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Implementation of Good Tourism Governance Based on Local Wisdom in Increasing Community Income in the Simanindo Samosir Tourism Village, North Sumatra

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ABSTRACT

Good tourism governance based on local wisdom is the management of tourist villages carried out based on the principles of participation, accountability and evaluation based on cultural values that grow and develop in society, such as mutual trust, mutual support, mutual cooperation and so on. The method of activity carried out in this community service is socialization, training, simulation and mentoring for several days to the community and tourism awareness groups in the Simanindo Samosir tourist village, North Sumatra so that there is an increase in knowledge, attitudes, skills and behavior of tourism awareness group administrators. and society and society and apply the concepts that have been presented in the training. The results of the activities carried out showed that the Simanindo tourist village community and village officials as well as tourism awareness groups seemed enthusiastic about listening to and following the event until it was finished and committed to implementing it. On the first day, the venue is mapped and the technicalities of the event are discussed, the event rundown and who will be invited the following day. On the second day it was held from 14 to 18, accompanied by lectures, questions and answers and long discussions. Thus, it can be concluded that community service activities have received a positive response and we hope that similar activities can be carried out in the future. This community service was closed with a group photo and distributing "I'm Tourist Friendly" stickers so that tourist friendliness remains embedded in the community of the Simanindo tourist village, Samosir, North Sumatra.

Keyword: Implementation of Good Tourism Governance, Local Wisdom, Community Income

1. Introduction

Building tourist villages and developing tourist villages is one of the superior programs and policies launched by the President of the Republic of Indonesia Joko Widodo since 2014. This is by the commitment and mandate of the President of the Republic of Indonesia, Mr. Joko Widodo, known as *nawacita*, namely developing Indonesia from the outskirts by strengthening villages within the framework of the Unitary State of the Republic of Indonesia [1].

A tourist village is an area of the lowest community that has tourism potential and attraction and prioritizes local wisdom such as customs, culture and natural riches that are characterized by a rural atmosphere [2]. The potential of a tourist village can be obtained from natural potential, the environment, local culture, and support from the community and government which is used to improve the economy of the local community so that the community can independently develop their village [3].

The development of tourist villages is one element of tourism development [4]. Tourism villages have a broad impact on village development. Apart from being able to increase the village economy and community income, village tourism can also reduce poverty, urbanization, unemployment, preserve nature and the environment, love local culture and grow love for the homeland [5]. This is in line with the goals of tourism, namely increasing economic growth, improving people's welfare, eradicating poverty, overcoming unemployment, preserving nature, the environment and resources, advancing culture, raising the nation's image, fostering a sense of love for the country, strengthening national identity and unity, and strengthen the friendship between nations [6].

The development of a tourist village based on local wisdom is an effort to develop a tourist village by implementing the principles of mutual support, mutual trust and mutual cooperation between all interested parties, so that it becomes a joint movement in order to increase the income of the village community [7]. The aim of developing tourist villages is so that tourist villages can become a mainstay for achieving their goals and a stimulus for economic, social development and environmental improvement for the welfare of the community now and in the future [8]. In other words, the development of tourist villages based on local wisdom is a necessity (is a must) for every tourist village to carry out in order to increase the income of its people.

However, in reality there are still many tourist villages in the tourist village of Simanindo, Samosir that have not developed well. The development of tourist villages has not been implemented with local wisdom, so it does not have an attraction that attracts tourists to visit, so it has not had an impact on increasing the income of village communities [9] [10]. In other words, the tourist village of Simanindo, Samosir has not implemented the principles of good tourism governance based on local wisdom such as, in fact what appears to be the tourist village of Simanindo, Samosir is like "living reluctantly, dying unwillingly". This is the basis for the need to carry out community service by the USU team with the title "Implementing Good Tourism Governance Based on Local Wisdom in Increasing Community Income in the Simanindo Samosir Tourism Village, North Sumatra". Good tourism governance based on local wisdom in the development of sustainable tourist villages is the management of tourist villages carried out based on the principles of participation, accountability and evaluation based on cultural values that grow and develop in the midst of society such as mutual trust, mutual support and mutual cooperation with attention to sustainability. environment, economy and social culture of society in the future.

2. Methods

The methods for implementing community service activities that have been carried out include:

- a) Contact and have an audience and conduct a preliminary survey and approach with the head of Simanindo Samosir village, North Sumatra, namely Mrs. Windah Kolega Turnip and the head of the Simanindo tourism awareness group, Supianto Sidauruk. The purpose of this activity is to discuss the philosophy, objectives, methods/techniques and methods that will be used as well as the topics that will be presented during community service activities by the community service team.
- b) Find data about the potential of tourist villages and tourism awareness groups (Pokdarwis), as well as the Simanindo Samosir village community, potential community service participants.
- c) Prepare materials and materials that will be presented at community service activities
- d) Establish harmonious communication with the tourism awareness group (Pokdarwis), as well as the Simanindo Samosir village community who will be participants in the activity
- e) Carrying out workshops and training activities with the following topics:
 - The Importance of Tourism in accordance with No.10 of 2009 [12]
 - Development of tourist villages and increasing community income
 - Implementation of good tourism governance based on local wisdom in developing sustainable tourism villages in Simanindo Samosir, North Sumatra
- f) Carrying out simulations and mentoring for several days to see the development/implementation/application of the material that has been presented with the tourism awareness group of the Simanindo Samosir tourist village, North Sumatra in implementing good tourism governance based on local wisdom in developing tourist villages

3. Result and Discussion

The 2024 economic and social community service scheme is entitled "Implementation of Good Tourism Governance Based on Local Wisdom in Increasing Community Income in the Simanindo Samosir Tourism Village, North Sumatra". Good tourism governance based on local wisdom is the management of tourist villages carried out based on the principles of participation, accountability and evaluation based on cultural values that grow and develop in society, such as mutual trust, mutual support, mutual cooperation and so on.

Community service was carried out on 14 and 15 July 2024 in front of the office of the head of Simanindo village, Samosir, North Sumatra. Upon arrival at the community service location, namely the Simanindo tourist village, Samosir, North Sumatra on July 14 2024, the service team carried out a survey and mapping of the current situation and held a meeting with village officials and the head of the Simanindo village tourism awareness group as host, namely Mr. Supianto Sidauruk in the head's office. Simanindo village. The purpose of the meeting is to carry out coordination and technical implementation of community service which will be carried out the following day, namely July 15 2024. The meeting with the head of the Simanindo Samosir village tourism awareness group, North Sumatra, looked as follow:



Figure 1. Meeting with the head of the Simanindo Samosir village tourism awareness group, namely Supianto Sidauruk.

Immediately, a USU community service team banner was put up for the people of the Simanindo tourist village, Samosir, North Sumatra to know as follows:



Figure 2. USU 2024 Community Service Banner

After discussing at length on the first day, it was decided that community service activities would be carried out the following day, July 15 2024 at 14.00 WIB. This was mutually agreed because on July 15 2024 in the morning there were Posyandu activities and the community still had their own activities in the morning. Then the head of the tourism awareness group, Supianto Sidauruk, as host, prepared invitations and participants who were worthy of being invited according to the topic of community service, namely community leaders, all members of the tourism awareness group, MSME entrepreneurs and the community around the Simanindo tourist village, Samosir, North Sumatra. The invitation was immediately circulated by the head of the tourism awareness group.

The next day, July 15 2024, the USU service team arrived at exactly 13 o'clock at the community service location, namely in front of the office of the head of Simanindo village, Samosir, North Sumatra. At this time

several participants were present, namely MSMEs and the community around the Simanindo tourist village as follows:



Figure 3. Unite with the participants, namely MSME entrepreneurs and village communities Simanindo Tourism, Samosir, North Sumatra

After more and more participants arrived, the community service event began at 14.15 in front of the office of the head of Simanindo village, Samosir, North Sumatra. Firstly, the event was opened by the head of the tourism awareness group, Mr. Supianto Sidauruk, who delivered the foreword, title and purpose of the community service carried out by the USU service team. After that, the opening remarks were continued by village officials represented by the village secretary, namely Mrs. Ida Polma E Sagala, seen in the following picture:



Figure 4. Opening by the Chair of the Tourism Awareness Group, Supianto Sidauruk and the Secretary, Mrs. Ida Polma E Sagala Village.

After the Simanindo village secretary, Mrs. Ida Polma E Sagala, delivered a few words and foreword about service to the USU community, the USU economic and social scheme service team, namely Prof. Dr. Erika Revida, MS, delivered community service material, namely "Implementation of Good Tourism Governance Based on Local Wisdom in Increasing Community Income in the Simanindo Samosir Tourism Village, North Sumatra" as follows:



Figure 5. Delivery of Material by USU Service Team Prof. Dr. Erika Revida, MS.

After delivering the material, it is followed by discussion or question and answer activities. The participants seemed very enthusiastic about listening and asked questions as follows:



Figure 6. Community Service Participants in Simanindo Tourism Village, Samosir, North Sumatra

After that, a group discussion was held for the participants to identify strengths, weaknesses, opportunities, threats and strategies that would be implemented in implementing Good Tourism Governance Based on Local Wisdom in Increasing Community Income in the Simanindo Samosir Tourism Village, North Sumatra, as follows:



Figure 7. Group Discussion of Community Service Participants

After completing the group discussion, the group leader presented the results and conclusions regarding the Implementation of Good Tourism Governance Based on Local Wisdom in Increasing Community Income in the Simanindo Samosir Tourism Village, North Sumatra, and the service team added to the results of the group discussion and provided enthusiasm to be able to implement Good Tourism Governance Based on Wisdom Local in Increasing Community Income. Then, exactly at 18.00, the event was closed by the head of the tourism awareness group, namely Mr. Supianto Sidauruk and the village secretary, Mrs. Ida Polma E Sagala as follows.



Figure 8. Closing by the Chair of the Pokdarwis and the Village Secretary

Then, at the end of the event, stickers were distributed entitled "I'm Tourist Friendly" so that tourist friendliness is always inherent in the community and MSME entrepreneurs in the Simanindo tourist village, Samosir, North Sumatra and continued with a group photo while saying *horas...horas...horas...* and *Samosir Beautiful Country, Piece of Heaven* as follows:



Figure 9. Photo with the Service Team and the Participants.

4 Conclusion

Based on the background, analysis of the situation and results of the 2024 USU Professor Serving Talents community service activities entitled "Implementation of Good Tourism Governance Based on Local Wisdom in Increasing Community Income in the Simanindo Samosir Tourism Village, North Sumatra," it can be concluded as follows:

- a. In general, USU's 2024 Economic and Social Talent Scheme community service activities ran smoothly and successfully and received positive responses from participants and village officials.
- b. The output of community service that has been carried out is the Metro-online Newspaper media report on July 24 2024 with the news link: <https://www.metro-online.co/2024/07/angkat-pendapatan-community-guru.html>
- c. Community service activities have been uploaded to YouTube with the link: <https://www.youtube.com/watch?v=muvVpxfh9Fc>
- d. The participants and village secretary hope that the same activities can be carried out in the future so that the community of the Simanindo tourist village becomes more enlightened every year.
- e. The village head hopes that USU KKN and Field Work Practice (PKL) students can be brought back to the Simanindo Samosir tourist village, North Sumatra.

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