

Tourism Development in the Lake Toba Region to Achieve the Sustainability of Local Wisdom-Based Tourism Villages in Parsingguran II Village

Samerdanta Sinulingga*1, Halasan Sugianto Sibarani2

¹Faculty of Vocational Education, University of North Sumatra, Medan 20155, Indonesia

²Faculty of Social Science and Political Science, University of North Sumatra, Medan 20155, Indonesia

ABSTRACT

Parsingguran II Village has tourism potential which is rich in natural beauty and unique local wisdom. However, to optimize this potential, it is necessary to develop and implement a pilot village tourism model based on local wisdom. This study aims to formulate a pioneering model of a tourism village based on local wisdom in Parsingguran II Village. The research method used is qualitative research with a case study approach. Data was obtained through observation, interviews, and documentation. Research participants included local communities, traditional leaders, village government, and other related parties. The results of the study show that Parsingguran II Village has a variety of local wisdom that can be used as a tourist attraction. The existence of beautiful nature, cultural diversity, and traditional craft skills are the main potentials that can be utilized. In addition, the participation and involvement of local communities in the development and management of tourism is very important. The proposed tourism village pilot model includes several important steps. First, identifying tourism potential based on local wisdom in Parsingguran II Village. Second, the development of adequate infrastructure to support tourism activities. Third, community involvement in decision-making and tourism management. Fourth, effective tourism promotion and marketing to attract tourists. The implementation of this tourism village pilot model is expected to provide social and economic benefits for the local community of Parsingguran II Village. In addition, by prioritizing local wisdom,

Keywords: Tourism village, local wisdom, development, pilot model, Parsingguran II.

**Corresponding Author:*

Samerdanta Sinulingga

Faculty of Vocational Education, University of North Sumatra

E-mail: danta@usu.ac.id

1. INTRODUCTION

Parsingguran II Village is located in an area rich in natural resources and has unique local wisdom. However, even though it has great tourism potential, this village still has not fully developed the tourism sector optimally. Many tourism potentials have not been explored or utilized properly. Tourism development based on local wisdom can be a solution to advance Parsingguran II Village economically and socially. Through the utilization of local wisdom, villages can maintain and respect local culture and environment, while providing valuable experiences to tourists. In addition, the development of tourist villages can also have a positive impact on local communities, such as increasing income, employment opportunities, and increasing awareness of the importance of preserving culture and nature. Therefore,[1]

Parsingguran II Village is a priority tourism village development area for the Humbang Hasudutan district government at this time. This village has been recorded as having received 3 visits from the President of the Republic of Indonesia, Ir. H. Joko Widodo. Supervision which is directly led by the President of the Republic of Indonesia is carried out to fully control the acceleration of the central government's vision in the third phase of the development process, namely integration which is targeted to be completed in 2024. The big theme of this acceleration is creating "10 New Balis". One of these big ideas apart from its goal for the benefit of tourists is that Bali is concretely very successful in integrating the cultural scope which is natural, deep, owned and lived by its adherents and is very sensitive, with the interests of the tourism industry which is known to be very commercial. and very attached to the strong capitalist system. This balance occurs none other than because of the full control of the local wisdom system of the people in Bali over the tourism activity itself.[2]

With the location of Parsingguran II village which is adjacent to Tipang village which is the 4th winner of the best tourism village in Indonesia, it is a great success if the expansion of the tourism zone is getting wider or wider. This is what is expected why we chose Parsingguran II village as the research location to show where the current direction of expanding the tourism zone is. After later examining the mapping of the direction of tourist interest, the direction of the type of tourism that is currently happening, and the direction of community behavior



after the entry of tourism, then a pilot model of a tourism village based on local wisdom was created. This pilot model has practical implications: it is very functional in setting tourist zones, agro zones, access zones, cyclist zones, sightseeing zones, and so on. And this was after the researchers interviewed the Regent of Humbang Hasudutan.[3]

This community service will assist in formulating a pilot model of a tourism village based on local wisdom that is by the conditions and potential of Parsingguran II Village. With this model, it is hoped that related parties, such as village governments, local communities, and tourism actors, can work together in the development and management of sustainable tourism. In addition, this research can also provide inspiration and guidance for other villages that have tourism potential and wish to develop the tourism sector based on local wisdom.[4]By following the pilot model that has been formulated, other villages can make sustainable use of their local resources, while strengthening cultural identity and improving the welfare of the local community. Thus, this research has important relevance in developing Parsingguran II Village into a unique and sustainable tourist destination, while promoting local wisdom as the main attraction.[5]

2. RESEARCH METHODOLOGY

This research was conducted in Parsingguran Village, Pollung District, Humbang Hasundutan Regency. This research used qualitative research. In terms of terminology, qualitative research according to Bogdan and Taylor is a research procedure that produces descriptive data in the form of written or spoken words from observable people and actors. This research was conducted with descriptive aims, namely research conducted by making systematic, factual, and accurate descriptions or drawings of the facts, characteristics, and relationships between the phenomena investigated. According to Jalaludin Rahmat, descriptive research aims to: a) Collect detailed information that describes the existing symptoms; Identify problems or examine existing conditions and practices; c) Make comparisons and evaluations; d) Determine what other people do in facing the same problem and learn from their experience to determine plans and decisions in the future. This research reveals a description of data and information that corresponds to the reality in the field in the form of words, pictures/photos, field notes, or other documents. To explain the problem under study, so that the condition of the problem under study will be clearly illustrated. Methods of data collection are done by interviews and observation. Data analysis was performed with an interactive model.[6]

3. RESEARCH RESULTS

Parsingguran II Village is located in Pollung District, Humbang Hasundutan Regency, which is one of the pilot villages for tourism villages around Lake Toba. Parsingguran Village has a tourist attraction that needs to be explored and promoted so that it is known to the wider community around the Lake Toba area. One of the potential tourist attractions to be developed in this district lies in Parsingguran II Village which has very attractive tourism potential, namely natural, cultural, and agro-tourism potential. These three potentials can become a high probability of economic growth, especially in the sectors, of tourism, agriculture and accommodation services. Parsingguran II Village has a beautiful panorama, namely the Sileme-Leme panoramic tourist destination which has just been pioneered in Humbang Hasundutan Regency. Beautiful natural panorama with the background of Lake Toba and surrounded by gardens. This natural panorama is very suitable as a place for recreation, camping, selfie spots, etc. Apart from the beautiful panorama, Parsingguran II Village also has extensive agricultural land that can be utilized in the development of a tourist village and has a cultural heritage, namely the Sarcophagus of Ompu Oloan Banjarnahor which is located in Pulo-pulo Banjar Dolok, Village Parsingguran II.[7]

Tourism with the natural charm of the countryside is currently a choice of tourism that many tourists, both local and foreign tourists, are eyeing. Tourists prefer traveling to villages because villages provide another nuance that has not been found in modern tourism. Tourism in the village then gave birth to a concept called tourism village. A tourist village is an area related to the area or various local wisdom (customs, culture, potential) which is managed as a tourist attraction according to its capabilities, which is intended for the social and economic interests of the community. Local wisdom or local knowledge system referred to here is unique knowledge that belongs to a particular society or culture that has developed over a long period,

The increasing interest of tourists to visit tourist attractions that offer rural nature is a very promising market opportunity in developing tourist villages. The development of a tourist village will become a source of income for the village and its people. This opportunity should be captured by the village government and its people to improve their economy through the development of tourist villages. Parsingguran II tourism village is a rural area that offers a variety of village social, economic, and cultural life and has the potential to develop various tourism components.[8]

The development of a tourism village in Parsingguran II village will be successful if all village potentials such as human resources and natural potential can be optimally synergized. Of course, the development of a tourist village must have the support of the local village government and its people. The development of tourist villages will open up opportunities for employment, and trade transactions for native regional products will also increase which will ultimately have implications for improving the economy of the rural community. A tourist village is a rural area that offers authenticity both in terms of socio-culture, customs, everyday life, traditional architecture,

and village spatial structure which is presented in a form of integration of tourism components including attractions, accommodation and supporting facilities.

The results of the Pilot Village Tourism Village Based on Local Wisdom in Parsingguran II Village will depend heavily on the implementation and collaborative efforts made by the village government, the local community, and related stakeholders. However, the following are some of the results one can expect from the pilot model:

1. **Increase in Local Tourism:** Through the implementation of the pilot model, it is hoped that Parsingguran II Village can attract more tourists who are attracted by local wisdom and unique tourism potential. This will result in an increase in the number of visitors and revenue from the tourism sector.
2. **Preservation of Local Wisdom:** This model will help promote and maintain existing local wisdom in Parsingguran II Village. Through the development of tourism products based on local wisdom, such as traditional crafts, culinary specialties, or traditional ceremonies, villages can preserve their culture while introducing it to tourists.
3. **Infrastructure and Facilities Improvement:** The implementation of this pilot model will also encourage the development of adequate infrastructure and facilities to support tourism activities. For example, the development of transportation, accommodation, and other supporting facilities can increase the comfort of tourists during their visit.
4. **Local Economic Empowerment:** Tourism development based on local wisdom will provide new economic opportunities for local communities. For example, through increased sales of traditional handicraft products or tour guide services, communities can increase their income and improve their welfare.
5. **Effective Promotion and Marketing:** The pilot model will assist in designing effective promotion and marketing strategies to market Parsingguran II Village as a tourism destination based on local wisdom. With the use of social media, websites, and cooperation with travel agents or tourism agencies, villages can increase their visibility and tourist attractiveness.

Overall, this pilot model is expected to transform Parsingguran II Village into a sustainable tourist destination, respect local wisdom, and provide economic and social benefits for the local community. However, the successful implementation of this model is highly dependent on the support and commitment of all relevant parties to work together in developing and promoting tourism based on local wisdom in Parsingguran II Village. Utilization of local wisdom in developing the pilot model of a tourism village in the village of Parsingguran II Pollung is very much needed to advance the tourism area around Lake Toba. Utilization of local wisdom through the development of local culture such as cultural performances, and revitalization of cultural ritual activities in the village of Parsingguran II Pollung is expected to be able to bring tourist attraction for local tourists around Lake Toba.

4. CONCLUSION

In conclusion, the Community-Based Sustainable Tourism Model in Desa Parsingguran II holds significant potential for the development and promotion of local tourism based on indigenous knowledge and practices. The research findings and proposed model provide valuable insights and guidelines for the sustainable development of tourism in the village.

The study highlights the rich natural beauty and cultural diversity of Desa Parsingguran II, which can serve as a major attraction for tourists. By incorporating and promoting local wisdom and traditional practices, the model aims to preserve and showcase the unique cultural heritage of the village. Through the implementation of the model, it is expected that the local community will actively participate in decision-making processes and tourism management. This engagement will foster a sense of ownership and responsibility among the community members toward the development and preservation of their cultural and environmental assets. The model also emphasizes the importance of developing adequate infrastructure and facilities to support tourism activities. This includes transportation, accommodation, and other necessary amenities to enhance the overall visitor experience. Furthermore, effective promotion and marketing strategies will be crucial in attracting tourists to Parsingguran II Village. By leveraging digital platforms, partnerships with travel agencies, and effective branding, the model aims to raise awareness and generate interest among potential visitors. This model can also serve as a valuable reference for other villages and communities seeking to develop sustainable tourism based on their local wisdom and resources. By adapting and customizing the model to their specific contexts, other destinations can create unique and authentic tourism experiences while preserving their cultural identity and natural environment. effective promotion and marketing strategies will be crucial in attracting tourists to Desa Parsingguran II. By leveraging digital platforms, partnerships with travel agencies, and effective branding, the model aims to raise awareness and generate interest among potential visitors. This model can also serve as a valuable reference for other villages and communities seeking to develop sustainable tourism based on their local wisdom and resources. By adapting and customizing the model to their specific contexts, other destinations can create unique and authentic tourism

experiences while preserving their cultural identity and natural environment. effective promotion and marketing strategies will be crucial in attracting tourists to Desa Parsingguran II. By leveraging digital platforms, partnerships with travel agencies, and effective branding, the model aims to raise awareness and generate interest among potential visitors. This model can also serve as a valuable reference for other villages and communities seeking to develop sustainable tourism based on their local wisdom and resources. By adapting and customizing the model to their specific contexts, other destinations can create unique and authentic tourism experiences while preserving their cultural identity and natural environment. This model can also serve as a valuable reference for other villages and communities seeking to develop sustainable tourism based on their local wisdom and resources. By adapting and customizing the model to their specific contexts, other destinations can create unique and authentic tourism experiences while preserving their cultural identity and natural environment. This model can also serve as a valuable reference for other villages and communities seeking to develop sustainable tourism based on their local wisdom and resources. By adapting and customizing the model to their specific contexts, other destinations can create unique and authentic tourism experiences while preserving their cultural identity and natural environment.

6. REFERENCES

- [1] S. Sinulingga, "Tourism & Covid-19 (Coronavirus Impact Inventory to Tourism Stakeholders in North Sumatra)," *Budapest Int. Res. Critics Inst. Humanite. Soc. sci.*, vol. 4, no. 1, pp. 170–179, 2021, doi: 10.33258/birci.v4i1.1562.
- [2] HMP Simarmata and RS Saragih, "Brand image as a Strategy to Increase the Number of Lake Toba Tourists 'Monaco of Asia' in Samosir Regency," *J. Educ. Hum. Soc. sci.*, vol. 3, no. 2, pp. 533–537, 2020, doi: 10.34007/jehss.v3i2.357.
- [3] ED Harianja, RH Harahap, and Z. Lubis, "Batak Toba Culture in Lake Toba Tourism Services in Parapat," *Perspective*, vol. 10, no. 2, pp. 301–312, 2021, doi: 10.31289/perspective.v10i2.4306.
- [4] A. Marizkiet *al.*, "JURNAL SYMBOLIKA Research and Learning in Communication Study The Concept of Tourism Communication Based on Local Wisdom in Lake Toba, Samosir Regency, North Sumatra The Concept of Tourism Communication Based on Local Assistance in Lake Toba Samosir District N," vol. 8, no. April, pp. 42–50, 2022, doi: 10.31289/Symbolika.v8i1.5715.
- [5] I. Silaban, R. Sibarani, and ME Fachry, "Indahan siporhis 'the very best boiled rice mixed with herbs and species' for the women's mental and physical health in the ritual of traditional agricultural farming," *Enferm. Clin.*, vol. 30, p. 354–356, 2020, doi: 10.1016/j.enfcli.2019.11.002.
- [6] "Spradley_The ethnographic interview.pdf."
- [7] Aprinawati and RR Prayogo, "Smart tourism destination model development in Lake Toba, Indonesia," *int. J. Res. buses. Soc. sci. (2147- 4478)*, vol. 11, no. 6, pp. 430–437, 2022, doi: 10.20525/ijrbs.v11i6.1966.
- [8] MAK Harahap, Sirojuzilam, RH Harahap, BOY Marpaung, and J. Saputra, "The Effect of open tourism space on regional development through supply chain management in Panatapan Danau Toba Simalungun area, Indonesia," *int. J. Supply Chain Manager.*, vol. 8, no. 5, pp. 994–1007, 2019.