

Sustainable Tourism Development Based on Local Wisdom in Rural Area, Study in Lalos Village, Tolitoli, Indonesia

Mohammad Sawir¹, Hary Yuswadi², Anastasia Murdyastuti³, Pairan⁴

¹Madako University, Indonesia

^{2,3,4}Jember University, Indonesia

sawirindons@yahoo.com

Abstract

This research aims to examine the sustainable tourism of local wisdom based tourism development in Lalos Village. The results of the research, integrating local wisdom into tourism development through the active role of the community is the best scenario for realizing sustainable tourism, therefore existing local wisdom must be managed in such a way by local governments, village governments, business actors and local communities so that this potential can become a tourist attraction that can attracting tourists to visit the village, through these visits will have a positive impact on the economy of the local community as well as a form of implementing the concept of community based tourism which will ultimately lead to the preservation local wisdom in accordance with the principles of sustainable tourism development.

Keywords

tourism development; local wisdom; lalos village



I. Introduction

Development is often interpreted as a process of planned change from one situation to another that is considered better. Development can also be interpreted as a process of material and socio-cultural improvement and efforts to advance the spirituality of a society (Budiman, 2006). Sustainable development should be pursued especially to alleviate the poor, the basic goal of sustainable development is the implementation of economic development in an integrated manner with environmental development, thus it is hoped that sustainable development can reduce the gap between the rich and the poor (Chamdani, 2018). Sustainable development is defined as a concept of development that meets the needs of the present without the need to reduce the ability of future generations to meet their needs. The principles of sustainable development are ensuring equitable development and social justice, respecting diversity, using an integrative approach and asking for a long term perspective (Djajadiningrat, 2001).

Macro development includes development in the tourism sector which can be measured quantitatively and qualitatively. Referring to the main goal of development, namely as an effort to improve the welfare and prosperity of the community, the interpretation of development at the practical level needs to be broader. Policies taken from the planning to operational stages must really provide overall benefits, both from a social, economic and cultural perspective, this is one of the common threads that needs to be put forward when discussing the importance of the tourism industry. Tourism activities also need to be more directed at activities that can motivate the community to participate actively and are oriented towards measures to achieve prosperity (Chamdani, 2018).

The continuity between tourism and development in the economic sector, environmental conservation and satisfaction between tourists and local communities are the main points of thought in interpreting sustainable tourism. However, because the view of sustainable tourism is still at an early age, its interpretation sometimes becomes difficult

and vague, it is expressed through the following opinion "It is easy to discuss sustainable concepts, but its implementation is a problem", which often appears in sustainable development discourses and discussions including also in the tourism industry, but as a strategy towards a sustainable society, these theories deserve attention (Hakim, 2004).

The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry. Thus, developed countries and developing countries continue to develop and improve the quality of their country's tourism. (Amin et al, 2019) Tourism is one of the determinants of national economic growth because it can influence the growth of other sectors in the economy (Gokovali & Bahar, 2006) and also grows very fast during this decade (Dogru & Bulut, 2018; Wu et al., 2000). Sustainable tourism development can be completed by creating opportunities through networking and cooperation with service providers, where stakeholder engagement, the development of locally oriented codes of conduct, and local government participation are crucial factors for sustainable tourism success (Welford & Ytterhus in Nurlina, 2020).

It is undeniable that the tourists is increasingly looking for unique, diverse and high quality tourist objects, therefore placing rural areas as new targets for tourist destinations. Their boredom visiting urban centers resulted in the emergence of a search for rural areas or suburbs that offer a different atmosphere and are far from the symbols of modernization and establishment. Rural areas are seen to have a unique charm in the form of daily life in the economic, social and cultural fields. This is what attracts some tourists who are used to dealing with modern urban life, as well as attracting rural areas into the vortex of tourist destination development (Damanik, 2013).

Local wisdom can be defined as a view of life and knowledge as well as various life strategies in the form of activities carried out by local communities in responding to various problems in fulfilling their life needs (Amin et al, 2009). Local attractions provide a positive understanding for the growth of local wisdom values and life values that give meaning to patterns of life and interactions with others. The strategic value of local wisdom is a source of inspiration for an area to be able to develop local potential, especially in tourism development, efforts to preserve the value of local wisdom are important so that tourism activities do not forget cultural values and local spirit (Nawangsih, 2017). The concept of rural tourism can be interpreted as a whole tourism activity that utilizes rural resources (natural, cultural and artificial) as a tourism attraction (Damanik, 2013). Three interest groups that play a role in tourism activities consist of the government, the private sector and the community (Khlaikaew, 2015).

District Government Tolitoli seriously to do effort for me up right potential tourist attraction there, one form of such efforts is to establish public policy in the form of regional regulation no 7 of 2016 year tourism development master plan 2016-2030. Points important are listed in the local regulation among others stipulate object batubangga as one of the priorities development destination region tourism. This is a tangible manifestation of the local government's concern in developing the tourism potential in Lalos Village (Sawir, 2020).

II. Research Methods

quantitative and qualitative data derived from primary data and secondary. The primary data obtained through interviews of the stakeholders of tourism in the village that is determined purposive, data primary others have been obtained from the results of observation and documentation. While secondary data is obtained through tracing the results of other people's research, books and through laws and regulations. Research is focused on the issue of how to optimize local knowledge in the development of tourism in the village Lalos.

III. Results and Discussion

One of the efforts that can be made to implement sustainable tourism development in Lalos Village is to integrate local wisdom into tourism development activities. Amin, *et al* (2009) local wisdom is often synonymous with local knowledge or local intelligence, local wisdom can be defined as a view of life and knowledge as well as various life strategies in the form of activities carried out by local communities in answering various problems in fulfilling their life needs. Amin (2017) the understanding of local wisdom in general is very loose, allowing for multiple interpretations and multiple uses in the realities of daily socio-cultural life. Local wisdom is part of human activities that cannot be separated from the life of a community group. Keraf (2010) local wisdom is all forms of knowledge, belief, understanding or insight as well as customs or ethics that guide the behavior of human life in an ecological community, but also involves knowledge, understanding and customs about humans and the natural surroundings and how the relationship between the inhabitants of this ecological community should be built.

Local wisdom comes from cultural values that can still be applied and used wisely in the present both cultural values for the creation of peace and cultural values for improving welfare. Local wisdom includes local customs, local norms, local knowledge, local skills, local resources, local social processes, local institutions, and local beauty. If local wisdom is extracted from an oral tradition or cultural tradition and applied to the younger generation, it will build character in creating peace and improving the welfare of the community (Sembiring *et al*, 2019). Local wisdom (Tirsa, in Pandapotan and Silalahi, 2019) becomes a potential energy and strength that can guide the community to develop a set of activities that meet the needs of life that still responds to the conditions of the natural environment.

Local wisdom that exists in Lalos Village has its own characteristics and uniqueness, this local wisdom is a high value asset so it must be respected so that there is no friction between others and must continue to be preserved so that it does not swallowed by globalization. Local wisdom that grows and develops in the midst of society that is motivated by various differences should not be used as a reason for conflict between communities, therefore tolerance and mutual respect must be maintained and continuously developed to create a conducive social life, with Such conditions will certainly support the movement of the wheels of tourism development to run properly. In addition, local wisdom must also be interpreted as a social resource attached to a community that also has the potential to be developed into a tourist attraction or used to support sustainable tourism development.

The incorporation of local wisdom into tourism development activities can provide benefits in the economic, physical and socio cultural fields at the local location. explanation regarding that :

1. The economy, among others, such as the availability of job opportunities, the creation of a variety of employment opportunities as well as increasing community and regional income.
2. Physical environment, among others, maintaining historic buildings and cultural or natural heritage, creating increased infrastructure development, conservation of flora and fauna and their ecosystems.
3. Socio cultural, including the creation of efforts to maintain local cultural values, increasing a sense of community pride, can increase better educational opportunities and help people understand themselves (Who, where and their uniqueness) Walker (1996) in Tamaratika and Rosyidie (2017).

The toughest challenge today is how local and village governments and other related parties combine local wisdom and all existing tourism potential and think about the right way to integrate it into tourism development activities, this of course really depends on the role of the government in carrying out its authority.

The master plan for tourism development that has been determined by the Tolitoli Regency Government is a reference for the Lalos Village Government in carrying out its role as the most responsible party in the village in utilizing the existing tourism potential. In order to develop Batubangga beach tourism objects, the implementation of the role of the Lalos Village Government is as follows :

1. Planning, advanced tourism management certainly cannot be separated from careful planning activities. Government Village Lalos not implemented properly planning activities related to tourism development approach of local wisdom. In order to maximize this role through this approach can be started from things as simple as, for example planning meningkatkan quality tourist attraction by encouraging return movement Sapta charm (Safe, orderly, clean, cool, beautiful, suave and memories) are done mutual cooperation and consistency, encouraging community participation through community organizations (Bumdes, youth groups, pokdarwis and others), plans for implementing routine or annual activities (Arts and cultural performances, sports activities, culinary activities and others) that can attract tourists to visit, organized by the community or by youth groups and in collaboration with the village government as well as tourism promotion activities, one of which is by utilizing social media.
2. Developmental, development role meant here is the development prasarana which is the responsibility of the village government. Role have been running quite well, since 2015 until the end of 2019 Government Lalos village has implemented infrastructure development that support tourism development. One form of infrastructure development that is quite significant and supports tourism development activities as well as becoming a new tourist attraction and an icon of pride for the people of Lalos Village is the construction of the Batubangga garden and sports field facilities.
3. Policy, the role of determining policy has not been fully implemented, although most of it has been running as it should, for example the general policy on infrastructure development which has been going well. However, specific policies related to community empowerment through the concept of community based tourism as well as policies on sustainable tourism are still in the exploratory stage.
4. Formulation and enforcement of regulations, so far in regulating tourism activities, the village government is only an appeal, the village government does not yet have written regulations that explicitly regulate what tourist activities will be accepted and witnesses if commit violations (Sawir, 2020).

Sustainable tourism as stated in the Sustainable Tourism Charter in 1995 is a tourism development process that can be supported ecologically as well as economically feasible, as well as ethically and socially fair to the community. That is, sustainable development is an integrated and organized effort to develop the quality of life by regulating the provision, development, use and maintenance of resources in a sustainable manner. This can only be done with a good governance system that involves active participation and a balanced role between the government, the private sector and the community. Thus, sustainable development is not only related to environmental issues, but will also relate to issues of democracy, human rights and other broader issues (Ariani, 2012).

Based on this, the role of local governments and especially the role of village governments that have been carried out so far at the lower level must be optimized by utilizing all existing resources and the potential of local wisdom, hard work and creativity of local governments in collaboration with village governments will be very important and support the realization of sustainable tourism development in Lalos Village.

IV. Conclusion

Integrating local wisdom into tourism development through the active role of the community is the best scenario for realizing sustainable tourism, therefore existing local wisdom must be managed in such a way by local governments, village governments, business actors and local communities so that this potential can become a tourist attraction that can attracting tourists to visit the village, through these visits will have a positive impact on the economy of the local community as well as a form of implementing the concept of community based tourism which will ultimately lead to the preservation local wisdom in accordance with the principles of sustainable tourism development.

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