

THE GOVERNANCE OF TOURISM VILLAGE IN SIPIROK SUBDISTRICT SOUTH TAPANULI REGENCY

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Abstract:

A tourist village is an alternative tourism development whose management relies on the values of socio-cultural wisdom, economy, building forms, history, natural wealth and village human resources. Discussions and practices of tourism villages are trending globally, nationally and regionally. South Tapanuli Regency is one of the areas that has implemented a tourism village policy. There are 18 tourist villages in South Tapanuli Regency, and 6 are in Sipirok District. This study aimed to analyze and compare the governance of 6 tourist villages in Sipirok District, South Tapanuli Regency. This study uses a qualitative descriptive method, and data collection techniques are observation, interviews, and documentation. The study results show that the coordination between the tourism office, village government, and Pokdarwis is not intense, resulting in different perceptions in the management of tourist villages. Several villages cooperate and coordinate with institutions outside the government so that they are assisted in managing tourism. Community participation can be seen when the village has found a tourist-target in accordance with the existing tourism potential.

Keywords: Governance, Tourism Village, Local Socio-Cultural Wisdom, Community Participation

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INTRODUCTION

The tourism village is a development agenda in rural areas using the tourism sector. The development agenda prioritizes community participation in managing tourism in the village. The development of a tourist village must be based on the village's authenticity by looking at the economic, social and physical conditions, natural conditions, history and culture, and unique experiences that describe the village's identity. Another crucial thing in managing a tourist village by Sunaryo (2013: 18) is how to facilitate broad involvement from the local community. However, in initiating the tourism village agenda, one of the obstacles is the village's local human resources. According to Noor and Zulfiani (2021: 11), people tend not to understand, are not involved, and are not ready to receive tourists in the village.

There are at least two reasons why the tourism sector was chosen to develop villages. First, to be preserved, the village community is a group of people with a closer relationship with nature and cultural customs than people in cities. Moreover, according to data from Nurhanisah (2021), Indonesia has 17,000 islands, so it has a diversity of culture, nature and history. Preserving the value of diversity can be done through continuous learning given to villagers and visitors. Second, the tourism sector is considered effective in providing a positive social and economic impact. In the LPEM FEB UI report (2016: 80), it is said that in the tourism sector, there is a multiplier effect

on tourist visits, employment and other tourism support fields. More empirically cited in the opinion of Murniatmiko et al. (1994: 4), the contribution of tourism in people's lives such as expanding employment opportunities, expanding people's socio-cultural insights, increasing foreign exchange and increasing people's income. So that in the study of tourist villages, the positive impact is aimed at village communities.

Long before various types of tourism emerged, in the 19th century Maurice (1972), quoted by Isdarmanto (2017: 5), mentioned there were two types of travel, namely large travel and small travel (Grand Tour in Small Tour). In the 20th century, there were many types of tourist trips. According to the survey, tourism activities are grouped into marine tourism, eco-tourism, adventure tourism, religious/historical tourism, arts and culinary tourism, urban and rural tourism, MICE tourism (Meetings, Incentives, Conferences, dan Exhibitions), sports/health tourism (BPS: Statistik Wisatawan Nusantara, 2019: 29). One type of tourism destination that is the material for discussion and practice is a tourism village.

Rural tourism as an optional tourist destination is now becoming a tourism trend in the world, including Indonesia. At the international level, UNWTO highlights villages that are preserving cultural diversity by releasing the Best Tourism Villages by UNWTO in 2021. In managing tourist villages, the World Tourism Organization (2020: 12) recommends collaboration between the government, the private sector, and local communities/Public-Privat-Community (PPC) partnership. Applying this approach must also look at the situation and conditions in the village. This approach presents the presence and active contribution of the government, private sector, community groups and other organizations.

The South Tapanuli Regency Government is one of the regions that is developing a tourism village by establishing 18 tourist village areas as stipulated in South Tapanuli Regent Regulation No. 64 of 2020 concerning the Designation of Tourism Village Areas in South Tapanuli Regency (Regional News of Tapsel Regency: 2020). These tourist villages include Sialagundi, Situmba Julu, Padang Longitude, Sarogodung, Batang Miha, Parau Sorat, Rianiate, Muara Opu, Aek Sabaon, Aek Nabara, Simaninggir, Marancar Godang, Nanggar Jati, Sidapdap Simanosor, Huta Ginjang, Muara Purba Nauli, Simaniggir, and Sipange Siunjam. Among the tourist villages that have been mentioned, 6 tourist villages are located in the Sipirok District, which is the capital city of Kab. South Tapanuli. The government of South Tapanuli Regency formed a tourism awareness group/Pokdarwis, as a way to encourage village community involvement.

Even though community groups have supported it, it turns out that there is a gap in the governance of the tourism village, namely, the management of the tourism village is still dominated by the Tourism Office of South Tapanuli Regency. In these conditions, it is feared that there will be problems in leadership and coordination that are not yet optimal in opening up and conveying roles for other stakeholders to understand the direction of development and management of tourist villages. Based on Ajloni's study (2012) regarding the motivation of tourists visiting rural sites in Petra, Jordan, one of the attractions of tourists visiting rural areas is the availability of good environmental facilities. In the case of a tourist village in South Tapanuli Regency, Pohan (2021) states that the tourism village in South Tapanuli Regency, in terms of environmental cleanliness and community hospitality, is still not ready. In addition, the tourist villages that have been formed have not been widely promoted.

METHODS

This research was carried out using qualitative methods and comparative descriptive analysis by looking at governance in 6 tourist villages. The use of qualitative methods in this study

is to see a picture of the reality and complexity of each village in managing all the tourism potential that exists in the village. Comparative analysis will describe the phenomena that occur by noting the differences and similarities between several groups and then looking for possible causes, effects, and consequences (Nurdin and Hartati, 2019: 69). Data collection is based on phenomenological principles and the techniques used are observation, interviews, and document review. Refer to Miles and Huberman (1992) in Hardani (2020: 163); procedures for data analysis are carried out with the stages of data reduction, data presentation, and drawing conclusions.

RESULT AND DISCUSSION

The results of this study show several comparisons of tourism village management that occurred in the Sipirok District. There are variables that differentiate governance in one village from governance in other villages.

Leadership and Coordination. In the management of tourism villages that occurred in six tourist villages in the Sipirok District, it was found that coordination between the tourism office and the village government was still ongoing, namely during socialization and the formation of tourism-aware community groups/pokdarwis. The Sipirok District Government assists the tourism office in informing the concept of a tourist village along with the duties and responsibilities of each stakeholder based on guidelines from the Ministry of Tourism and Creative Economy. Quoting Ansell and Gash (2008) that coordination and communication are forms of providing information and the efforts of each stakeholder in achieving goals. In this case, the frequency of communication and coordination across sectors still needs to be increased to achieve good tourism management. However, there are two villages that coordinate and communicate with organizations outside the government, namely Situmba Julu Village and Sarogodung Village. Situmba Julu Village develops tourism potential by coordinating with the Islamic University of North Sumatra/UISU, Deli Sumatra University/UDS, and culinary entrepreneurs. The factors that support the establishment of this communication are the level of education and brotherhood in the village. Meanwhile, Sarogodung Village coordinates with the paragliding community and the environmental community in assisting the village tourism sector.

Planning and Research. The tourism office has carried out tourism village planning from 2017 and 2018. The tourism village program is contained in Peraturan Daerah Kabupaten Tapanuli Selatan No. 3 Tahun 2019 tentang Rencana Induk Pembangunan Kepariwisata Kabupaten Tapanuli Selatan tahun 2019-2025. The tourism office determines a tourism village by conducting a village survey, then determines a tourism village with a regent's regulation, then the tourism office conducts outreach to the village government and forms a tourism-aware community group/Pokdarwis.

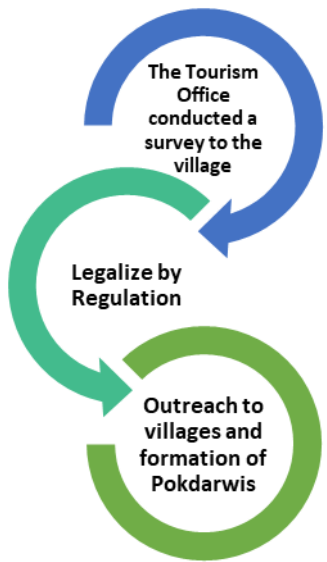


Figure 1. The Process of Establishing a Tourist Village

According to Isdarmanto (2017: 76), what is really needed in planning tourist destinations is understanding among all stakeholders. In this case, there is a dualism of understanding between the village government and the tourism office. The tourism office expects village independence in developing village tourism potential with the creativity of human resources and village capital. On the other hand, the village government has the perception that the tourism village program is the responsibility of the tourism office, so it really hopes for full assistance from the local government. The village government does not yet have a draft village tourism development plan but already has an initial conceptual description that will be discussed with the village community and included in the RPJMDes document.

Situmba Julu Village and Sarogodung Village have better sensitivity in seeing tourism potential. This can happen because of collaboration with organizations outside the government so that it opens insights and opportunities. Situmba Julu Village has a sulfur crater tourist attraction that will be used for recreation, treatment and education. Meanwhile, Sarogodung Village already has a target market suitable for mountain climbing tourism, so the village government is trying to improve the administrative system to gain financial benefits.

Product Development. According to Mujahida (2021: 31), building a tourist village is not enough to have beautiful views, but you also have to pay attention to other criteria such as nature, culture and human creativity.

Table 1. Tourism Potential

Village	Tourism Potential
Saba Batang Miha	Sampuran Waterfall
Situmba Julu	Sulfur Creter dan Culinary Tour
Sialagundi	Tor Simago-mago/Simago-mago Hill
Parau Sorat	Hot Spring
Padang Bujur	Hot Spring, Sulfur Creter, Weaving Craft
Sarogodung	Paragliding, Camping, Hiking

Source: Data Processed 2023

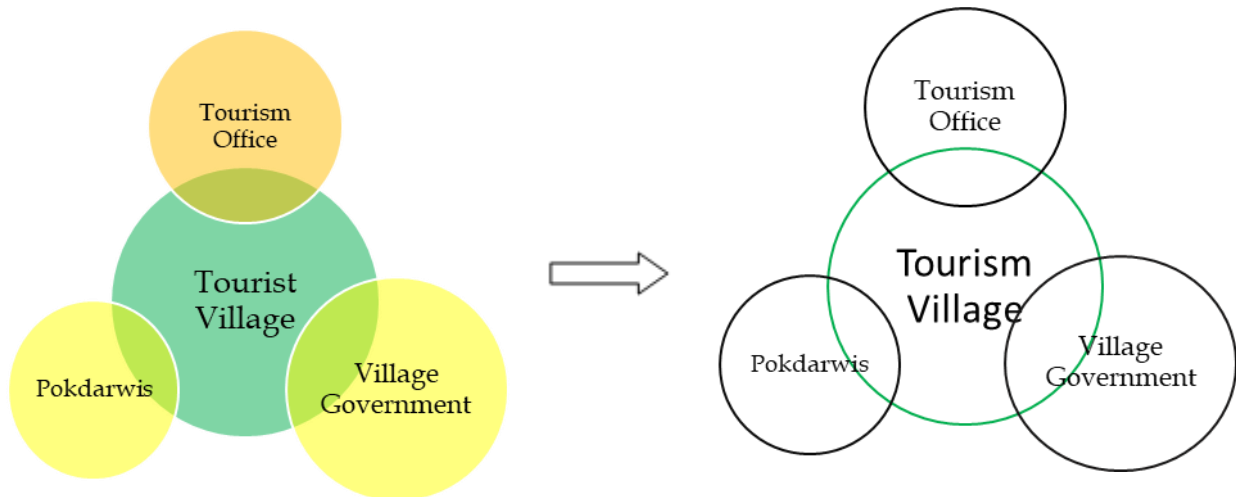
The tourist village in Sipirok Subdistrict has pilot status. The development of tourist villages in the Sipirok Subdistrict still requires financial assistance and creative human resources. Three of the six villages have different efforts in developing village potential. Situmba Julu Village cooperates with educational institutions and the private sector in developing sulfur crater tourism while increasing the knowledge of village youth. Sialagundi Village manages Simago-mago Hill together with the local government, so they get profit sharing from ticket fees. Sarogodung Village, with the help of the local government, can improve road access to Sarogodung Hill as well as the paragliding community, which promotes tourism activities on Sarogodung Hill, such as paragliding, hiking and camping.

Promotion. The characteristics of an embryonic tourism village are that it still has potential that can be developed, the development of facilities is still limited, there are not yet/still few people visiting, community awareness is still low, and there is no promotion (Afriza et al., 2020: 307). The village government and Pokdarwis rarely promote tourism potential in the village because they are not yet aware of the positive impact of tourism activities on the economic and social conditions of the community. On the other hand, the guidance by the regional government for Pokdarwis is still not optimal.

The promotion of tourism villages is grouped into three. The first is social media promotion, carried out by the paragliding community in Sarogodung Village. Through this promotion, the reach of the broadcast will be further. Promotions contain natural activities such as hiking, camping, and paragliding. Second, the two villages did not make much effort in terms of promotion because the tourism object owned by the village was located on the side of a major road so that it would be visible to anyone who passed it. The two villages are Situmba Julu Village and Sialagundi Village. Third, no promotions. The understanding and willingness of the village government and Pokdarwis that have not been maximized have resulted in no promotional efforts.

Partnership. The village has a partner who acts as a collaborative partner for the village government in managing the tourism village. The formation of Pokdarwis is a consequence of the implementation of the tourism village program. Peraturan Bupati No. 64 Tahun 2020 Tentang Penetapan Kawasan Desa Wisata says management can be carried out in partnership with the community or the private sector. Quoting Dwiyanto (2012: 284), that partnership between government and community groups is a form of collaboration. The government often facilitates, initiates, and finances the emergence of civil society groups for participatory purposes, empowerment, and ethical considerations to involve the community in government programs. Like government facilities, these community groups are often referred to as state-owned organizations. In the case of tourism villages, the organization formed by the government at the village level is a tourism-aware community group or Pokdarwis.

The Pokdarwis formed by the tourism office is a transformation from a youth organization, namely Naposo Nauli Bulung/NNB or youth organization. The Pokdarwis in each tourist village



are not as active as they should be. This is because the mindset of the positive economic and social impact of tourism activities on village youth has not been awakened. Village youths with undergraduate education choose a career outside the village, and some others choose farming as their parents' profession.

Figure 2. Partnership in Tourism Village Governance

The picture above is an overview of the partnership governance of four tourism villages, namely Sialagundi Village, Padang Bujur Village, Parau Sorat Village, and Saba Batang Miha Village. The figure on the right illustrates the ideal form of a partnership, where there are stakeholders who are active and provide real support. So that tourist villages can be dynamic. The image on the left is a description of what happened in the field. There are stakeholders, but they do not have a significant impact

compared to Situmba Julu Village and Sarogodung Village, which partner with organizations outside the government, such as educational institutions, the private sector, and paragliding and environmental communities.

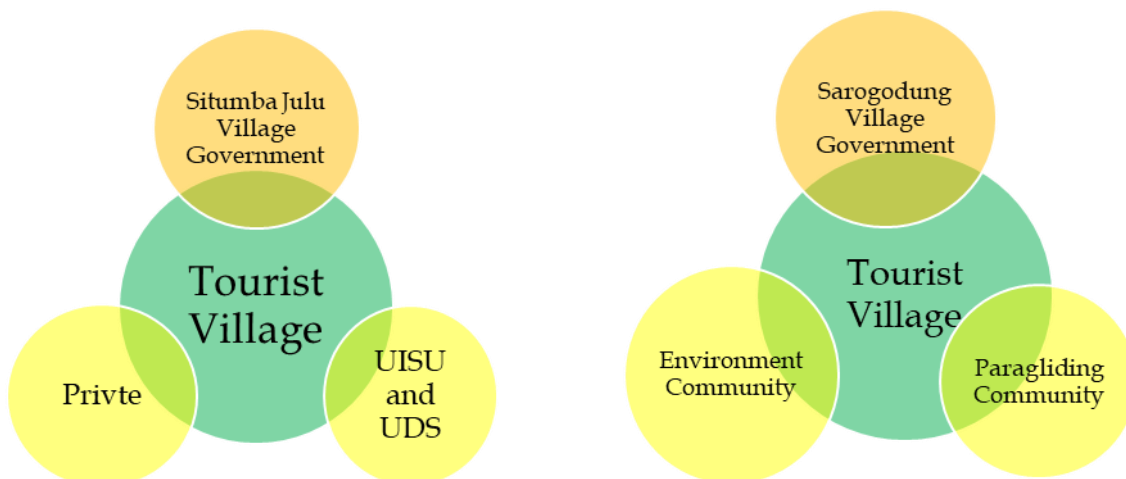


Figure 3. Partnership Of Situmba Julu Village and Sarogodung Village



The diagram above illustrates how tourism villages can be better managed with the help of institutions that provide mutual support.

Participation. Community involvement is very important in the management of tourist villages. In reality, the community is the owner of the land. The village community has social, cultural, economic, historical, and natural wisdom values that are inherent from generation to generation. Francillon (1975); Crick (1989); Urry (1995); Picard (1996); and Williams (1998) in Teguh (2015: 40) state that the presence of the community has a strategic function in preventing the phenomenon of internalization and commercialization of culture by parties outside the village community. Community involvement in the management of several tourist villages is still not optimal. The factor that causes community participation to be less than optimal is that there is no awareness of the positive impact of managing a tourism village on the community because socialization, guidance and coordination from the tourism office are still not optimal.

Community participation in Sarogodung Village is better than other tourist villages. This is due to the impact of regular tourist visits to the village so that the people of Sarogodung Village often interact. The tourism potential of Sarogodung Hill already has a target market, such as students who are nature lovers. Community involvement can be seen when providing accommodation for climbers who cannot spend the night at the hilltop.

CONCLUSION

Based on the results of an analysis of governance in six tourist villages in Sipirok Subdistrict, South Tapanuli Regency, through the indicators of the Peraturan Bupati Tapanuli Selatan No. 64 Tahun 2020 Tentang Penetapan Kawasan Desa Wisata di Kabupaten Tapanuli Selatan and analyzed using the theory of tourism destination governance by Morrison (2018) to answer the formulation of the problem in this research, namely how to compare the governance of tourist villages in Sipirok District, South Tapanuli Regency.

Based on field findings and analysis that has been carried out, it can be concluded that the management of tourism villages in Sipirok District, South Tapanuli Regency, has not been maximized, and there are several similarities and differences. An important finding, in this case, is that the management of a tourism village will be better if it partners with stakeholders who support each other in achieving common goals. Partnering with stakeholders who actively provide support will influence aspects of tourism governance such as leadership and coordination, research and planning, product development, promotion, partnerships, and community participation. The management of a tourist village that is carried out together with other stakeholders will open insights and opportunities for development that are much better than doing it by one institution.

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