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

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Abstract: One of the leading sectors that is believed to be able to increase economic growth in Indonesia is the tourism sector. This sector is expected to minimize poverty and unemployment, especially in rural areas. The development of the rural tourism sector aims to improve the welfare of the community in various fields of life. The tourism sector developed in Samosir Regency is implemented with the management of a tourism village based on local wisdom. This study aims to develop the potential of the area owned by tourist villages in Samosir Regency, and also to develop the characteristics of the Lake Toba region. The method used in this research is descriptive qualitative method. The results of this study found that the tourism village management is expected to encourage economic growth and contribute to the community through the creation of the independence and creativity typical of tourism villages. The tourism village is one of the programs that can increase local wisdom in the tourism sector, where in the Islamic concept it is recommended to develop regional potential in accordance with the capabilities of the local community. The potential of the developed village is the result of local wisdom from the community itself, so that each tourism village in Samosir Regency has its own characteristics. The tourism village government is also expected to increase the creativity and independence of the community in developing local wisdom in their area.

Keywords: Governance, Village Tourism and Local Wisdom

INTRODUCTION
The development program implemented by the Indonesian state is oriented towards poverty reduction and realizing the welfare of the community in every field of life. One of the most reliable sectors by the government is the tourism sector. Tourism development is a leading sector in regional development programs, and there are several reasons that make tourism the key to development.

In Indonesia, there are 10 (ten) tourist destination locations that are prioritized as the key to national development, namely: a) Lake Toba (North Sumatra); b) Tanjung Kelayang (Bangka Belitung); c) Mandalika (West Nusa Tenggara); d) Wakatobi (Southeast Sulawesi); e)
Marotai Island (North Maluku); f) Thousand Islands (DKI Jakarta); g) Tanjung Lesung (Banten); h) Borobudur (Central Java); i) Bromo Tengger Semeru (East Java); j) Labuan Bajo (East Nusa Tenggara). Among the 10 (ten) tourism destinations that are prioritized in national development and become the object of this research are Lake Toba, which is located in North Sumatra Province. Lake Toba is one of the national development priorities aimed at increasing regional income and advancing the welfare of the community around Lake Toba. Lake Toba is a national tourism development priority is one of the policies produced by the Ministry of Tourism and is guided by Law Number 10 of 2009 concerning Tourism. Lake Toba has the potential and superiority that is unique from a variety of natural and cultural wealth. This is the main reason that makes Lake Toba a very potential tourist destination to be developed in North Sumatra Province.

The development of Lake Toba tourism aims to improve the welfare and income of rural communities, especially Samosir Regency. This area is the result of the expansion of Toba Samosir Regency, also an island located in the Lake Toba area. Samosir Regency is an island located in the Lake Toba region and is an area that has a very large influence on the development of Lake Toba, which has both negative and positive impacts. The main reason for this is one of the emergence of ideas to manage tourism objects in particular to realize creative tourism villages so that they can create distinctive advantages from each village in Samosir Regency, so that local wisdom can develop. Thus, a model is needed in managing local tourism-based rural tourism areas in Samosir Regency.

Management of tourist villages in Samosir Regency requires the cooperation of all parties so that tourism management policies, especially tourism villages, can be carried out optimally. As research conducted by Peng and Lin (2016) that entrepreneurs in the tourism sector can show a mutually beneficial situation in reducing structural unemployment rates, returning young human resources to villages and innovating in rural tourism through service science activism. Furthermore, Atmoko (2014) explains that rural tourism development is expected to be a model of sustainable tourism development in accordance with government policies in the field of tourism.

Tourism village governance in Samosir Regency can be a solution that has been a burden and challenge for local governments to develop the tourism sector in Samosir Regency. This effort is carried out with the management of tourist villages that aim to contribute to the community at large by encouraging centers of tourism growth, tourism business units, MSMEs, and employment in tourism destinations in order to reduce income inequality and poverty alleviation through tourism (pro poor tourism). This is what is said about tourism management based on inclusive economy. This management also encourages to minimize poverty in rural areas through the tourism sector.

The management of this tourism village based on local wisdom is expected to develop competitive and sustainable destinations. In addition, it can become points of growth which will later spread economic growth to the surrounding areas, so that the main goal in the development program can be realized, namely to realize the welfare of the community in all areas of life. Through this tourism village governance it is also expected to increase foreign and local tourist arrivals in the Lake Toba tourism area so that it can trigger regional income and economic growth in the tourism sector. Nalayani (2016) explained that there is an undeveloped tourism village development strategy that is diversification of tourist attractions, empowering tourist awareness groups, looking for potentials that are different from other tours, packaging tourist attractions as promotional material, counseling about tourism.
villages, forming tourism village managers, empowering communities in creating security environment and improvement of transportation facilities.

The management of tourism villages in Samosir Regency requires strong and good cooperation between the regional government, the community and the private sector. Sunaryo (2013), argues that in principle the implementation of good tourism governance is essentially the coordination and synchronization of programs between existing stakeholders and the inclusion of synergistic active participation (integrated and mutually reinforcing) between the government, private sector and the relevant local communities. However, the reality of existing tourism villages in the Lake Toba tourism area of Samosir Regency has not been able to utilize the availability of local resources it has, due to the limited ability and expertise in managing the potential of tourism villages.

DISCUSSION

Pariwisata in Samosir Regency is one sector that raises local revenue (PAD). The management of tourism in the Regency is not yet optimal, but the regional government especially the Samosir Regency Tourism Office has work programs that aim to develop and promote tourism in Indonesia.

One program carried out by the government is conducting village tourism governance that leads to local wisdom. This program is expected to produce unique and distinctive characteristics for each village so that each village is known for its own potential. Tourism village governance generally means activities to manage tourism objects in the village. Managing is a translation from Italian, namely menegiare which means handling tools.

Siswanto (2005) states that governance is a systematic activity that is mutually proposed to achieve goals. Furthermore, Griffin (2016) said management can be equated with management, which is then defined as the process of planning and decision making, organizing, leadership and supervision and the preparation of individual or staff, financial, physical and information sources to achieve organizational goals efficiently and effectively.

Governance or management or management was also put forward by Handoko (2013) that basically is management, that is a job to determine, interpret and achieve organizational goals by implementing planning, organizing, composing personnel functions. staffing), direction and leadership (leading), and supervision (controlling). So, in the context of the management carried out is planning the objectives rather than activities then making and forming an organization or working group so that they can carry out their duties properly to achieve the goals and objectives of the organization that have been determined and conduct guidance from superiors who are responsible for all activities carried out and there is supervision that can see and criticize the course of activities so that it can deliver to the objectives to be achieved.

While the definition of tourism village itself is a tourist village as a tourism product that involves members of the village community with all the tools it has (Muljadi, 2009) tourism villages as a form of integration between attractions, accommodations and supporting facilities presented in a the structure of people's lives that is integrated with the prevailing procedures and traditions. Meanwhile, according to Muliawan (2008) tourist villages are villages that have the potential for uniqueness and distinctive tourist attraction that are packaged in an attractive and natural way with the development of tourist support facilities
well and planned to drive visits so as to improve the economy of the village. Mustabsirah (2015) tourism Village is one form of sustainable development through promotion of rural productivity that can create jobs, income distribution, environmental preservation and local culture, increase community participation, respect traditional beliefs and values.

Local wisdom is the most important element in developing tourism in Indonesia, especially Samosir Regency. The uniqueness and characteristics that are developed in tourism development in Samosir is one way that is done to create and cultivate local wisdom in tourism development. Magdalia (2013) Local wisdom is interpreted as a view of life and knowledge as well as a tangible life strategy of activities carried out by local communities in meeting their needs.

Furthermore Istiawati (2016: 5) views that local wisdom is the way people behave and act in response to changes in the physical and cultural environment. A conceptual idea that lives in society, grows and develops continuously in public awareness of the nature related to the life of the sacred to the profane (the daily part of life and its nature is mediocre). Local wisdom or local wisdom can be understood as local ideas that are wise, full of wisdom, good value, embedded and followed by members of the community.

The implementation of local tourism-based village tourism governance is a development carried out by government institutions to realize national development in the tourism sector. Local wisdom-based tourism village governance is also expected to be a leading tourism destination in Samosir Regency.

Government Regulation Number 50 of 2011 concerning RIPPARNAS 2010 - 2015, that the development of national tourism in the field of tourist destinations includes the development of tourist attractions/attractions, infrastructure development, provision of public facilities, construction of tourism facilities, community empowerment. Through the development of tourist destinations it is expected to be able to create, improve the quality of tourism products and services as well as ease the movement of tourists in tourism destinations. Borges. et.al (2014) that the concept of governance in tourism is multidimensional and that there is no standard solution to ensure success through universal approaches to government, private and public sector and other actors forced to promote synergies in the same geographical area in order to face global competition so as to answer theoretical issues in the development of tourism destinations through sustainable development. In the Islamic concept that travel has a purpose as stated by Arifin (2015), namely

1. Get to know the Creator and Increase Spiritual Value
   The aim of Islam in promoting tourism, which is the main goal is to know God. In Qs. An-kabut (29), Allah says "Say, walk on the face of the earth, then consider how Allah created mankind from the beginning, then Allah made it once more. Lo, Allah is Almighty over all things”.

2. Doing business, opening business opportunities as one of the potential empowerment of the region
   Another goal that is recommended by Islam is to trade or do business. In Islam, seeking income through right and lawful business is a mistake or something that is highly recommended.

3. Adding Scientific Insights
   Factors of knowledge and insight are also important factors that make tourism develop in Islamic culture.
4. Obtaining Soul Calmness and Liver Hygiene

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

Development of tourist destinations must be accompanied by good management so that it can provide optimal service for tourists in visiting the Samosir area. It also aims to show that in the Lake Toba region also has a tourist attraction that is no less interesting to know tourists. Attractions around the Lake Toba area, especially the Samosir area, should be able to become a tourist attraction which is a top priority to visit. The tourism object of Samosir Regency can be an icon of the development of the Lake Toba region that is in accordance with the beauty and diversity of cultures. During this time, tourists only know the attractions in Simanindo and Pangururan Districts.

Act 10 of 2009 concerning Tourism, in article 1 paragraph 5, explains that tourist attraction is anything that has a unique, beautiful, and value in the form of natural, cultural, and man-made diversity that is the target or purpose of the visit traveler. Attractions in Samosir Regency, in general, have illustrated tourist attraction both from cultural, historical, natural and religious aspects.

Conclusion

Tourism village governance that is based on local wisdom reflects its own attraction in developing tourism destinations because it is related to all aspects that become elements in tourism development. Local wisdom is seen from aspects of culture, history, nature, and others. Tourism village governance based on local wisdom can create tourist objects that have criteria that are unique and distinctive of the region itself. Organizing village tourism governance based on local wisdom can increase the activity and creativity of local communities. Increasing the activity and creativity of the community can also improve people's welfare which results in the independence of the community.

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