

## Research Article

# Tourism Village Policy-based Local Wisdom in Developing Tourism Potential in the Pusuk Buhit Area, Samosir Regency

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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. The results of the study show that 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 the strengthening factor in increasing regional income in the tourism sector.

**Keywords:** tourism policy, local wisdom, governanceCorresponding Author: Siti Hajar;  
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Knowledge E

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Selection and Peer-review under the responsibility of the IAPA Conference Committee.

## 1. 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  $\pm 1,444.25$  km and a population of  $\pm 123,789$  people and has 9 (nine) sub-districts, namely Sianjur Mula-mula, Harian, Sitio -tio, Onan Runggu, Nainggolan,

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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. (1) 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, (2) 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 (3), 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 (4), 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 (5) 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 governance 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.

## 2. 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. (6), 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.

### 3. Results and 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 (7), 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 (8), namely:

a. 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.

b. 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.

c. 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.

d. Responsiveness

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

e. 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.

f. Be Fair

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

g. 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.

h. 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.

i. 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 (9), 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. (10), 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, (11) 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, 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 governance 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 governance 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. 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 Act 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

The governance tourism of area the Pusuk Buhit 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 (12), 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 (13), 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 (14), 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, (15), 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 (16) 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 (17) 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. (18) 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. (19), 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 (20) 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; 5) Have a strong commitment to all village components in collaborating with local governments and the private sector; 6) Prepare regulatory instruments related to the development of tourist villages; 7) Strive for various media as an act of introducing and publicizing tourism potential in the village; 8) 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 (21), to develop a tourist village, it is necessary to pay attention to the principles in tourism governance, including:

1. (a) 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.
- (b) Preservation (maintenance), protection and improving the quality of resources as a basis for developing tourism areas
- (c) Development of additional tourist attractions rooted in the uniqueness of local culture

- (d) Services to tourists based on the uniqueness of the local culture and environment
- (e) 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 governance 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 governance tourism of the Pusuk Buhit area 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.

## 4. 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 ancillary (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 governance 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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