




# Opportunities and Challenges for Developing a Tourism Village Based on Local Wisdom in The Era of Society 5.0

Ramlan<sup>1</sup>, Siti Hajar<sup>1</sup>, Agung Saputra<sup>1</sup> 

<sup>1</sup>Universitas Muhammadiyah Sumatera Utara, Medan, Sumatera Utara 20238, Indonesia  
sitiহার@umsu.ac.id

**Abstract.** The diversity of culture, customs and natural beauty that belongs to Samosir Regency has made this area known as a superior tourist area from North Sumatra Province. These advantages have become a great opportunity for Samosir Regency to be able to develop and advance in the tourism sector in the era of the industrial revolution 4.0 and the era of society 5.0. This opportunity can develop tourism in Samosir Regency specifically by creating community innovation and creativity, namely handicrafts, culinary arts, cultural attractions as well as natural attractions which can be advantages or uniqueness that can distinguish Samosir tourism from other regions. However, the biggest challenge in tourism development is that the capacity and capabilities of resources, especially human resources, have not optimally supported the development of potential-oriented tourism villages, so collaboration and cooperation with various parties is urgently needed to develop local wisdom-based tourism villages in Samosir Regency. This research was conducted using a survey method and analyzed using SWOT analysis. The results obtained are that the tourist villages of Samosir Regency are grouped based on criteria that aim to facilitate their development according to the potential of the village. The grouping of tourist villages is one of the solutions to answer the challenges of tourism in the era of society 5.0 by taking advantage of the opportunities derived from the potential advantages of these tourist villages.

**Keywords:** tourism village, local wisdom, collaborative governance, tourism innovation

## 1 Introduction

Samosir Regency has very diverse tourist objects and has its own advantages so that it can become local wisdom that can be competitive with other regional tourism. Efforts to develop tourism villages are related to four main elements, namely: attraction, accessibility, amenities, ancillary, which serve as a supporting capacity in tourism development in the era of society 5.0 by utilizing the potential of tourist villages so that they can support the development of local wisdom as a whole in the tourism sector in Samosir Regency. Thus, accelerating tourism development in Samosir Regency is a challenge and opportunity in the development of local wisdom-based tourism villages. This acceleration is carried out in an effort to facilitate access and information that can provide a sense of security and comfort for both local and international tourists. Thus,

© The Author(s) 2023

Daryono et al. (eds.), *Proceedings of the 5th Open Society Conference (OSC 2023)*, Advances in Economics, Business and Management Research 263,

[https://doi.org/10.2991/978-94-6463-290-3\\_8](https://doi.org/10.2991/978-94-6463-290-3_8)

collaboration is needed with a collaboration system of various parties that can coordinate with each other so as to produce village tourism innovations that are competitive and can make a major contribution to the welfare of society.

Tourism is the largest sector that contributes to regional income so that it supports the community's economy which has increased from year to year. Regional original income from the tourism sector is also related to the number of tourists visiting all tourist destinations in Samosir Regency. Thus, in order to support the development of tourism villages based on local wisdom, collaboration with various parties is urgently needed, namely the government, tourism/private actors, academics, the public and the media. However, in 2020 there was a decrease in the number of foreign tourists visiting Samosir Regency, this was due to the global case experienced by the whole world, namely COVID 19. The phenomenon of the COVID 19 case has closed all access to tourism in Samosir Regency so that it has an impact on decreasing the level of the community's economy which also has an impact on regional income.

Tourist visits have decreased very drastically, especially tourists from abroad, but local tourists have still experienced an increase even though in 2020 there has been a global case of COVID 19. (Pratiwi et al., 2022) Since the worldwide case of COVID 19, the tourism industry has experienced a total shutdown which resulted in an economic crisis including in Indonesia. The condition of tourism in Samosir Regency is also experiencing a crisis which has an impact on the regional economy and people's welfare, because many people do not have income.

The biggest income for the Samosir people comes from the tourism sector, so when a crisis occurs in the tourism industry it has a big impact on the economy of the local community. However, after 1 year of experiencing a severe crisis, in early 2022 the tourism industry will begin to move slowly and gradually including in Samosir Regency which will be implemented through health instructions and directives. Tourism in Samosir Regency is starting to develop, and this is a new spirit for the local government to rise and improve people's welfare. One of the planned tourism development programs is a worldwide tourist village oriented to regional potential. The development of tourism villages in Samosir Regency has been supported by the local government by issuing the Decree of the Samosir Regent Number 77 of 2022 concerning the Designation of Tourism Villages in Samosir Regency, namely by classifying tourism village categories (Stubs and Priorities). This is one of the opportunities and great support for the development of tourism villages based on local wisdom in Samosir Regency.

The policy issued is also to answer the challenges of developing tourism in the era of society 5.0 so that it can produce global tourism through technology and information. (Sahabudin, 2020) That, through technology and information in the era of society 5.0, it is hoped that it can be designed specifically to give birth to tourism industry innovations that are oriented towards digitizing regional potential. This is intended to promote the superiority and uniqueness of tourism potential in each tourist village. Not only increasing promotions that can be carried out through digital tourism but also increasing regional capabilities in managing tourist villages based on local wisdom as an effort to increase public accountability.

Based on research results from (Steiner, 2019); (Akadiri et al., 2019), that changes in tourism development must be able to improve relations with natural systems that can

provide convenience in creating new innovations, especially village potentials that can be developed so that they become village tourism with local content. In line with this thought, (Hajar, 2022) explained that the development of tourism potential in Samosir Regency must receive support internally and externally which aims to create tourism innovations specifically exploring tourism potential that has superior attractiveness so that it can be developed in tourist villages and then become superior and empowered tourist villages. competitive. Tourist attraction is the main element that must be owned by the region so that it can support tourism development in the future. As explained by tourism villages can attract tourists by demonstrating tourism excellence that comes from the characteristics of the village including culture, customs, culinary and other tourism potential. In line with some of the opinions above, (Sumbayak et al., 2021) also emphasized the importance of village tourism planning based on local wisdom as an effort to synergize between the village government and the community to care for and participate in managing tourism resources.

In accordance with this explanation, in the era of society 5.0 it is urgently needed to identify the potential of a local content-oriented tourism village, because it can support the priority development of a tourist village by focusing on the components of implementing tourism in Samosir Regency so that it can answer the opportunities and challenges of village development. tourism based on local wisdom in a sustainable manner.

## **2 Method**

This research was carried out using the survey method as a first step, which aims to identify the potentials of tourism villages that can be developed based on the components of tourism implementation, namely tourist attractions, accessibility, accommodation, amenities and infrastructure to support tourism activities. Survey research as explained by (Gorard, 2018); (Suryana, 2018) is research that aims to find out, study and understand the environmental conditions of the research location such as character, nature, and others which are carried out directly and coordinate with related parties, namely the village government/Village Head and Groups Tourism Awareness. Then, the data obtained and analyzed with a SWOT analysis which aims to find out the opportunities and challenges of developing a tourism village based on local wisdom in Samosir Regency.

## **3 Results and Discussion**

The formation of Samosir Regency since 2003, with Pangururan as its capital city, is based on Law of the Republic of Indonesia Number 36 of 2003 concerning the Formation of Samosir Regency which has an area of 2,069.05 km<sup>2</sup> consisting of 1,444.25 km<sup>2</sup> of land or 69.80% while lake area 624.80% km<sup>2</sup> or 30.20%. Samosir Regency consists of 9 sub-districts consisting of 128 villages and 6 sub-districts and 380 hamlets/neighborhoods. Based on the condition of the Samosir Regency area, 30.20% of the Samosir area has tourism potential, because it is the area of Lake Toba. This is what

proves that tourism in Samosir Regency has a great opportunity to be developed, especially those with local content. (Schwann, 2018); (Jubaedah & Fajarianto, 2021) argues that local wisdom is customs and habits that have become traditions in certain groups of people which are passed down from generation to generation and are still maintained as a community culture that is of good value, embedded so that it can improve the community's economy. Then, (Shijin et al., 2020) also emphasized that there are views or public perceptions about natural conditions, low trust and an impact on the government's ability to create opportunities that can synergize with tourism development in the long term. Thus, an opportunity that can be exploited in the development of a tourism village based on local wisdom is the use of information technology in the era of society 5.0 so that tourism innovation can be realized which is strengthened by digitalization of the program.

Information technology or the digitalization of the era of society 5.0 can be used as a supporting capacity for the development of local wisdom-based tourist villages, so that they can create tourism products that have local regional values. In accordance with the results in this study which were analyzed by SWOT, namely:

### 3.1 Internal Factors

**Strength.** There is potential for tourism villages that are oriented to regional local content and have local community values. Samosir is an area in the area of Lake Toba which is prioritized tourism.

**Weaknesses.** The limited ability of the community to manage tourism villages and develop regional local values, especially related to information technology. Collaboration and cooperation in the development of tourism villages that are oriented towards local wisdom are not yet optimal. The SO strategy is to increase the capability of local governments in developing tourism villages that lead to local regional values so as to create superior tourism village products. The WO strategy is to design special regulations regarding tourism villages based on local wisdom

### 3.2 External Factors

**Opportunity.** The development of information technology in the era of society 5.0 which makes it easy to access local wisdom-based tourism village development. The dynamics of tourism development in the Lake Toba Region which has received full support from the government because it is a national strategic area in the tourism sector.

**Threat.** Inadequate facilities and infrastructure at tourist objects so that it has an impact on the comfort level of visitors/tourists. Limited human resources in creating tourism innovation. The ST strategy is the formulation of standards for the development of tourist villages by fulfilling the principles of local community values.

The WT strategy is the fulfillment of the tourism implementation component as a supporting capacity for the development of tourist villages. Based on the results of this analysis, developing a tourism village based on local wisdom must contain the following meanings: Political meaning as an effort to foster a sense of love for the motherland and nation in order to promote unity and unity; Economic meaning as an effort to

strengthen the country's economy; Socio-cultural meaning as an effort to increase awareness and willingness to maintain culture and national identity.

Not only tourism villages in Samosir Regency are facing problems related to capabilities or ability to be directly involved in tourism development. This problem is also a big challenge for regions where the largest revenue comes from the tourism sector. As the results of research (Mochamad Rozikin, Rendra Eko Wismanu, 2019); (Harirah et al., 2021) that in developing tourism villages must have strength and added value to maintain local wisdom which then becomes a tourist attraction but also must maintain natural conditions and the environment around tourist destinations, this is what requires good cooperation between tourism object managers, communities and tourists as an effort maintain environmental sustainability. Then, (Mumtaz & Karmilah, 2022) emphasized that a tourism village is a concept of developing a rural area that presents cultural originality, customs and local values combined with integrated tourism components, namely tourist attraction, accessibility, accommodation and other supporting facilities as implementation sustainable development. Thus, in developing a tourism village that leads to local community values with cultural diversity, customs and others, there must be collaboration that can support and encourage the creation of tourism business units that can contribute to improving people's welfare as well as increasing environmental preservation. around tourist destinations.

Preservation of local values as a form of local wisdom becomes an opportunity and challenge in the tourism sector which does not neglect environmental conditions but can also provide implementation of natural and cultural sustainability that can be collaborated optimally so as to create superior tourism innovations in the era of society 5.0 through the use of digitalization technology. The development of a tourism village based on local wisdom in Samosir Regency is also a breakthrough in promoting tourism at the international level by utilizing digital transformation. As explained by (Saputra, 2021) that the digitization of tourist villages in the midst of limited human resource capabilities is the toughest challenge for tourism areas that rely on the tourism sector to develop their regions, where this human resource capability is related to marketing tourism products using social media applications as tools. digitization of tourism. Thus, local wisdom-based tourism villages are a strategic choice to compete in the world of the tourism industry in the era of society 5.0 by making local communities the main subject of tourism organizers in tourist destinations. (Arcana et al., 2021) explains that digitalization is a giving or using a digital system. The forms of digitalization media that can be used in the development of tourist villages are mobile phones or mobile phones, internet channels, GPS (Global Positioning System), digital cameras, digital radio and digital media players. The use of information technology media greatly facilitates access to the development of tourist villages so that in This era of society can create innovations in the world of tourism such as e-tourism.

Utilization of information technology in the tourism sector which synergizes with all stakeholders so as to create a tourism village that prioritizes village local wisdom. A tourist attraction with an atmosphere of village life and a unique traditional arrangement and promoted through information technology can become a 5.0 tourism village concept that can have a major influence on people's income and welfare. This is one of the efforts that must be made by stakeholders so that they can collaborate well and unite

commitments in developing a tourism village based on local wisdom in Samosir Regency.

## 4 Conclusion

The development of tourism villages based on local wisdom is the main program for the tourism sector in Samosir Regency by utilizing information technology. Although it has not been implemented optimally due to limited human resource capabilities and the need for specific direction and guidance efforts for community groups as the main subjects in the tourism sector. Direction and guidance regarding the use of information technology in the tourism sector must be carried out in collaboration with parties who can support and provide facilities for these activities, namely stakeholders who run the world of tourism through digitalization. The cooperation that is carried out not only contributes to increasing the capability of the community but also to the regional economy.

**Acknowledgements.** The authors would like to thank the Chancellor of the University of Muhammadiyah Sumatera Utara who has provided facilities in the implementation of this study, especially the budget through LP2M UMSU. Thank you to the Tourism Office throughout the area of Samosir for making easier in gaining the data needed to complete this study, and also thank you to the DPRTPM Ministry Of Education, Culture, Research And Technology Indonesia.

## References

1. Akadiri, S. Saint, Alola, A. A., & Akadiri, A. C. (2019). The role of globalization, real income, tourism in environmental sustainability target. Evidence from Turkey. *Science of the Total Environment*, 687, 423–432. <https://doi.org/10.1016/j.scitotenv.2019.06.139>
2. Arcana, K. T. P., Pranatayana, I. B. G., Suprpto, N. A., Sutiarmo, M. A., Semara, I. M. T., Candrawati, N. L. P. A., & Suri, M. (2021). Tata Kelola Desa Wisata Melalui Pemberdayaan Masyarakat Berbasis Kearifan Lokal di Desa Tihingan Kabupaten Klungklung. *Jurnal Abdi Masyarakat*, 1(1), 36–45. <https://doi.org/10.22334/jam.v1i1.5>
3. Gorard, S. (2018). *Quantitative Methods in Social Science*. In Continuum (First). Continuum International Publishing Group.
4. Hajar, S. (2022). Tourism Development Policy Through Economic Potential in Supporting Tourism and Creative Economy Programs in the Lake Toba Region. *International Journal of Health, Economics, and Social Sciences (IJHESS)*, 4(1), 18–30.
5. Harirah, Z., Azwar, W., & Isril, I. (2021). Melacak Eksistensi Kearifan Lokal Dalam Kebijakan Pengembangan Pariwisata Kabupaten Siak Di Era Globalisasi. *Jurnal Ilmu Sosial Dan Humaniora*, 10(1), 70. <https://doi.org/10.23887/jish-undiksha.v10i1.26629>
6. Jubaedah, S., & Fajrianto, O. (2021). Model Pengembangan Desa Wisata Berbasis Kearifan Lokal Sebagai Strategi Peningkatan Ekonomi Masyarakat Di Desa Cupang Kecamatan Gempol Kabupaten Cirebon. *Abdimas Awang Long*, 4(1), 1–12. <https://doi.org/10.56301/awal.v4i1.121>

7. Mochamad Rozikin, Rendra Eko Wismanu, A. M. (2019). Model Collaborative Governance Dalam Analisis Pengembangan Potensi Pariwisata Berbasis Indigenous Tourism. *Binawakya*, 14(4), 2357–2366.
8. Mumtaz, A. T., & Karmilah, M. (2022). Digitalisasi Wisata di Desa Wisata. *Jurnal Kajian Ruang*, 1(1), 1. <https://doi.org/10.30659/jkr.v1i1.19790>
9. Pratiwi, I. C., Novani, S., & Suryana, L. A. (2022). Tourists' Intentions during COVID-19: Push and Pull Factors in Extended Theory of Planned Behaviour. *Pertanika Journal of Social Sciences and Humanities*, 30(2), 699–721. <https://doi.org/10.47836/pjssh.30.2.15>
10. Sahabudin, A. (2020). Tantangan Milenial Di Desa Wisata. *Tornare*, 2(1), 1. <https://doi.org/10.24198/tornare.v2i1.25824>
11. Saputra, I. G. G. (2021). Bentuk Digitalisasi Desa Wisata Di Masa Normal Baru. *Jurnal Kepariwisata*, 20(1), 18–24. <https://doi.org/10.52352/jpar.v20i1.448>
12. Schwann, A. (2018). Ecological wisdom: Reclaiming the cultural landscape of the Okanagan Valley. *Journal of Urban Management*, 7(3), 172–180. <https://doi.org/10.1016/j.jum.2018.05.004>
13. Shijin, W., Jia, X., & Lanyue, Z. (2020). Journal of Destination Marketing & Management China 's glacier tourism : Potential evaluation and spatial planning. *Journal of Destination Marketing & Management*, 18, 100506. <https://doi.org/10.1016/j.jdmm.2020.100506>
14. Steiner, F. (2019). The ecological wisdom of plan-making ☆. *Journal of Urban Management*, 7(3), 124–130. <https://doi.org/10.1016/j.jum.2018.04.004>
15. Sumbayak, S. O., Waani, J. O., & Tungka, A. (2021). Perencanaan Desa Wisata Berbasis Kearifan Lokal di Kabupaten Humbang Hasundutan (Studi Kasus: Desa Marbun Toruan, Desa Pearung dan Desa Tipang). *Jurnal Spasial*, 8(3), 351–366.
16. Suryana, O. (2018). Analisis Survei Kepuasan Masyarakat pada Mal Pelayanan Publik (MPP) Kota Batam. *Jurnal Transformasi Administrasi*, 09(01), 56–70.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

