan Keputusan Bupati Samosir Nomor 77 Tahun 2022 tentang Penetapan Desa Wisata di Kabupaten Samosir yaitu dengan mengelompokkan kategori desa wisata (Rintisan dan Prioritas), kemudian di tahun 2023

diterbitkan kebijakan Keputusan Bupati Samosir No. 67 Tahun 2023 tentang Penetapan Desa Wisata dan Kampung Wisata di Kabupaten Samosir Tahun 2023 yang bertujuan untuk mewujudkan pembangunan pariwisata yang berkelanjutan, diperlukan upaya diversifikasi objek wisata yang berorientasi pada peningkatan kesejahteraan masyarakat, pelestarian seni budaya dan ramah lingkungan. Terbitnya kebijakan ini untuk mengembangkan potensi wisata yang dimiliki desa-desa dan kampung wisata di Kabupaten Samosir sebagai penggerak perekonomian masyarakat dan sebagai salah satu sektor unggulan yang diharapkan dapat berjalan secara berkelanjutan. Namun dalam melaksanakan penetapan desa wisata dan kampung wisata di lingkungan Kabupaten Samosir harus berdasarkan kriteria dan klarifikasi yang telah ditentukan pada kebijakan di Keputusan Bupati Samosir No. 67 Tahun 2023 yaitu:

1. Daya tarik wisata yang meliputi wisata alam, wisata budaya, wisata sejarah, wisata buatan dan wisata minat khusus atau wisata lainnya.
2. Ketersediaan infrastruktur meliputi jalan (jalan desa, jalan kabupaten, jalan provinsi dan jalan nasional), jaringan listrik, jaringan telekomunikasi (jaringan telepon dan jaringan data) dan tanda informasi.
3. Ketersediaan fasilitas umum seperti toilet (toilet wisata, dan toilet internasional) dan balai pertemuan (balai desa dan balai pertemuan wisata).
4. Status kepemilikan lahan objek wisata (desa, kabupaten, kehutanan dan pribadi)
5. Fasilitas pendukung kepariwisataan seperti jenis penginapan (homestay, guest house dan hotel), warung makan (warung makan tradisional dan warung makan nasional), pengrajin (ukiran kayu, tenun tradisional, kuliner tradisional dan kuliner nasional), sarana parkir dan tempat sampah.
6. Pertimbangan lain yang mendukung desa wisata seperti paket wisata.

Kemudian dalam menentukan dan menetapkan desa wisata dan kampung wisata di Kabupaten Samosir juga dibagi atas tiga klasifikasi, yaitu:

1. Angka rata-rata penilaian sampai dengan 1,00 merupakan desa wisata dalam kriteria rintisan
2. Angka rata-rata penilaian 1,01 sampai dengan 3,00 merupakan desa wisata dalam kriteria desa wisata prioritas
3. Angka rata-rata penilaian 3,01 sampai dengan 5,00 merupakan desa wisata dan kampung wisata dalam kriteria desa wisata atau kampung wisata maju.

Pengembangan desa wisata berbasis kearifan lokal sesuai dengan hasil analisis yang dilakukan berdasarkan hasil pre test dan post yang dilakukan kepada para stakeholders yang bertujuan untuk mengetahui model tata kelola desa wisata yang dihasilkan dapat dilaksanakan pada kawasan desa wisata Kabupaten Samosir. Tahapan atau langkah penelitian yang dilakukan dengan menggunakan pre-test dan post-test ini sebagai berikut:

1. Memberikan pre-test kepada sasaran penelitian yaitu komponen penta helix untuk mengukur beberapa hal terkait model yang direncanakan dapat diterapkan pada pengembangan desa wisata berbasis kearifan lokal di Kabupaten Samosir. Pelaksanaan pre-test ini dilakukan sebelum dilaksanakan Focus Grup Discussion (FGD) untuk mengetahui penguasaan konsep awal dari model tata kelola desa wisata.
2. Pelaksanaan FGD sebagai proses peningkatan pemahaman para stakeholder sebagai sasaran dari implementasi model tata kelola desa wisata yang berorientasi pada kearifan lokal.
3. Pelaksanaan wawancara yang dilakukan pada proses FGD, untuk memvalidasi data hasil analisis pre-test dan mengetahui tingkat pemahaman stakeholder terkait model tata kelola desa wisata.
4. Melaksanakan post-test kepada sasaran penelitian yang kemudian dianalisis secara statistik dan ditarik kesimpulan untuk menentukan hasil yang valid.

Pre-test	FGD/Tindakan	Post-test
O ₁	P	O ₂

Gambar 1. Desain One Group Pre-Test and Post-Test

Keberhasilan dari pengukuran pre-test dan post-test yang dilakukan adalah untuk mengukur indikator yang menjadi materi pokok dalam pre-test dan post-test kemudian hasil skor antara pre-test dan post-test akan dibandingkan setelah dilakukan tindakan. Perbedaan dari hasil skor keduanya akan diasumsikan sebagai rekomendasi untuk melaksanakan model yang diterapkan pada tata kelola desa wisata berbasis kearifan lokal. Adapun indikator sebagai ukuran dalam pre-test dan post-test adalah:

1. Tingkat pemahaman stakeholder terkait desa wisata, wisata desa, penta helix, industri pariwisata, inovasi wisata, kearifan lokal
2. Pengelompokan potensi desa wisata
3. Standarisasi desa wisata
4. Sinkronisasi, sinergitas dan kolaborasi stakeholders melalui penta helix
5. Sistem kerjasama penyelenggaraan kemitraan antara stakeholders
6. Pandangan motto wisata Samosir dilihat dari aspek sosial, kondisi daerah, politik, ekonomi, budaya
7. Peluang dan tantangan desa wisata dalam era digitalisasi

Penentuan indikator di atas adalah hasil tahun ke-1 dan ke-2 yang disimpulkan berdasarkan analisis SWOT sehingga menghasilkan 7 tahapan dalam tata kelola desa wisata berbasis kearifan lokal. Kemudian, bobot dalam skor pre-test dan post-test didasarkan pada skala likert, yaitu

Skor	Kriteria
0 – 20	Sangat Kurang
21 – 40	Kurang
41 – 60	Cukup
61 – 80	Baik
81 - 100	Sangat Baik

Hasil pre-test model tata kelola desa wisata yang dilaksanakan, dapat dijelaskan pada tabel di bawah ini:

Tabel 1 Tingkat Pemahaman Stakeholder tentang Desa Wisata, Wisata Desa, Penta Helix, Industri Pariwisata, Inovasi Wisata dan Kearifan Lokal

Kriteria	Nilai Pre-test	Nilai Post-test
Rata-rata	66,5	72,5
Nilai Maksimum	83	85
Nilai Minimum	50	60
Jumlah Stakeholder	20	20

Sumber: Pengolahan data penelitian, tahun 2023

Berdasarkan data di atas, bahwa ada peningkatan pemahaman stakeholder tentang konsep desa wisata, wisata desa, penta helix, industri pariwisata, inovasi wisata dan kearifan lokal sehingga dapat menggambarkan intepetasi para stakeholder untuk dapat menerapkan model tata kelola desa wisata berbasis kearifan lokal di Kabupaten Samosir. Selanjutnya, diharapkan dengan adanya pemahaman stakeholder terkait konsep-konsep yang dijadikan alasan utama pentingnya model tata kelola desa wisata yang berorientasi pada pengembangan kearifan lokal dengan pendekatan penta helix.

Tabel 2 Pengelompokan Potensi Desa Wisata

Kriteria	Nilai Pre-test	Nilai Post-test
Rata-rata	84	85
Nilai Maksimum	88	88
Nilai Minimum	80	82
Jumlah Stakeholder	20	20

Sumber: Pengolahan data penelitian, tahun 2023

Berdasarkan data tersebut, dalam pengelompokan potensi desa wisata seluruh stakeholder sudah mengetahui dengan baik dalam mengidentifikasi potensi desa yang dapat dikembangkan dan memilah potensi wisata yang dapat menghasilkan inovasi baru yang dapat mendukung pengembangan kearifan lokal pada industri pariwisata.

Tabel 3 Standarisasi Desa Wisata

Kriteria	Nilai Pre-test	Nilai Post-test
Rata-rata	50	57,5
Nilai Maksimum	60	65
Nilai Minimum	40	50
Jumlah Stakeholder	20	20

Sumber: Pengolahan data penelitian, tahun 2023

Berdasarkan data di atas, bahwa dalam penentuan standarisasi pada pengembangan desa wisata masih tergolong lemah dan belum optimal dalam mendukung kepada standar pariwisata yang telah ditetapkan oleh pihak-pihak terkait, terutama homestay yang ada pada di desa wisata. Maka sangat dibutuhkan pelatihan dan pendampingan

dalam meningkatkan pemahaman masyarakat dan pengelola homestay tentang standar homestay dalam mendukung desa wisata yang berorientasi kepada kearifan lokal. Tidak hanya pada masyarakat tetapi juga pada pihak-pihak lain, karna permasalahan standarisasi ini juga terkait sarana dan prasarana yang mendukung pada daerah wisata. Inilah yang menjadi permasalahan pada setiap desa wisata di Kabupaten Samosir yaitu penerangan jalan di malam hari dan kebersihan lingkungan. Dengan demikian, penting adanya kerjasama dengan beberapa pihak terkait penerangan jalan di malam hari sehingga wisatawan juga dapat menikmati suasana malam yang indah di pinggir danau toba atau jalanan yang dapat melihat dari kejauhan keindahan Danau Toba dan juga memberikan rasa nyaman dan aman bagi wisatawan ketika melakukan perjalanan di malam hari.

Tabel 4 Sinkronisasi, Sinergitas dan Kolaborasi Stakeholders melalui penta helix

Kriteria	Nilai Pre-test	Nilai Post-test
Rata-rata	55	65
Nilai Maksimum	70	80
Nilai Minimum	40	50
Jumlah Stakeholder	20	20

Sumber: Pengolahan data penelitian, tahun 2023

Tabel di atas, menjelaskan bahwa masih minimnya komitmen yang dibangun secara terpadu antar stakeholder, sehingga kolaborasi yang harusnya terbangun secara maksimal, namun harus terbentur ketidak optimalan sinergitas antar stakeholder. Sinkronisasi juga sangat dibutuhkan pada penyatuan komitmen antar stakeholder terutama di pihak akademisi dan pihak swasta serta pemerintah sehingga dapat menghasilkan inovasi-inovasi pariwisata sesuai dengan kebutuhan dan tuntutan di era globalisasi. Permasalahan yang saat ini sedang dihadapi dalam pengembangan desa wisata di Kabupaten Samosir adalah kemampuan masyarakat dan pihak pengelola yang belum menguasai teknologi terkait digitalisasi informasi pariwisata. Dengan demikian, sinergitas dan kolaborasi stakeholder ini bisa lebih difokuskan pada kerjasama pendampingan dan bantuan jaringan internet bagi desa wisata yang tidak terjangkau oleh sinyal dan teknologi informasi seperti di kawasan pusuk buhit dan kawasan tele Kabupaten Samosir.

Tabel 5 Sistem Kerjasama Penyelenggaraan Kemitraan antara Stakeholders

Kriteria	Nilai Pre-test	Nilai Post-test
Rata-rata	52,5	70
Nilai Maksimum	55	75
Nilai Minimum	50	65
Jumlah Stakeholder	20	20

Sumber: Pengolahan data penelitian, tahun 2023

Tabel 6 Pandangan motto wisata Samosir dilihat dari aspek sosial, kondisi daerah, politik, ekonomi, budaya

Kriteria	Nilai Pre-test	Nilai Post-test
Rata-rata	81,5	85
Nilai Maksimum	83	87
Nilai Minimum	80	83
Jumlah Stakeholder	20	20

Sumber: Pengolahan data penelitian, tahun 2023

Sesuai dengan pandangan motto Kabupaten Samosir yaitu Negeri Indah Kepingan Surga sebagai tagline pariwisata, maka hal ini menunjukkan bahwa kontribusi pariwisata dalam pendapatan daerah sangat besar sehingga dapat meningkatkan perekonomian masyarakat sekitar lokasi objek wisata. Tagline dari pariwisata Kabupaten Samosir juga menjadi semangat bagi kemajuan dan perkembangan desa wisata dalam menjawab tantangan dan peluang menginternasionalisasikan pariwisata di Kabupaten Samosir.

Tabel 7 Peluang dan tantangan desa wisata dalam era digitalisasi

Kriteria	Nilai Pre-test	Nilai Post-test
Rata-rata	50	62,5
Nilai Maksimum	50	65
Nilai Minimum	50	60
Jumlah Stakeholder	20	20

Sumber: Pengolahan data penelitian, tahun 2023

Berdasarkan data di atas, bahwa kebijakan klasifikasi desa wisata yang diterbitkan untuk menjawab tantangan pengembangan pariwisata di era society 5.0 sehingga dapat menghasilkan pariwisata yang mendunia melalui teknologi dan informasi. Melalui teknologi dan informasi di era society 5.0 diharapkan dapat dirancang secara khusus melahirkan inovasi industri pariwisata yang berorientasi pada digitalisasi potensi daerah. Hal ini dimaksudkan dapat mempromosikan keunggulan dan keunikan potensi wisata di masing-masing desa wisata. Tidak hanya peningkatan promosi yang dapat dilaksanakan melalui digital pariwisata akan tetapi dapat meningkatkan kemampuan daerah dalam pengelolaan desa wisata yang berbasis kearifan lokal sebagai upaya peningkatan akuntabilitas publik.

Pengembangan desa wisata berbasis kearifan lokal menjadi program utama sektor pariwisata di Kabupaten Samosir dengan memanfaatkan teknologi informasi. Walaupun belum terlaksana secara maksimal disebabkan oleh kemampuan sumber daya manusia yang masih terbatas dan perlu adanya upaya pengarahan dan bimbingan secara khusus untuk para kelompok masyarakat sebagai subjek utama di sektor pariwisata. Pengarahan dan bimbingan terkait pemanfaatan teknologi informasi di sektor pariwisata harus dilakukan dengan kerjasama dengan pihak yang dapat menjadi penopang dan pemberi fasilitas kegiatan tersebut, yaitu stakeholder yang menjalankan dunia pariwisata melalui digitalisasi. Kerjasama yang dilakukan tidak hanya memberikan kontribusi terhadap peningkatan kapabilitas masyarakat tetapi juga kepada perekonomian daerah.

Kearifan lokal berkembang dari kemampuan masyarakat lokal yang harus dapat beradaptasi dengan lingkungan, secara turun temurun/warisan, bersifat dinamis atau merupakan hasil dari proses belajar melalui pengalaman maupun dengan menyerap dan mengasimilasi gagasan dari berbagai sumber yang berbeda, dan mengintegrasikannya ke dalam budaya asli sehingga menghasilkan pengetahuan lokal yang sesuai dengan kondisi lingkungan setempat. Hal ini berkaitan pada upaya mengembangkan sumber daya manusia yang ada untuk dapat mendukung pengembangan pariwisata berbasis kearifan lokal sesuai dengan kebijakan yang telah ditetapkan, karena menjadi faktor utama untuk wisata itu sendiri dalam mengembangkan potensinya sehingga dapat berinteraksi dengan berbagai aspek dan menghasilkan daya tarik wisata yang unggul dan mampu menarik perhatian wisatawan. Sejalan dengan penjelasan tersebut, Harirah dan Isril [5] bahwa pariwisata berbasis kearifan lokal bertujuan untuk mengelola sumber daya dan menciptakan nilai-nilai pertumbuhan secara bijaksana, terintegrasi, holistic dan sistemik untuk meningkatkan keberlanjutan nilai dan manfaat bagi masyarakat lokal. Kemudian, Mumtaz dan Karmilah [6] menegaskan bahwa desa wisata merupakan konsep pengembangan kawasan pedesaan yang menyajikan originalitas budaya, adat istiadat serta tatanan nilai-nilai lokal yang dipadukan dengan komponen pariwisata yang terpadu yaitu daya tarik wisata, aksesibilitas, akomodasi, dan fasilitas pendukung lainnya sebagai implementasi pembangunan berkelanjutan. Dengan demikian, dalam mengembangkan desa wisata yang mengarah kepada nilai-nilai lokal masyarakat dengan keanekaragaman budaya, adat istiadat dan lainnya maka harus ada kolaborasi yang dapat mendukung dan mendorong terciptanya unit-unit usaha pariwisata yang dapat memberikan kontribusi terhadap peningkatan kesejahteraan masyarakat juga meningkatnya pelestarian lingkungan sekitar destinasi wisata.

Pelestarian nilai-nilai lokal sebagai bentuk kearifan lokal menjadi sebuah peluang dan tantangan pada sektor pariwisata yang tidak mengenyampingkan kondisi lingkungan tetapi juga dapat memberikan implementasi kelestarian alam dan budaya yang dapat dikolaborasi secara maksimal sehingga menciptakan inovasi pariwisata yang unggul di era society 5.0 melalui pemanfaatan teknologi digitalisasi. Pengembangan desa wisata berbasis kearifan lokal di Kabupaten Samosir juga merupakan terobosan dalam mempromosikan pariwisata di tingkat internasional dengan memanfaatkan transformasi digital. Seperti yang dijelaskan oleh Saputra [7] bahwa digitalisasi desa wisata ditengah terbatasnya kemampuan sumber daya manusia merupakan tantangan terberat bagi daerah pariwisata yang bertumpu pada sektor pariwisata untuk membangun daerahnya, dimana kemampuan sumber daya manusia ini terkait pemasaran produk wisata yang menggunakan aplikasi sosial media sebagai alat digitalisasi pariwisata. Maka, desa wisata berbasis kearifan lokal sebagai pilihan yang strategis untuk bersaing dalam dunia industri pariwisata di era society 5.0 ini dengan menjadikan masyarakat lokal sebagai subjek utama penyelenggara pariwisata di destinasi wisata. Sahabudin [8] menjelaskan bahwa digitalisasi merupakan sebuah pemberian atau pemakaian sistem digital. Adapun bentuk media digitalisasi yang dapat digunakan dalam pengembangan desa wisata adalah telepon genggam atau handphone, saluran internet, GPS (Global Positioning System), kamera digital, radio digital dan pemutar media digital, maka penggunaan media teknologi informasi sangat memudahkan akses pengembangan desa wisata sehingga di era society ini dapat menciptakan inovasi di dunia pariwisata seperti e-tourism. Dengan demikian, akselerasi pembangunan pariwisata di Kabupaten Samosir terutama penciptaan inovasi desa wisata sangat penting adanya sistem kerjasama yang dapat mendukung kepada terciptanya digitalisasi pariwisata di seluruh desa wisata Kabupaten Samosir.

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D. STATUS LUARAN: Tuliskan jenis, identitas dan status ketercapaian setiap luaran wajib dan luaran tambahan (jika ada) yang dijanjikan. Jenis luaran dapat berupa publikasi, perolehan kekayaan intelektual, hasil pengujian atau luaran lainnya yang telah dijanjikan pada proposal. Uraian status luaran harus didukung dengan bukti kemajuan ketercapaian luaran sesuai dengan luaran yang dijanjikan. Lengkapi isian jenis luaran yang dijanjikan serta mengunggah bukti dokumen ketercapaian luaran wajib dan luaran tambahan melalui BIMA.

Luaran di tahun 3 ini adalah mengikuti seminar internasional , yaitu

1. The 5th OPEN SOCIETY CONFERENCE (EMPOWERING TECHNOLOGY: HUMANITIES, BUSINESS & POLITICAL PERSPECTIVE IN VUCA ERA) Universitas Terbuka.
Status Artikel (Review) dan LoA sudah diterima juga artikel sudah terbit pada Proceedings of the 5th Open Society Conference (OSC 2023) Series Advances in Economics, Business and Management Research, 09 November 2023 dengan judul Opportunities and Challenge for Developing a Tourism Village Based on Local Wisdom in The Era of Society 5.0
2. Seminar Internasional ISEEP 2023 International Symposium on Environmental and Energy Policy Faculty Social Science and Political Science University of Riau. Status artikel (peer review) dan LoA sudah diterima sedang menunggu tahapan publikasi. Dengan judul artikel Environmental Management in The Development of Tourism Village Potential in The Pusuk Buhit Area, Samosir Regency.
3. IAPA 2023 Annual International Conference di Universita Andalas, Padang. Status artikel (Review) dan LoA sudah diterima sedang menunggu tahapan publikasi. Dengan judul tourism governance of the pusuk buhit area in developing tourism vilalge based on local wisdom in Samosir district.

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E. PERAN MITRA: Tuliskan realisasi kerjasama dan kontribusi Mitra baik *in-kind* maupun *in-cash* (untuk Penelitian Terapan, Penelitian Pengembangan, PTUPT, PPUPT serta KRUP). Bukti pendukung realisasi kerjasama dan realisasi kontribusi mitra dilaporkan sesuai dengan kondisi yang sebenarnya. Bukti dokumen realisasi kerjasama dengan Mitra diunggah melalui BIMA.

Penelitian ini dilaksanakan di Kabupaten Samosir, pemerintah daerah yang diwakili oleh Dinas Pariwisata Kabupaten Samosir memberikan dukungan sebatas pemberian data dan dokumen yang diperlukan dalam penelitian ini.

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F. KENDALA PELAKSANAAN PENELITIAN: Tuliskan kesulitan atau hambatan yang dihadapi selama melakukan penelitian dan mencapai luaran yang dijanjikan, termasuk penjelasan jika pelaksanaan penelitian dan luaran penelitian tidak sesuai dengan yang direncanakan atau dijanjikan.

Pelaksanaan penelitian ini tidak mengalami kendala di lapangan karna instansi yang terkait dalam penelitian ini memberikan dukungan setiap kegiatan yang dilakukan. Terkait luaran juga sudah mengikuti dengan yang dijanjikan sebagai luaran penelitian yaitu 3 artikel untuk proceeding yang diterima. Artikel 1 telah diterbitkan pada Proceedings of the 5th Open Society Conference (OSC 2023) Series Advances in Economics, Business and Management Research terindeks WOS, 09 November 2023 dengan judul Opportunities and Challenge for Developing a Tourism Village Based on Local Wisdom in The Era of Society 5.0.

Untuk 2 artikel lagi dalam tahapan peer review terindeks Scopus dan WOS

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The 5th Open Society Conference 2023

Ramlan, Siti Hajar, Agung Saputra,

Congratulations!

We are pleased that your abstract entitled: **Opportunities and Challenges for Developing a Tourism Village Based on Local Wisdom In The Era of Society 5.0** has been accepted for the 5th Open Society Conference 2023 (OSC 2023) on 13 September 2023 which will be conducted hybrid, online via Zoom and offline at Universitas Terbuka Convention Center, South Tangerang, Indonesia.

Please find the attached template of the full paper or you may find it at <http://osc.fhisip.ut.ac.id/writing-format/>. The submission of your full paper on <https://conference.ut.ac.id/index.php/osc/about/submissions> is due on 8 August 2023.

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Opportunities and Challenges for Developing a Tourism Village Based on Local Wisdom in The Era of Society 5.0

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Available Online 9 November 2023.

DOI
 10.2991/978-94-6463-290-3_8 [How to use a DOI?](#)

Volume Title	Proceedings of the 5th Open Society Conference (OSC 2023)
Series	Advances in Economics, Business and Management Research
Publication Date	9 November 2023
ISBN	10.2991/978-94-6463-290-3_8
ISSN	2352-5428
DOI	10.2991/978-94-6463-290-3_8 How to use a DOI?
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Opportunities and Challenges for Developing a Tourism Village Based on Local Wisdom in The Era of Society 5.0

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Abstract. The diversity of culture, customs and natural beauty that belongs to Samosir Regency has made this area known as a superior tourist area from North Sumatra Province. These advantages have become a great opportunity for Samosir Regency to be able to develop and advance in the tourism sector in the era of the industrial revolution 4.0 and the era of society 5.0. This opportunity can develop tourism in Samosir Regency specifically by creating community innovation and creativity, namely handicrafts, culinary arts, cultural attractions as well as natural attractions which can be advantages or uniqueness that can distinguish Samosir tourism from other regions. However, the biggest challenge in tourism development is that the capacity and capabilities of resources, especially human resources, have not optimally supported the development of potential-oriented tourism villages, so collaboration and cooperation with various parties is urgently needed to develop local wisdom-based tourism villages in Samosir Regency. This research was conducted using a survey method and analyzed using SWOT analysis. The results obtained are that the tourist villages of Samosir Regency are grouped based on criteria that aim to facilitate their development according to the potential of the village. The grouping of tourist villages is one of the solutions to answer the challenges of tourism in the era of society 5.0 by taking advantage of the opportunities derived from the potential advantages of these tourist villages.

Keywords: tourism village, local wisdom, collaborative governance, tourism innovation

1 Introduction

Samosir Regency has very diverse tourist objects and has its own advantages so that it can become local wisdom that can be competitive with other regional tourism. Efforts to develop tourism villages are related to four main elements, namely: attraction, accessibility, amenities, ancillary, which serve as a supporting capacity in tourism development in the era of society 5.0 by utilizing the potential of tourist villages so that they can support the development of local wisdom as a whole in the tourism sector in Samosir Regency. Thus, accelerating tourism development in Samosir Regency is a challenge and opportunity in the development of local wisdom-based tourism villages. This acceleration is carried out in an effort to facilitate access and information that can provide a sense of security and comfort for both local and international tourists. Thus,

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Daryono et al. (eds.), *Proceedings of the 5th Open Society Conference (OSC 2023)*, Advances in Economics, Business and Management Research 263,

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collaboration is needed with a collaboration system of various parties that can coordinate with each other so as to produce village tourism innovations that are competitive and can make a major contribution to the welfare of society.

Tourism is the largest sector that contributes to regional income so that it supports the community's economy which has increased from year to year. Regional original income from the tourism sector is also related to the number of tourists visiting all tourist destinations in Samosir Regency. Thus, in order to support the development of tourism villages based on local wisdom, collaboration with various parties is urgently needed, namely the government, tourism/private actors, academics, the public and the media. However, in 2020 there was a decrease in the number of foreign tourists visiting Samosir Regency, this was due to the global case experienced by the whole world, namely COVID 19. The phenomenon of the COVID 19 case has closed all access to tourism in Samosir Regency so that it has an impact on decreasing the level of the community's economy which also has an impact on regional income.

Tourist visits have decreased very drastically, especially tourists from abroad, but local tourists have still experienced an increase even though in 2020 there has been a global case of COVID 19. (Pratiwi et al., 2022) Since the worldwide case of COVID 19, the tourism industry has experienced a total shutdown which resulted in an economic crisis including in Indonesia. The condition of tourism in Samosir Regency is also experiencing a crisis which has an impact on the regional economy and people's welfare, because many people do not have income.

The biggest income for the Samosir people comes from the tourism sector, so when a crisis occurs in the tourism industry it has a big impact on the economy of the local community. However, after 1 year of experiencing a severe crisis, in early 2022 the tourism industry will begin to move slowly and gradually including in Samosir Regency which will be implemented through health instructions and directives. Tourism in Samosir Regency is starting to develop, and this is a new spirit for the local government to rise and improve people's welfare. One of the planned tourism development programs is a worldwide tourist village oriented to regional potential. The development of tourism villages in Samosir Regency has been supported by the local government by issuing the Decree of the Samosir Regent Number 77 of 2022 concerning the Designation of Tourism Villages in Samosir Regency, namely by classifying tourism village categories (Stubs and Priorities). This is one of the opportunities and great support for the development of tourism villages based on local wisdom in Samosir Regency.

The policy issued is also to answer the challenges of developing tourism in the era of society 5.0 so that it can produce global tourism through technology and information. (Sahabudin, 2020) That, through technology and information in the era of society 5.0, it is hoped that it can be designed specifically to give birth to tourism industry innovations that are oriented towards digitizing regional potential. This is intended to promote the superiority and uniqueness of tourism potential in each tourist village. Not only increasing promotions that can be carried out through digital tourism but also increasing regional capabilities in managing tourist villages based on local wisdom as an effort to increase public accountability.

Based on research results from (Steiner, 2019); (Akadiri et al., 2019), that changes in tourism development must be able to improve relations with natural systems that can

provide convenience in creating new innovations, especially village potentials that can be developed so that they become village tourism with local content. In line with this thought, (Hajar, 2022) explained that the development of tourism potential in Samosir Regency must receive support internally and externally which aims to create tourism innovations specifically exploring tourism potential that has superior attractiveness so that it can be developed in tourist villages and then become superior and empowered tourist villages. competitive. Tourist attraction is the main element that must be owned by the region so that it can support tourism development in the future. As explained by tourism villages can attract tourists by demonstrating tourism excellence that comes from the characteristics of the village including culture, customs, culinary and other tourism potential. In line with some of the opinions above, (Sumbayak et al., 2021) also emphasized the importance of village tourism planning based on local wisdom as an effort to synergize between the village government and the community to care for and participate in managing tourism resources.

In accordance with this explanation, in the era of society 5.0 it is urgently needed to identify the potential of a local content-oriented tourism village, because it can support the priority development of a tourist village by focusing on the components of implementing tourism in Samosir Regency so that it can answer the opportunities and challenges of village development. tourism based on local wisdom in a sustainable manner.

2 Method

This research was carried out using the survey method as a first step, which aims to identify the potentials of tourism villages that can be developed based on the components of tourism implementation, namely tourist attractions, accessibility, accommodation, amenities and infrastructure to support tourism activities. Survey research as explained by (Gorard, 2018); (Suryana, 2018) is research that aims to find out, study and understand the environmental conditions of the research location such as character, nature, and others which are carried out directly and coordinate with related parties, namely the village government/Village Head and Groups Tourism Awareness. Then, the data obtained and analyzed with a SWOT analysis which aims to find out the opportunities and challenges of developing a tourism village based on local wisdom in Samosir Regency.

3 Results and Discussion

The formation of Samosir Regency since 2003, with Pangururan as its capital city, is based on Law of the Republic of Indonesia Number 36 of 2003 concerning the Formation of Samosir Regency which has an area of 2,069.05 km² consisting of 1,444.25 km² of land or 69.80% while lake area 624.80% km² or 30.20%. Samosir Regency consists of 9 sub-districts consisting of 128 villages and 6 sub-districts and 380 hamlets/neighborhoods. Based on the condition of the Samosir Regency area, 30.20% of the Samosir area has tourism potential, because it is the area of Lake Toba. This is what

proves that tourism in Samosir Regency has a great opportunity to be developed, especially those with local content. (Schwann, 2018); (Jubaedah & Fajarianto, 2021) argues that local wisdom is customs and habits that have become traditions in certain groups of people which are passed down from generation to generation and are still maintained as a community culture that is of good value, embedded so that it can improve the community's economy. Then, (Shijin et al., 2020) also emphasized that there are views or public perceptions about natural conditions, low trust and an impact on the government's ability to create opportunities that can synergize with tourism development in the long term. Thus, an opportunity that can be exploited in the development of a tourism village based on local wisdom is the use of information technology in the era of society 5.0 so that tourism innovation can be realized which is strengthened by digitalization of the program.

Information technology or the digitalization of the era of society 5.0 can be used as a supporting capacity for the development of local wisdom-based tourist villages, so that they can create tourism products that have local regional values. In accordance with the results in this study which were analyzed by SWOT, namely:

3.1 Internal Factors

Strength. There is potential for tourism villages that are oriented to regional local content and have local community values. Samosir is an area in the area of Lake Toba which is prioritized tourism.

Weaknesses. The limited ability of the community to manage tourism villages and develop regional local values, especially related to information technology. Collaboration and cooperation in the development of tourism villages that are oriented towards local wisdom are not yet optimal. The SO strategy is to increase the capability of local governments in developing tourism villages that lead to local regional values so as to create superior tourism village products. The WO strategy is to design special regulations regarding tourism villages based on local wisdom

3.2 External Factors

Opportunity. The development of information technology in the era of society 5.0 which makes it easy to access local wisdom-based tourism village development. The dynamics of tourism development in the Lake Toba Region which has received full support from the government because it is a national strategic area in the tourism sector.

Threat. Inadequate facilities and infrastructure at tourist objects so that it has an impact on the comfort level of visitors/tourists. Limited human resources in creating tourism innovation. The ST strategy is the formulation of standards for the development of tourist villages by fulfilling the principles of local community values.

The WT strategy is the fulfillment of the tourism implementation component as a supporting capacity for the development of tourist villages. Based on the results of this analysis, developing a tourism village based on local wisdom must contain the following meanings: Political meaning as an effort to foster a sense of love for the motherland and nation in order to promote unity and unity; Economic meaning as an effort to

strengthen the country's economy; Socio-cultural meaning as an effort to increase awareness and willingness to maintain culture and national identity.

Not only tourism villages in Samosir Regency are facing problems related to capabilities or ability to be directly involved in tourism development. This problem is also a big challenge for regions where the largest revenue comes from the tourism sector. As the results of research (Mochamad Rozikin, Rendra Eko Wismanu, 2019); (Harirah et al., 2021) that in developing tourism villages must have strength and added value to maintain local wisdom which then becomes a tourist attraction but also must maintain natural conditions and the environment around tourist destinations, this is what requires good cooperation between tourism object managers, communities and tourists as an effort maintain environmental sustainability. Then, (Mumtaz & Karmilah, 2022) emphasized that a tourism village is a concept of developing a rural area that presents cultural originality, customs and local values combined with integrated tourism components, namely tourist attraction, accessibility, accommodation and other supporting facilities as implementation sustainable development. Thus, in developing a tourism village that leads to local community values with cultural diversity, customs and others, there must be collaboration that can support and encourage the creation of tourism business units that can contribute to improving people's welfare as well as increasing environmental preservation. around tourist destinations.

Preservation of local values as a form of local wisdom becomes an opportunity and challenge in the tourism sector which does not neglect environmental conditions but can also provide implementation of natural and cultural sustainability that can be collaborated optimally so as to create superior tourism innovations in the era of society 5.0 through the use of digitalization technology. The development of a tourism village based on local wisdom in Samosir Regency is also a breakthrough in promoting tourism at the international level by utilizing digital transformation. As explained by (Saputra, 2021) that the digitization of tourist villages in the midst of limited human resource capabilities is the toughest challenge for tourism areas that rely on the tourism sector to develop their regions, where this human resource capability is related to marketing tourism products using social media applications as tools. digitization of tourism. Thus, local wisdom-based tourism villages are a strategic choice to compete in the world of the tourism industry in the era of society 5.0 by making local communities the main subject of tourism organizers in tourist destinations. (Arcana et al., 2021) explains that digitalization is a giving or using a digital system. The forms of digitalization media that can be used in the development of tourist villages are mobile phones or mobile phones, internet channels, GPS (Global Positioning System), digital cameras, digital radio and digital media players. The use of information technology media greatly facilitates access to the development of tourist villages so that in This era of society can create innovations in the world of tourism such as e-tourism.

Utilization of information technology in the tourism sector which synergizes with all stakeholders so as to create a tourism village that prioritizes village local wisdom. A tourist attraction with an atmosphere of village life and a unique traditional arrangement and promoted through information technology can become a 5.0 tourism village concept that can have a major influence on people's income and welfare. This is one of the efforts that must be made by stakeholders so that they can collaborate well and unite

commitments in developing a tourism village based on local wisdom in Samosir Regency.

4 Conclusion

The development of tourism villages based on local wisdom is the main program for the tourism sector in Samosir Regency by utilizing information technology. Although it has not been implemented optimally due to limited human resource capabilities and the need for specific direction and guidance efforts for community groups as the main subjects in the tourism sector. Direction and guidance regarding the use of information technology in the tourism sector must be carried out in collaboration with parties who can support and provide facilities for these activities, namely stakeholders who run the world of tourism through digitalization. The cooperation that is carried out not only contributes to increasing the capability of the community but also to the regional economy.

Acknowledgements. The authors would like to thank the Chancellor of the University of Muhammadiyah Sumatera Utara who has provided facilities in the implementation of this study, especially the budget through LP2M UMSU. Thank you to the Tourism Office throughout the area of Samosir for making easier in gaining the data needed to complete this study, and also thank you to the DPRTPM Ministry Of Education, Culture, Research And Technology Indonesia.

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FACULTY OF LAW, SOCIAL, AND POLITICAL SCIENCE UNIVERSITAS TERBUKA, INDONESIA

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ENVIRONMENTAL MANAGEMENT IN THE DEVELOPMENT OF TOURISM VILLAGE POTENTIAL IN THE TELE AREA, SAMOSIR REGENCY

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Abstract

Environmental management and management in the tourism sector must be able to be developed in an integrated system through a national policy on environmental protection and management which must be implemented in a consistent and consistent manner from the center to the regions, including the potential for tourism villages in the Tele Area of Samosir Regency. The program for developing the tourism village potential of the Tele Region also carries the risk of environmental pollution and damage. This condition is one that can cause the carrying capacity, carrying capacity, and productivity of the environment to decrease which in turn becomes a social burden. The purpose of this research is to find out the management of the potential of the tourist village of the Tele Region through a strategic environmental study in Samosir Regency. The method used in this study was a survey and then analyzed qualitatively. This research resulted in the development of the potential of the Tele Region tourism village based on local wisdom so that it can support environmental management and preservation, which is more focused and integrated. Structuring and preserving the environment for the development of the potential of a tourism village based on local wisdom requires maximum collaboration and interaction, so as to create superior and competitive tourism in the Tele Region of Samosir Regency. **(Approx. 219 words)**

Keywords: environmental management- tourism potential- local wisdom- village tourism policies

Topic: Environmental policy formulation and evaluation

Type: Oral Presentation

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Letter of Acceptance for Abstract

Dear Authors: Ramlan (a), Siti Hajar (b*), Agung Saputra (c)

We are pleased to inform you that your abstract (ABS-88, Oral Presentation), entitled:

**"ENVIRONMENTAL MANAGEMENT IN THE DEVELOPMENT OF TOURISM VILLAGE
POTENTIAL IN THE TELE AREA, SAMOSIR REGENCY"**

has been reviewed and accepted to be presented at ISEEP 2023 conference to be held on 4 October 2023 in Pekanbaru, Indonesia.

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Best regards,

Dr. Dadang Mashur, S.Sos, M.Si
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Environmental Management of Tourism Villages Based on Local Wisdom in The Pusuk Buhit Area, Samosir Regency

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Abstract

Environmental management in the tourism sector must be developed in an integrated manner through national environmental protection and management policies that are implemented consistently from the center to the regions, including developing the potential of tourist villages in the Pusuk Buhit area, Samosir Regency. The tourism village development program in the Pusuk Buhit area also poses a risk of pollution and environmental damage. This condition is one that can cause the carrying capacity and productivity of the environment to decrease which ultimately becomes a social burden. The aim of this research is to determine the management of the potential of tourist villages in the Pusuk Buhit area through strategic environmental management in the Samosir area. The method used in this research is a survey and then analyzed using SWOT analysis. This research resulted in the development of the potential for a Tourism Village based on local wisdom in the Pusuk Buhit area. So that it can support more focused and integrated environmental management and preservation. Structuring and preserving the environment to develop the potential of a tourism village based on local wisdom requires maximum collaboration and interaction, so as to create superior and competitive tourism in Pusuk Buhit, Samosir Regency.

Keywords: environmental management, tourism village, local wisdom, tourism policy

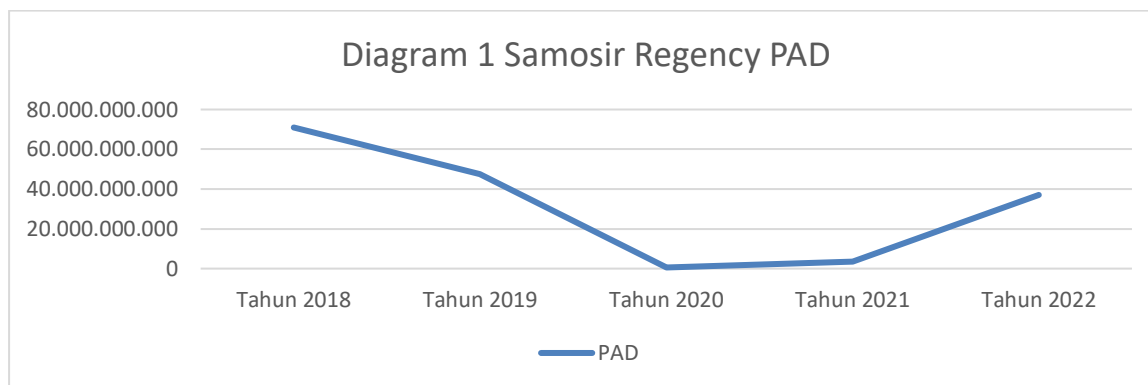
Introduction (12 pt bold)

Environmental problems are a major problem that must be resolved by the whole world, including Indonesia. The impact of this environment can have negative and positive impacts on all areas of community life, including the tourism sector. To produce good results from the environment, integrated planning and management is needed so that it can preserve environmental functions which include policies for structuring, utilizing, developing, maintaining, restoring, monitoring and controlling the environment.

The implications of poor environmental management can result in a decrease in the carrying capacity, capacity and productivity of the environment which ultimately becomes a social burden.(Fajriawati, 2018); (Arbolino et al., 2021) that is occurrence of environmental pollution and damage in tourist areas is the shared responsibility of both the government, the community and parties operating in the tourism and environmental sectors. This is in accordance with the explanation in the 1945 Constitution of the Republic of Indonesia that a good and healthy living environment is a human right and constitutional right for every Indonesian citizen. Thus, (Akadiri et al., 2019) the environment must continue to be protected and managed well based on the principles of State responsibility, the principle of sustainability and the principle of justice, including in tourism development.

(Saputra & Ali, 2020); (Hajar et al., 2021) that is tourism development in the Pusuk Buhit area of Samosir Regency as a tourist village based on local wisdom must be supported

by adequate environmental infrastructure, so that environmental planning can be realized which aims to preserve local culture. However, around the Pusuk Buhit area there are still several tourist attractions that do not comply with environmental regulations, resulting in a lot of environmental pollution, especially rubbish problems. Environmental management is very important to support the development of regional tourism which makes a major contribution to regional income, especially Samosir Regency, where the tourism sector is the main sector in improving the community economy and regional income.



Source: BPS Samosir Regency 2022

The table above shows that the tourism sector has an important role in regional development in Samosir Regency, the decline in regional income figures was very drastic in 2020. This decline was caused by global world problems, namely Covid-19 which had an impact on all sectors so that it had implications on state and regional economies. Tourism development, especially tourist villages that are oriented towards local wisdom through the uniqueness or characteristics of the village, has provided color to regional development in Samosir Regency in 2020, however the implementation of this program has not been adequate due to the lack of knowledge and skills of the community in developing the uniqueness and excellence of their villages. However, in implementing the development of tourist villages in the Pusuk Buhit area, Samosir Regency experienced a crisis of environmental awareness for both local communities and visitors. Meanwhile, using the environment properly and correctly in tourist areas can have a positive impact on increasing visits and the regional economy.

The tourist village in the Pusuk Buhit area has a lot of tourism potential related to the environment, namely natural scenery, mountain climbing, waterfalls and even educational tourism. Tourism activities in the Pusuk Buhit area, in general, are environmental tourism activities which are expected to encourage visitors to love nature and support environmental conservation. Thus, it is important to pay special attention to developing tourism villages based on local wisdom, especially regarding the environment. Environmental preservation in the Pusuk Buhit area is very important in tourism development because it is related to the management and utilization of existing resources.

Environmental management in the development of local wisdom-based tourist villages in the Pusuk Buhit of Samosir Regency is more directed towards the socio-cultural environment, because it is a follow-up to the policy for structuring environmental functions as regulated in Act of the Republic of Indonesia Number 23 of 1997 concerning Environmental Management in paper 1 Point 3 explains that sustainable development with an environmental perspective is a conscious and planned effort, which integrates the environment, including resources, into the development process to guarantee the capabilities, welfare and quality of life of present and future generations. Environmental management in tourist areas also requires the readiness of human resources, including the government and local communities. (Simarmata & Triastuti, 2021); (Quinteiro et al., 2023) that is the environment must be preserved is not only

related to the physical but also non-physical, such as the preservation of traditional culture, the quality of art, pollution of monuments or other tourist attractions, or the decline in morals of young people (local communities) with the freedom to do things without being limited by norms and religious and tribal ethics including in the Pusuk Buhit area of Samosir Regency. Environmental problems in the Pusuk Buhit tourist area, in general, are careless disposal of rubbish, poor cleanliness at tourist attractions, causing environmental pollution which must be dealt with immediately. Regarding environmental management issues in the Pusuk Buhit area of Samosir Regency related to tourist destinations, as explained by (Mason, 2015); (Schwann, 2018) that in planning and managing tourism which focuses on geographical and natural conditions, it has a big impact on the environmental planning around tourist areas, both those with direct interaction with the local community and environment. So, in tourism development efforts are needed to preserve and organize the environment through actions in the form of regulations that specifically regulate the preservation and arrangement of the environment at tourist attractions, because the environment around tourism must be preserved, both the natural environment and the socio-cultural environment.

Method

This research was carried out using the survey method as a first step, which aims to identify the potentials of tourism villages that can be developed based on the components of tourism implementation, namely tourist attractions, accessibility, accommodation, amenities and infrastructure to support tourism activities. Survey research as explained by (Gorard, 2018); (Suryana, 2018) is research that aims to find out, study and understand the environmental conditions of the research location such as character, nature, and others which are carried out directly and coordinate with related parties, namely the village government/Village Head and Groups Tourism Awareness. Then, the data obtained and analyzed with a SWOT analysis which aims to find out the environmental management in the development of tourism village potential in the pusuk buhit area, Samosir Regency.

Results and Discussion

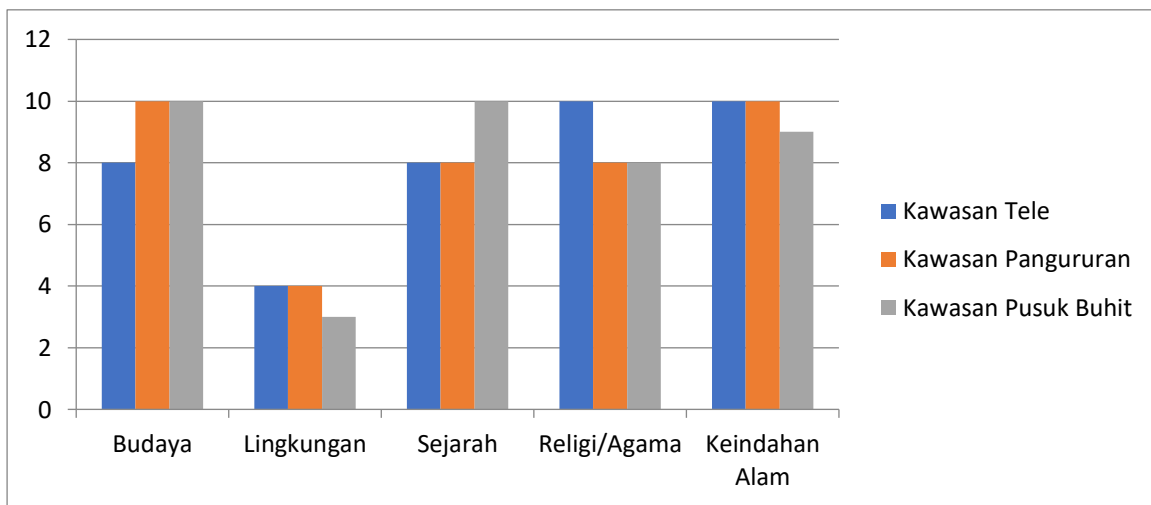
Tourism policy and planning tends to be combined with thinking and change that involves tourism issues as factors influencing both international institutions and political practices regarding the quality of economic, socio-cultural and environmental policies and planning aimed at increasing competitiveness and sustainable resource management. In principle, sustainable tourism development refers to environmental, economic and socio-cultural aspects and these three aspects must be mutually compatible. As stated by (David L. Edgell, Sr., Maria DelMastro Allen, Ginger Smith., 2019), the three elements of sustainable tourism development, namely environmental, economic and socio-cultural, are as follows: 1) Utilizing environmental resources optimally which is a key element in tourism development, maintaining the process ecologically important and helps to conserve natural heritage and biodiversity; 2) Respect the socio-cultural authenticity of the host community, preserve the built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance; 3) Ensure long-term viable economic operations, provide socio-economic benefits for all stakeholders that are distributed fairly, including stable employment and income generation opportunities and social services for local communities, and contribute to poverty alleviation.

Responding to the opinion of (Hartman, 2015) stated that good and optimally successful tourist area planning must be based on four aspects, namely:

1. Maintain environmental sustainability
2. Improving the welfare of the community in tourist areas
3. Guarantee visitor satisfaction

4. Increase the integration and unity of community development around the area and its development zone.

Based on the explanation above, it can be concluded that tourism potential development policies must be able to introduce planning concepts that can support the development of all existing potential. (Qian et al., 2019); (Rahmafritria et al., 2020) A process of planning a tourist attraction requires a more thorough focus on aspects other than the resources (attractions) in the tourist area so that tourism development can also move the wheels of the economy, play a role in preserving the environment and improve the welfare of the community in the tourist area through involvement. directly or indirectly. Samosir Regency has three areas which are grouped into sustainable tourism planning, namely:



Graph 1 Tourism Potential in 3 (Three) Samosir Regency Areas

Based on the graph above, it can be concluded that tourism in Samosir Regency has prioritized the environment as a characteristic in the development of tourist villages, including in the Pusuk Buhit area. Thus, environmental management of the development of tourist villages is very supportive of creating tourism innovations that are integrated with the environment.

The Pusuk Buhit tourist area in Samosir Regency is one of the protected forest areas which has a lot of potential for natural scenery, camping and outbound grounds as well as tracking. So, with this attraction, it is hoped that local communities and tourists can work together to maintain cleanliness and preserve the environment in the Pusuk Buhit tourist area. As explained by... that the use of the environment in developing tourism potential can provide benefits in the economic, social and cultural fields. This is also related to the policy for structuring environmental functions as regulated in Act of the Republic of Indonesia Number 23 of 1997 concerning Environmental Management in paper 1 Point 3 explaining that sustainable development with an environmental perspective is a conscious and planned effort, which combines the environment, including resources, into the development process to ensure the capabilities, welfare and quality of life of current and future generations. Environmental management in tourist areas in Samosir Regency must also be able to refer to the National RTRW document related to the development of the Lake Toba DSK area as a National strategic area from the perspective of environmental interests, namely 1) maintaining and improving ecosystem balance; 2) preserving biodiversity, maintaining and improving the area's protection function; 3) preserving the uniqueness of the natural landscape; 4) preserving national cultural heritage. Then, one of the objectives explained in the Lake Toba KSN RTR is 1) preserving the community's living water sources, ecosystems and village areas of the Batak traditional

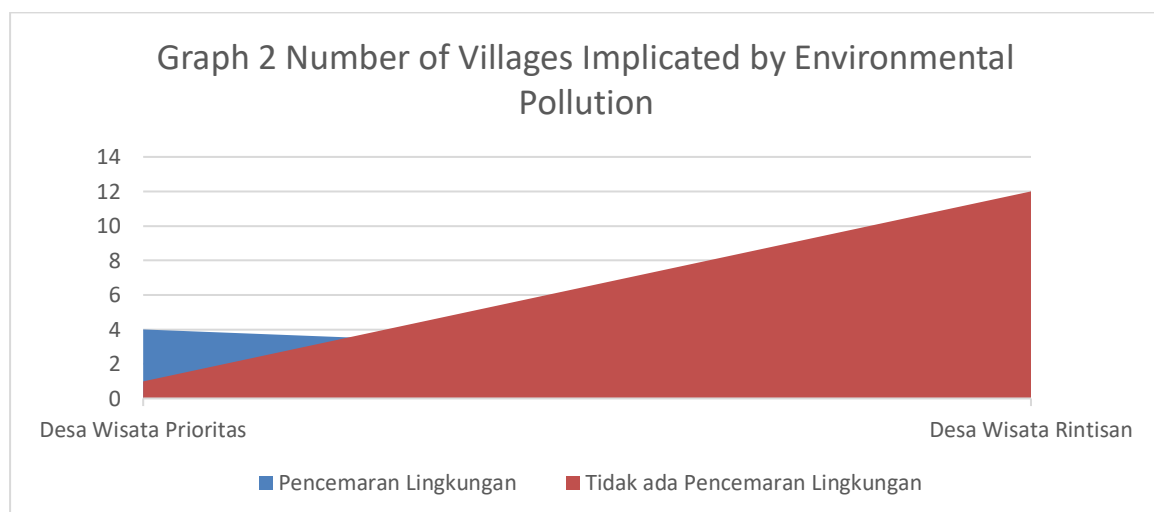
community; 2) development of world-scale tourism areas that are integrated with the control of cultivation areas in accordance with the carrying capacity and capacity of the environment and adaptive to natural disasters. Furthermore, in achieving these goals, several policy strategies are implemented, namely

1. Maintaining the stability of the quantity and controlling the water quality of Lake Toba
2. Preserve the important ecosystem of lake waters and their surroundings
3. Preservation of village areas and culture of the Batak traditional community
4. Development and rehabilitation of high-end tourism areas and mass tourism areas with international, national and regional appeal that are adaptive to natural disasters
5. Control of lake fisheries cultivation areas
6. Maintaining food crop farming areas for food security
7. Control of community-based and environmentally friendly horticultural and plantation cultivation areas
8. Realization of cooperation in managing and maintaining environmental quality, marketing production in cultivation areas and improving infrastructure and facilities services between regions.

(Paramati et al., 2017); (Rajaonson & Tanguay, 2022) that is environmental management in the tourism sector is an integral part of sustainable development which aims to combine aspects in development strategies that realize community welfare, through increasing the ability to support human life and other living creatures as the carrying capacity of the environment. Currently, environmental problems are still a strategic and crucial issue that has a major influence on sustainable development. The grouping of tourist villages in Samosir Regency, namely Advanced Tourism Villages, Priority Tourism Villages and Pioneer Tourism Villages, however for the Pusuk Buhit area it only fulfills 2 tourist village groupings, namely

1. Priority Tourism Villages, including Boho Tourism Village, Bntu Mauli Tourism Village, Hutabalian Tourism Village, Sarimarihit Tourism Village, Aek Sipitu Dai Tourism Village
2. Pilot Tourism Villages, namely Siboro Tourism Village, Huta Ginjang Tourism Village, Tamba Dolok Tourism Village, Sabulan Tourism Village, Partungko Naginjang Tourism Village

In accordance with the survey results obtained in ten tourist villages in the Pusuk Buhit area, especially with regard to environmental planning, namely



Source: data processing, 2023

Based on this graph, it can be seen that there is still inadequate environmental management for the development of tourist villages in the Pusuk Buhit area. An environmental assessment carried out in 2023 has shown that the majority of tourist attraction managers have not consciously and made efforts to preserve the environment, which has an impact on the involvement of tourists who visit tourist attractions. One thing that is of particular concern is the cleanliness of toilets and waste disposal, which are the main assessments regarding the determination of tourist villages in Samosir Regency. This effort is adapted to the implementation of the policy of the Regent of Samosir, North Sumatra Province through the Decree of the Regent of Samosir Number 67 of 2023 concerning the Determination of Tourism Villages and Tourism Villages in Samosir Regency in 2023, which is based on the criteria assessment scores and clarifications as follows:

1. Tourist attractions which include natural tourism, cultural tourism, historical tourism, artificial tourism and special interest tourism or other tourism.
2. Availability of infrastructure including roads (village roads, district roads, provincial roads and national roads), electricity networks, telecommunications networks (telephone networks and data networks) and information signs
3. Availability of public facilities such as toilets (tourist toilets and international toilets) and meeting halls (village halls and tourist meeting halls)
4. Tourist attraction land ownership status (village, district, forestry and private)
5. Tourism support facilities such as types of accommodation (homestays, guest houses and hotels), food stalls (traditional food stalls and national food stalls), craftsmen (wood carving, traditional weaving, traditional culinary and national culinary), parking facilities and rubbish bins.
6. Other considerations that support tourist villages such as tour packages.

Based on the results of research conducted, the acceleration of tourism village development in Samosir Regency still faces many obstacles, both in terms of facilities and infrastructure and social aspects related to community behavior, especially in the Pusuk Buhit area. The development of tourist villages oriented towards local wisdom is the main target of regional development in Samosir Regency, this is in accordance with the opinion of (Jubaedah & Fajarianto, 2021); (Syafrihal, 2021); (Tanjung, 2021) who argue that local wisdom is customs and habits that have become traditions in certain groups of people which are passed down from generation to generation and is still maintained as a community culture of good value, embedded so that it can improve the community's economy. However, Chiu also emphasized that the public's views or perceptions about natural conditions, low trust and this have an impact on the government's ability to create opportunities that can synergize with tourism development in the long term. The opportunities and challenges facing the development of tourist villages in the Pusuk Buhit area are community involvement in environmental compliance that can support village tourism in each tourist village. Then, based on the research results, the SWOT analysis can be concluded as follows:

Table 1. SWOT Matrix for Environmental Management of Tourism Villages Based on Local Wisdom in the Pusuk Buhit Area

<p style="text-align: center;">INTERNAL</p>	<p>STRENGTH</p> <ol style="list-style-type: none"> 1. There is tourism potential that can be developed in environmental planning that is oriented to local wisdom 2. There is a tourism policy regarding determining criteria and grouping tourist objects as support for tourism development 3. Samosir is one of the tourist destinations in the Lake Toba area as priority tourism 	<p>WEAKNESSES</p> <ol style="list-style-type: none"> 1. Insufficient 4A components in the development of tourist villages in the Pusuk Buhit area 2. Limited community capacity in environmental planning so that it can support the development of tourist villages 3. Collaboration and cooperation in developing tourism in Samosir Regency which is environmentally oriented is not yet optimal
<p>EKSTERNAL</p> <p>OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Environmental management is inadequate due to low access to information technology 2. High development and dynamics of regional social, economic and cultural life 	<p>STRATEGY SO</p> <ol style="list-style-type: none"> 1. Increase the capacity/capability of local governments in tourism development, especially environmental management 2. Creating tourism products that focus on local values that exist in the community 	<p>STRATEGY WO</p> <p>Drafting regulations regarding environmental management of tourist villages</p>
<p>THREATS</p> <ol style="list-style-type: none"> 1. The quality of the community's ability to develop tourism to produce innovation is still limited 2. There are no standards for environmental management of tourist villages 	<p>STRATEGY ST</p> <p>There is special assistance and guidance for the community in the tourism sector, especially the principles in environmental management of tourist villages</p>	<p>STRATEGY WT</p> <p>Fulfillment of the 4A components optimally so that it becomes a supporting capacity in structuring the tourist village environment</p>

Source: data processing, 2023

Based on the results of the SWOT analysis matrix, preserving local values as a form of local wisdom becomes an opportunity and challenge in the tourism sector which does not ignore environmental conditions but can also provide the implementation of natural and cultural sustainability which can be collaborated optimally so as to create tourism innovations that excel in the era of society 5.0 through the use of digitalization technology. The development of a tourism village based on local wisdom in Samosir Regency is also a breakthrough in promoting tourism at the international level by utilizing the natural environment and digital transformation.

Conclusion

Tourism development is carried out through institutional arrangements, local strengths and values, the role of tourism groups, empowering and developing the potential of natural resources and regional communities and becoming a regional advantage in producing tourist villages based on local wisdom. Tourism development that has environmental principles can be a breakthrough in creating tourism villages based on local wisdom that are fair and improve the welfare of local communities without neglecting environmental preservation and management

so that the surrounding tourist areas can continue to be beautiful and clean. Not only does it create beauty in tourist attractions, but good and correct environmental management of tourist villages will also provide comfort to every tourist who visits.

Acknowledgements

The authors would like to thank the Chancellor of the University of Muhammadiyah Sumatera Utara who has provided facilities in the implementation of this study, especially the budget through LP2M UMSU. Thank you to the Tourism Office throughout the area of Samosir for making easier in gaining the data needed to complete this study, and also thank you to the DPRTPM Ministry Of Education, Culture, Research And Technology Indonesia.

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Lampiran luaran Penelitian

- 3 IAPA 2023 Annual International Conference di Universita Andalas, Padang. Status artikel (Review) dan LoA sudah diterima sedang menunggu tahapan publikasi. Dengan judul tourism governance of the pusuk buhit area in developing tourism vilalge based on local wisdom in Samosir district.



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PADANG, 26-27 OKTOBER 2023



Acceptance Letter

Annual Conference Indonesian Association for Public Administration (IAPA)
October 26-27th, 2023

Dear Mr./ Mrs. Siti Hajar

Thank you for submitting the following manuscript for consideration to be included in the program of 2023 Annual Conference Indonesian Association for Public Administration (IAPA).

Abstract ID : #931
Title : TOURISM GOVERNANCE OF THE PUSUK BUHIT AREA IN
DEVELOPING TOURISM VILLAGE BASED ON LOCAL WISDOM IN
SAMOSIR DISTRICT
Author(s) : Siti Hajar

Congratulations! We are pleased to inform you that your manuscript has been accepted. If you submitted the manuscript in collaboration with other authors, please forward this notice of acceptance to all individuals included in your abstract.

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Prof. Agus Pramusinto

*President of 2023 Annual Virtual Conference
Indonesian Association for Public Administration*

IAPA 2023 ANNUAL INTERNATIONAL CONFERENCE

PADANG, 26-27 OKTOBER 2023



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TOURISM GOVERNANCE OF THE PUSUK BUHIT AREA IN DEVELOPING TOURISM VILLAGE BASED ON LOCAL WISDOM IN SAMOSIR DISTRICT

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Abstract

The Pusuk Buhit area has historical value for the development of Lake Toba tourism, especially Samosir as the birthplace of the Batak tribe. The historical and cultural potential are the main reasons for developing a tourism village based on local wisdom through good tourism governance. Cultural preservation is an advantage in developing tourism villages based on local wisdom in the Pusuk Buhit area, so special regulations are needed on the development of tourism villages based on local wisdom in Samosir Regency as well as collaboration with various parties for good tourism governance. The method used in this study is a qualitative approach, which aims to identify and classify the tourism potential of the Pusuk Buhit area which is included in the category of tourist village so that it can easily be developed. This research shows that in realizing a tourism village based on local wisdom, it must be able to collaborate with various parties, namely the government, the private sector, community groups and local communities so that the dimensions of tourism can be realized properly, namely attraction, facilities (amenity), transportation (accessibility), and additional facilities (ancillary). The results of the study show that integrated and integrated collaboration and tourism policy are the main priorities that must be implemented in tourism governance in the development of tourism villages based on local wisdom and also as one of regional strengthening in increasing regional income in the tourism sector.

Keywords: tourism policy, governance, tourism potential, tourist village, local wisdom

INTRODUCTION

The tourism sector is one of the main sectors in supporting regional development and improving the regional economy while at the same time improving people's welfare. This sector has an important role in economic growth and is the key to development in developing regions in accordance with changes in the government system, namely the shift in the regional autonomy paradigm from regional development to regional development. One of the national development priorities in Indonesia aims to increase regional income and promote community welfare through the tourism sector.

Samosir is located in North Sumatra Province and is a leading tourism area, which has an area of ± 1,444.25 km and a population of ± 123,789 people and has 9 (nine) sub-districts, namely Sianjur Mula-mula, Harian, Sitio -tio, Onan Runggu, Nainggolan, Palipi, Ronggur

Nihuta, Pangururan and Simanindo. Samosir Regency also has a variety of tourism potentials that can be developed including natural beauty, religion, history and culture, and become a leading tourism destination.

Cultural diversity and natural beauty are distinct advantages in developing tourism in Samosir Regency, especially the Pusuk Buhit area. The tourism potential developed in the Pusuk Buhit area is related to history, religion and prioritizing local wisdom through the development of tourist villages. However, the tourist villages in the Pusuk Buhit area have not been managed properly, because the tourism dimension has not been realized properly. Especially with the global problem experienced by the whole world, namely COVID 19, this pandemic period has caused the development of tourist villages to stop and rely solely on self-help funding.

Tourist villages located in the Pusuk Buhit area need special attention for the development of tourist villages in facing a very crucial problem during the pandemic, namely the declining number of tourist visits from both domestic and foreign countries. Tourist villages in the Pusuk Buhit area also have not fulfilled various dimensions of tourism, namely attraction, amenities, transportation (accessibility), and ancillary facilities, so that good tourism management is needed in realizing a permanent tourist village. reflects local wisdom so that it becomes its own uniqueness.

The development of tourism in the Pusuk Buhit area is still largely managed by local communities so that capacity and capacity building is needed in managing and developing tourism potential based on policies determined by the Samosir Regency government which include grouping tourist objects, namely pilot, superior and priority. (Hajar, 2019) A well-managed tourist destination will be easy to develop and can also provide excellent service for tourists who come to visit the tourist attraction that has been determined. Furthermore, Yoeti (2016) that the attraction of tourist objects is based on the existence of resources that can cause a sense of pleasure, beauty, comfort and cleanliness; the existence of high accessibility to be able to visit it; the existence of special features/specifications that are rare; the existence of supporting facilities/infrastructure to serve the tourists who attend. The development of tourism potential as regulated in the tourism policy in Samosir Regency aims to provide convenience in developing the existing tourism potential, including the criteria for tourism villages based on values that can be developed, including history, culture which is local content of the area.

The development of tourist villages in the Pusuk Buhit area is also influenced by financing or budgets in building and developing the concept of a tourist village that really emphasizes local wisdom so that it can give a different feel and create new innovations in the

world of tourism during this pandemic. One of the tourist villages that requires good management and the collaboration of various parties in realizing a resilient tourist village during the pandemic is the Hutabalian Tourism Village. However, since the COVID-19 problem, the budget for tourism development has been shifted to providing direct cash assistance (BLT) for rural communities in Ssamosir Regency.

The tourism development in Samosir Regency by grouping its tourism potential is one of the actions in implementing the policy of Samosir Regency Regent Decree Number 474 of 2017 concerning Determination of Criteria and Classification of Tourism Objects in Samosir Regency. This policy aims to make a leading tourist attraction in Samosir Regency. This policy can be implemented properly and correctly if it is carried out according to its function, as stated by Judisseno (2017), namely 1) If the policy is cost center, then the policy should not be aimed at entrepreneurs, but must be borne by the government; 2) If the policy is a profit center, then the policy can be imposed on the entrepreneur. Being a cost center, it means that the government provides subsidies for airlines or hotels to be able to sell airplane tickets or rent cheaper accommodation so that foreign tourist visits can increase. While it is a profit center, meaning the involvement of entrepreneurs to beautify the destination by maintaining and adding hotel facilities to make it more comfortable in accordance with the times.

The policies implemented must be targeted and sustainable, so it is important to involve the government and stakeholders in the management of tourism objects. Every policy implemented must involve stakeholders or stakeholders, as explained by Aberg (2020), that general policies do not involve non-government stakeholders because the substance of the guidelines is public. Public policies are ineffective when systems, plans or programs do not provide an adequate basis for meaningful local knowledge. Furthermore (Airey & Ruhanen, 2014) explained that the tourism policy must determine matters relating to environmental conservation in tourist destinations.

Based on the opinion above, it is very important commitment and cooperation between stakeholders so that the implementation of tourism object development policies in Samosir Regency can be carried out optimally and effectively in accordance with the expected goals. Thus, tourism management in the Pusuk Buhit area must be implemented properly based on existing policies so that tourism villages based on local wisdom can be realized optimally.

METHODS

The research method used is a qualitative method, which is a type of research that seeks to describe the object or subject under study in accordance with what it is with the aim of

systematically describing the facts and characteristics of the object under study correctly and understanding each context of the phenomenon as a whole. (Creswell, 2013), that qualitative methods by a number of individuals and groups of people are methods to explore and understand the meaning of social or humanitarian problems. This research uses qualitative data analysis consisting of a number of components, but in the overall data analysis process involves an effort to interpret the data in the form of text or images that are specifically related to tourism governance in the Pusuk Buhit area in developing tourism villages based on local wisdom in the district Samosir.

DISCUSSION

The development of tourism in the Pusuk Buhit area really needs good governance so that it can develop a tourism village based on local wisdom in Samosir Regency. The realization of superior and competitive tourism is also a supporter of good governance which is the most important instrument in the implementation of development to encourage economic growth as well as poverty alleviation and increase employment opportunities. Basically, the principle of implementing good governance in the public sector, the point is the coordination and synchronization of programs between stakeholders as well as active participation that is synergistic and integrated between the government, private sector and related communities. This principle can be carried out in all public sectors, especially the tourism sector because the important role of stakeholders in interacting is one of the instruments that can realize good governance in the tourism sector.

The application of governance in the tourism sector, in achieving development goals, not only requires optimizing the role of the government as a regulator or facilitator, but also requires good cooperation with various parties, so as to create a comfortable atmosphere and strengthen the development of tourist villages. Thus, in line with UNDP's thinking (Sedarmayanti, 2013), there are five characteristics in realizing good governance, as follows:

1. Relationships between actors who are directly involved in the implementation of economic, social and political resource management, namely the government, the private sector and civil society.
2. Communication, consisting of a network system in the management process and contribution to the quality of the results.
3. Self strengthening process. The self-management system is the key to the existence and continuity of order from various situations of chaos caused by dynamics and environmental changes, contributes to participation and promotes community

independence, and provides opportunities for creativity and stability in various aspects of good governance.

4. Dynamic, balance of various elements of complex forces that result in unity, harmony, and cooperation for sustainable growth and development, peace and justice, and equal opportunity for all sectors in civil society.
5. The dynamic interdependence of government, market forces and civil society.

These characteristics can be a standard that must be met in realizing good governance, especially the tourism sector. This characteristic also refers to the conception of good governance, that each stakeholder must have at least nine characteristics as stated by Sunaryo (2013), namely:

1. Participatory

All citizens/communities are able to vote in decision-making, either directly or indirectly or through intermediary institutions that are recognized as representing their interests. Broad participation is built on freedom to organize and express opinions constructively.

2. Enforcement and compliance with laws and regulations

In the sense that the law must be enforced on the basis of justice regardless of class and any differences.

3. Transparency

There is a free flow of information, as well as the existence of institutions and information that can be directly accessed by various interested parties. In addition, information must also be sufficiently available and understandable and can be monitored by all interested parties.

4. Responsiveness

There is an institutional capacity from the government to process and serve complaints and opinions of all community members.

5. Consensus orientation

Good governance is required to be able to bridge the differences in interests between members of the community to reach a broad consensus and be able to accommodate group interests and look for possibilities in determining acceptable policies and procedures.

6. Be Fair

Efforts are made that all members of the community have the opportunity to improve themselves so that they get prosperity.

7. Effectiveness and Efficient

Every existing institutional performance and process must be able to produce results that can meet the needs of the community through the wise use of resources.

8. Accountability and accountability

In every decision making by the government, the private sector and community organizations, efforts must always be made to be accountable to the public and all stakeholders.

9. Strategic Vision

Leaders and the public must both have a broad and far-reaching perspective on good governance, human development and togetherness and have sensitivity to what is needed for national development.

The tangible form expected from the implementation of good governance, through these characteristics, is the creation of a strong and responsible, effective and efficient government by maintaining a synergistic interaction that is conducive to all stakeholders (stakeholders) or all parties involved in the decision-making process. The implementation of good governance in the tourism system is called good tourism governance (GTG). Furthermore, the implementation of tourism governance is closely related to the development of tourism potential, which includes the main components, as stated by Sunaryo (2013), as follows:

1. Objects and attractions that include: attractions that can be based primarily on natural, cultural or artificial/artificial wealth such as events or what are often referred to as special interests.
2. Accessibility which includes transportation system support which includes: transportation routes or routes, terminal facilities, airports, ports and other modes of transportation.
3. Amenity which includes supporting and supporting tourism facilities which include accommodation, restaurants, retail, gift shops, money exchange facilities, travel agencies, tourist information centers and other convenience facilities.
4. Supporting facilities, namely the availability of supporting facilities used by tourists, such as banks, telecommunications, postal services, hospitals and so on.

5. Institutional, which is related to the existence and role of each element in supporting the implementation of tourism activities, including the local community as the host.

Based on the explanation above, these components can create a potential character that has advantages and uniqueness so as to produce superior and competitive tourism, including the potential of tourist villages that can be developed by preserving local values. Thus, these components must be well coordinated and integrated so as to realize effective tourism governance.

Efforts to realize good tourism governance in the Pusuk Buhit area also depend on the management carried out by stakeholders from the government, industry to local communities. Hernanda (2018), in achieving the goals and missions of tourism development will only be achieved if the process is carried out through the principles of good tourism governance, namely the involvement of all stakeholders, the use of sustainable resources, and advocacy of local cultural values. Then, Wood (2002) also said that elements of a good tourism program, including; local community involvement, sustainable environmental conservation, interpretation adds to the experience, positive actions that encourage the development of small industries, and the creation of business opportunities.

Based on the opinion of Hernanda and Wood, it can be concluded that realizing good tourism governance must be done with a good planning process that includes the use of appropriate and not excessive resources so that the tourism potential that is owned can be developed and managed properly and maintained. Tourism governance is also related to the utilization of owned resources such as natural resources, cultural resources, human resources and special interest resources. Thus, the importance of good tourism management so that it can develop tourist villages without losing local values, including culture, customs and others.

Samosir has a variety of tourism potentials that have the potential to be developed and produce superior and competitive tourism. Tourism management that can be implemented effectively and in accordance with applicable regulations can support the development of tourism villages based on local wisdom. For example, the potential that exists in the Pusuk Buhit area which is an area that is considered a sacred place for the Batak people, and this area also holds a lot of history and mysteries about Lake Toba. The most famous tour from the Pusuk Buhit area is the peak of Pusuk Buhit which is visited by many tourists, both domestic and international. The facilities available at the top of this pusuk buhit are camping and selfie areas as well as areas to enjoy the beauty of Lake Toba from the highest peak. Tourists can also do trekking to the top of pusuk buhit so that they get a panoramic view of the surrounding

nature and the beauty of Lake Toba as a whole and enjoy the beautiful and cool atmosphere along the way to the top of pusuk buhit. The peak area of this pusuk buhit also provides the beauty of the Edelweiss flower bed, as a rare plant and perennial flower. This stretch of Edelweiss flowers provides a beauty that tourists can enjoy from the highest angle of Lake Toba.

Tourism in the Pusuk Buhit area, which includes historical tourism, religious tourism, panoramic tourism and cultural tourism. The grouping of tours in the Pusuk Buhit area has also become a priority program for the government in developing tourism around Lake Toba, so the preparation of a strategic plan for the Tourism Office of Samosir Regency is one of the priorities and is favored, such as Hutabalian Village.

Hutabalian Village, has the potential for educational tourism that really needs good management so that it can realize an education-based tourism village called Rumah Belajar. Learning activities in one of the traditional houses in Hutabalian Village become tourism potential developed to become an educational tourism object, namely the Pusuk Buhit area history museum. Because in this study house there are several historical objects and cultural relics that are not widely known by the public. This Learning House was founded by a journalist and also a motivator in Jakarta and in collaboration with local communities who intend to help children in this village to be able to develop knowledge through reading. This learning house was formed and managed independently under the coordination of the Hutabalian Village Pokdarwis, so this is one of the things we do to support the Samosir Regency government program in the tourism sector

One of the efforts that must be hastened in developing tourism potential in the Pusuk Buhit area is improving accessibility, not only on the Samosir main road but it is important to have accessibility to tourism objects in the Pusuk Buhit area, because this is the main key in tourism development and make it easier for tourists to visit their destination. The local government has also started accelerating the development of tourism potential throughout Samosir so that it can create advantages and have great opportunities to become superior and competitive tourism. Thus, tourism management requires tourism planning that aims to develop a tourism village development plan based on local wisdom in Samosir Regency, especially the Pusuk Buhit area.

Well-planned tourism development can result in the strengthening of areas that have existing tourism potential and can be seeded, but the resulting strengthening also requires adequate supporting capacity related to facilities and infrastructure, access to tourist sites and other facilities that can support the development of tourism potential. . Based on the research

results obtained, that there are still tourism components that have not been met properly, one of which is access and transportation to tourist sites, public facilities such as toilets, and lodging.

Table 1. Pusuk Buhit Tourism Potential Grouping

No	Tourism Potensial	Tourism Site	Types of Attractions
1	PANGURURAN	a. Tano Ponggol Canal b. Hot Springs in Aek Rangat c. Liberty Struggle Monument Malau	History Tourism Water Tourism History Tourism
2	SIANJUR MULA-MULA	a. Gunung Pusuk Buhit b. Pemandian Aek Sipitu Dai c. Perkampungan Asli Huta Siraja Batak d. Perkampungan Sigulatti e. Aek Si Boru Pareme f. Batu Hobbon g. Batu Holbung h. Pulau Tulas i. Air Terjun Hadabuan Nasogo j. Aek Boras k. Batu Pargasipan l. Batu Parhusipan m. Batu Nanggar n. Batu Sawan o. Rumah Parsaktian Guru Tatea Bulan	History Tourism/Cultural Water Tourism/Cultural Cultural Tourism Cultural Tourism Water Tourism/Cultural Natural Tourism/Cultural Natural Tourism/Cultural Leisure Tourism Natural Tourism/Water Water Tourism Cultural Tourism Cultural Tourism Cultural Tourism Water Tourism/Cultural Cultural Tourism
3	HARIAN BOHO	a. Air Terjun Sampuran Efrata b. Mata Air dan Pohon Pokki c. Gua Parmonangan d. Kampung Harimau Situmeang e. Ulu Darat f. Janji Motugo g. Hutan Flora Anggrek h. Rumah Adat i. Hutan Limbong j. Rumah Adat Sagala	Natural Tourism Natural Tourism Cave Tourism History Tourism Natural Tourism Natural Tourism Natural Tourism Cultural Tourism Natural Tourism Cultural Tourism

Source: Research Data Processed in 2021

The table above shows the tourism potentials that can be developed from the Pusuk Buhit area, and there are some of these potentials that can be developed as tourism villages based on local wisdom. This explains the tourism potential in the Pusuk Buhit area based on the sub-districts in this area, and also includes the classification of tourist objects that have criteria in accordance with the provisions that have been established through the Decree of the Regent of Samosir Number 474 of 2017 concerning Determination of Criteria and Classification of Tourism Objects. in Samosir Regency, namely:

a. Featured Tourist Attractions, including:

- 1) Aek Rangat Pangururan in Siogung-ogung Village, Pangururan District
- 2) Aek Sipitu Dai in Aek Sipitu Dai Village, Sianjur District at first
- 3) Batu Sawan in Sari Marrihit Village, Sinajur District at first
- 4) Efrata Waterfall in Sosor Dolok Village, Harian District
- 5) Naisogop Waterfall in Sianjur Mula Village, Sianjur Mula District

b. Priority Tourism Objects, including:

- 1) Batu Hobon in Sari Marrihit Village, Sianjur District at first
- 2) Siraja Batak Village in Sianjur Mula Village, Sinajur Mula District

c. Pilot Tourism Objects, including:

- 1) Climbing Mount Pusuk Buhit in Sianjur District at first
- 2) Aek Rangat Pitu Batu in Rianiate Village, Pangururan District
- 3) Dolok Holbung Sipege in Hariara Pohan Village, Harian District
- 4) Sinatapan Prayer Tower in Aek Rangat, Pangururan District

Inskeep (1991) that effective tourism development can be achieved by using the concepts of development in general but adapted to the characteristics of tourism. Thus, tourism is also in the development of its tourist attraction can also be grouped based on the region aims to: 1) bring out the wealth/diversity of tourism products owned so that they can be offered to a more diverse tourist market segment; 2) collectively form or create distinctive features that promote or elevate the identity of the region; 3) increase the competitiveness of local tourism products, either nationally or even internationally; 4) creating integrated tourism development between regions; 5) efficiency of the implementation of tourism development programs, both planning, management, as well as marketing and promotion. Meanwhile, the factors considered in determining the grouping of the region are:

1. Geographical factors, geographical proximity is an important factor that must be considered in determining the grouping of tourism areas. Tourism planning and development will be easier to do if the physical distance between areas is close. Geographical proximity will also facilitate coordination of related parties in regional development.
2. Accessibility factor, geographical proximity factor must be supported by good accessibility. Even though the location of the object and tourist attraction is close together, if it is not supported by easy accessibility, then the grouping will be done with other tourist areas with better accessibility. This accessibility factor is needed so that the development of tourism in a tourist destination can affect the development of tourism in other tourist destinations that are in a tourism development area.
3. Binding factor, is a physical or non-physical sign that functions as a binder for several tourist destinations. Physical signs can be in the form of landscapes, roads or boundaries, while non-physical signs can be in the form of the influence of a particular culture. Tourist destinations that are in the same binding factor have the same physical and non-physical characteristics of the area so as to facilitate the formulation of plans and programs to be carried out in the tourism development area.
4. Characteristics of superior tourism products, which are the same and or complement each other. A tourism area should have superior tourism products that can be used as a development theme so that it can bring up regional identity.
5. Diversity of superior tourism products between regions, the formed tourism areas must be able to show diversity and uniqueness to each other so that the wealth of local tourism can be utilized optimally as the main tourist attraction regionally.

The management of the Pusuk Buhit area tourism is administratively related to policies that must be implemented to support tourism development. Meanwhile, destination is implemented as a solution what the government does to carry out the expansion of tourism sector which aims to avoid policy conflicts and also to continue to develop new or prioritized destinations.

Destinatively, that the tourism sector does not work alone but partners with other sectors in carrying out tourism development. In accordance with the President's directives regarding tourism through the District Secretariat Letter No. B-652/Seskab/Maritim/11/2015, dated November 6, 2015, such as the ministry of public works related to infrastructure development in tourist destination areas (access), the ministry of finance related to financing,

the ministry of maritime related to the settlement of things that are obstacles to improvement tourism destinations and others. Destinative action is carried out with direct government intervention to the destination tourist destination, through a network of institutions/ministries related to the direction given by the President for the implementation of tourism development policies.

All stakeholders (Government, business/private and community) involved in the implementation of tourism development must be able to implement an administrative approach and a destination approach so as to create organizational network relationships that can face challenges in developing the tourism sector. Where administratively can identify the tourism potential that is prioritized and seeded through the potential of the region then definitively a solution is carried out that can unify the understanding of the vision, mission and goals in tourism development that realizes a tourism village based on local wisdom in the Pusuk Buhit area.

The results of research by (Guo & Sun, 2016), that there are 4 (four) problems faced by the Chinese state in developing rural tourism through a system of building state cooperation, namely 1) countries generally require the tourism industry to be locally encouraged and developed ; 2) cross-border cooperation and coordination between adjacent countries is considered a prerequisite for joint strengthening of the regional tourism industry; 3) tourism is considered to be an important driver for the modernization of conservation policies, and rural development arising from conservation; 4) The rural tourism literature shows that tourism encourages local job creation, these jobs tend to be creating sales of handicraft products, cultural performance, hospitality and accommodation services. Thus, tourism governance must always pay attention to the relationship between the tourism component and the characteristics of the environmental component in determining the framework. Tourism in the Pusuk Buhit area in its development must be supported by good governance so as to produce rural tourism in the form of a tourist village but without losing the local values of the area.

Then (Hübner et al., 2014), based on the results of his research that there is a relationship between planning, management and governance in the development of regional tourism patterns in Vietnam National Parks and a decentralization process needs to be carried out, where in the development of regional tourism patterns must have implications for planning and communication and cooperation between the public and private tourism sectors, then in the decision-making process based on cultural values that determine the responsibilities and levels of involvement of various tourism actors. This explanation is also confirmed by Da Cunha and Da Cunha (2005), tourism area is developed and provided with supporting facilities

and services to meet the needs of tourism activities and the needs of tourists themselves. If a tourism area has a characteristic that relies on cultural values, then the provision of facilities and infrastructure is directed at enjoying the culture offered in the area.

Based on the explanation above, the expansion tourism villages of principle local wisdom through good and correct tourism management, so that the Pusuk Buhit area can group potential with its own characteristics and characteristics in each village. Tourism management activities in the Pusuk Buhit area through the development of tourism villages based on local wisdom are adapted to the characteristics of each village and are guided by policies that are oriented towards the goals of tourism planning in Samosir Regency. As stated by, Hall (2008), that in traditional tourism planning it is also associated with land use zoning or development planning at the local or regional government level, which is focused on site development, accommodation and development regulations, density of tourism development, presentation of features. cultural, historical and natural tourism and provision of infrastructure including road and wastewater infrastructure.

As revealed by (Borges et al., 2014) that in an ideal tourism governance there must be multidimensionality and standards to ensure success through a good partnership or cooperation approach between stakeholders which aims to promote synergies within the same geographical area in order to face global competition. Then, Cole (2015) also emphasized that tourism developed through the development of local products such as those in Chile, namely indigenous tourism, in the process of implementing tourism development there must be a good relationship between the state and indigenous peoples so that the tension and complexity caused by promotion and assessment of ethnic differences in gaining political recognition in various countries.

The understanding that can be affirmed from the statement above is that tourism management is more directed to the development of regional potential and characteristics then produces advantages that can be used as regional characteristics in developing tourism and creating innovations in the tourism industry, including tourism villages based on local wisdom. Tourism that is developed through the potential and characteristics of the region is improve the welfare of the community and the regional economy in the tourism sector.

Strengthening the region by realizing tourism villages based on local wisdom as an effort to support tourism governance in Samosir Regency, especially the Pusuk Buhit area, can be one of the development programs in the tourism sector so that economic growth and regional originality (PAD) can recover during the pandemic. Tourism in Samosir Regency since the occurrence of the global problem, namely COVID 19, has resulted in a drastic decline in

economic growth, due to the prohibition on accepting tourist visits and the closure of all tourism activities in Samosir Regency, while the tourism sector is the largest producer of local revenue (PAD).

The tourism village program based on local wisdom is also one of the national government programs in realizing good and correct tourism governance, so effective planning is needed. Planning in the tourism sector is also a tool to design and develop a future framework to provide solutions for the government in dealing with economic recovery in the tourism sector through tourism governance based on the potential possessed by the region. Hajar and Lubis (2021) that in developing tourism potential must be supported by the facilities and infrastructure as well as the resources owned, which are related to financing in carrying out development so that it can produce priorities that become further tourist attractions based on characteristics and advantages.

The local wisdom that exists in Samosir Regency, especially the Pusuk Buhit area, is the hallmark and excellence of tourism in realizing superior and competitive tourism. The amount of local wisdom that exists in Samosir Regency is the main reason for the government to develop tourism village base local wisdom which aims to preserve history, culture and customs that can be developed into a tourist attraction in each village in the Pusuk Buhit area.

Nuryanti (1993), argues that tourism village is a form of interaction between accommodation, attractions, and supporting facilities that are presented in the structure of community life that blends with applicable procedures and traditions. As the results of research conducted by Ariesta and Widianara (2020) that there are several strategic steps taken in developing tourist villages, namely

1. Identifying tourism village potential
2. Identify problems that hinder the development of tourist villages that are physical, non-physical/social, as well as internal and external.
3. Maintain a strong commitment from all village components so that perceptions and opinions can be equalized, as well as the appointment of the potential of the village to become a tourism village
4. Identify positive and negative impacts originating from the results of tourism activities based on the uniqueness of the village
2. Have a strong commitment to all village components in collaborating with local governments and the private sector
3. Prepare regulatory instruments related to the development of tourist villages

4. Strive for various media as an act of introducing and publicizing tourism potential in the village
5. Studying the success and success of tourist villages from other areas.

However, based on the results of the research, it was found that in developing a tourism village based on local wisdom in the Pusuk Buhit area, Samosir Regency, there were still obstacles both from internal and external factors. Internal factors that influence are related to the readiness and ability of the community to make new innovations in the management of tourism potential that prioritizes local content. Meanwhile, external factors are influenced by marketing and tourism promotion which show the advantages and characteristics of the area in the Pusuk Buhit area.

Cox argues (Pitana and Diarta, 2009), to develop a tourist village, it is necessary to pay attention to the principles in tourism management, including:

1. Development tourism must be based on local wisdom and special local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment.
2. Preservation (maintenance), protection and improving the quality of resources as a basis for developing tourism areas
3. Development of additional tourist attractions rooted in the uniqueness of local culture
4. Services to tourists based on the uniqueness of the local culture and environment
5. Providing support and legitimacy for tourism development, and if it is proven to provide positive benefits and vice versa controlling or stopping tourism activities if it exceeds the threshold of the natural or social environment even though on the other hand it is able to increase people's income.

The principles of tourism management in developing tourism villages based on local wisdom in the Pusuk Buhit area must also be supported by effective collaboration between tourism development actors, including the government, community, community, private sector and the media.

The management of the Pusuk Buhit area tourism in developing a tourism village based on local wisdom, produces an integrated and integrated collaboration system in uniting commitments in realizing superior and empowered tourism in Samosir Regency. The collaboration of these actors is also expected to encourage economic growth in the tourism sector after COVID 19 so that local revenue can increase again and the community can act as tourism actors as objects that are directly involved in tourism activities in Samosir Regency.

Integrated and integrated collaboration between stakeholders/actors is the main key in making important decisions in tourism development in the Pusuk Buhit area. One of them is the development of a tourism village based on local wisdom in Hutabalian Village, where this village favors the Batak script as a characteristic of its village by forming and establishing a Batak script learning house.

This learning house also makes tourism activities in Hutabalian Village by holding traditional dance attractions in introducing Batak culture so that local wisdom is preserved. The development of this Hutabalian tourist village requires cooperation that can support the development of a tourist village in Hutabalian Village through this learning house, but it still cannot be implemented properly and optimally. This is because the regulatory arrangements for the development of tourism villages in Samosir Regency have not been realized properly, they still need some advice and assistance in formulating tourism policies that are more directed to the arrangement of integrated and integrated collaboration procedures.

CONCLUSION

Tourism governance in the Pusuk Buhit area of Samosir Regency aims to increase regional income, expand and equalize business opportunities and employment opportunities as well as encourage regional development, develop and utilize tourist destinations in the Pusuk Buhit areas. The development of tourist villages in the Pusuk Buhit area is carried out with a potential mapping approach as a tourism management program to preserve local culture and development oriented towards regional development and empowering the community which includes various dimensions and principles of tourism, namely attraction, amenity (facilities), accessibility (accessibility/transportation), and ancilliary (additional services). Efforts to achieve the target of tourism development in the Pusuk Buhit area, there must be clear policy direction in its planning, including improving facilities and infrastructure as an effort to support the smooth going to tourist areas, encouraging the creation of tourism-aware communities, uniforming service standards or permits in tourism management in the area. Pusuk Buhit.

In addition to mapping the potential that is oriented towards regional development and community empowerment, the development of tourist villages in the Pusuk Buhit area must also be supported by integrated and integrated collaboration so that it can unite the overall commitment in producing innovations related to tourism governance and tourism policies as an effort to realize sustainable tourism, superior and competitive in the Pusuk Buhit area, Samosir Regency.

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