



Implementation Policy Tourism Based Local Wisdom in Gayo Lues Regency

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi dan menganalisis implementasi kebijakan pariwisata berbasis kearifan lokal di Kabupaten Gayo Lues. Kabupaten ini memiliki potensi wisata yang kaya, namun kebijakan yang mencerminkan kearifan lokal belum sepenuhnya diterapkan. Dengan menggunakan pendekatan kualitatif, penelitian ini mengeksplorasi upaya penerapan kebijakan tersebut, mengevaluasi sejauh mana kearifan lokal diintegrasikan dalam pengembangan pariwisata, serta mengidentifikasi hambatan dan potensi yang mempengaruhi implementasinya. Hasil penelitian menunjukkan bahwa sejumlah langkah telah dilakukan untuk menerapkan kebijakan pariwisata berbasis kearifan lokal di Kabupaten Gayo Lues. Pengembangan paket wisata yang mencakup aspek budaya lokal, pelibatan masyarakat dalam pengelolaan destinasi, dan mengedepankan kearifan lokal sebagai daya tarik utama menjadi fokus utama pelaksanaannya. Terdapat beberapa kendala yang perlu diatasi, seperti kurangnya pemahaman dan partisipasi masyarakat, kurangnya infrastruktur yang memadai, dan ketidakseimbangan antara pelestarian budaya dan pengembangan pariwisata. Selain itu, potensi konflik antara kepentingan komersial dan pelestarian budaya juga muncul sebagai tantangan besar.

Kata kunci: Kebijakan Pariwisata, Kearifan Lokal, Kolaborasi

Abstract

This research aims to explore and analyze the implementation of local wisdom-based tourism policies in Gayo Lues Regency. This district has rich tourism potential, but policies that reflect local wisdom have not been fully implemented. Using a qualitative approach, this research explores efforts to implement this policy, evaluates the extent to which local wisdom is integrated in tourism development, and identifies obstacles and potential that influence its implementation. The research results show that a number of steps have been taken to implement local wisdom-based tourism policies in Gayo Lues Regency. Developing tour packages that include local cultural aspects, involving the community in destination management, and promoting local wisdom as the main attraction has become the main focus of implementation. There are several obstacles that need to be overcome, such as a lack of community understanding and participation, a lack of adequate infrastructure, and an imbalance between cultural preservation and tourism development. Additionally, potential conflicts between commercial interests and cultural preservation have also emerged as a major challenge.

Key words: Tourism Policy; Local Wisdom; Collaboration



INTRODUCTION

Since the paradigm shift in regional autonomy from development in the region to building itself, one of the reasons for supporting and implementing management in the administration of regional government. Developing regions with various programs implemented to improve community welfare. One aspect that is superior to the State, which aims to create community welfare is the tourism sector. Tourism in Indonesia is a leading sector in regional development programs and is the key to development, prosperity and happiness for society. (Ratman, 2016) stated that tourism as the key to development is based on increasing tourism destinations and investment, making tourism a key factor in export earnings, job creation, business and infrastructure creation, and tourism has experienced continuous expansion and diversification and has become one of the the largest and fastest growing economic sector in the world. Even though global crises have occurred several times, the number of international tourist trips continues to show positive growth, namely 25 million people (1950), 278 people (1995) and 1.1 billion people (2014). This is the main reason for the need to develop tourism because it has made a large contribution to local original income (PAD) so that it can support regional development.

The issuance of tourism policy through Qanun Regent of Gayo Lues Number 4 of 2016 concerning Tourism. It is intended to develop tourism potential which can become a special attraction and has advantages so that it can become local wisdom from Gayo Lues Regency. The Tourism Qanun policy has been revealed in the form of the District Medium Term Development Plan (RPJMK) and Gayo Lues District Strategic Plan (Renstra) as a form of tourism development in Gayo Lues District that must be based on local wisdom. It is stated in the RPJMK and Gayo Lues Regency Strategic Plan that there are two tourism potentials that can be developed in Gayo Lues based on local wisdom, including natural tourism and cultural tourism. In accordance with the research results of (Neneng Komariah, Enceng Saepudin, 2018) that conflicting views of local communities regarding natural tourism, and low trust in the government's ability to handle the impacts of tourism, create major obstacles and inappropriate timing for the development of natural tourism in Hong Kong, unless coupled with ease in tension and the presence of a long-term natural tourism strategy. Meanwhile, (Karsiman, 2020) states that local wisdom based on ethnicity can improve the living knowledge system to become an important source of guidance for modern humans in their efforts for sustainability. Then, (Ahdiati, 2020) also explained that the development of local wisdom potential must have sustainable natural, environmental, cultural sustainability and benefits for local communities.

Tourism policies based on local wisdom have become the main focus in efforts to maintain the sustainability of tourism development and cultural preservation in tourism destinations. Local wisdom includes knowledge, traditions, values and practices that have developed within a community over many years. In the context of tourism, local wisdom is an important basis for promoting local community participation, maintaining environmental sustainability, and enriching tourist experiences. This article will present an in-depth literature review on the implementation of local wisdom-based tourism policies, including the concept of local wisdom, the relevance of tourism policies, challenges, successful implementation approaches, and policy evaluation.

Local wisdom refers to the knowledge, traditions, values and practices inherent in a particular community. In the context of tourism, local wisdom is a valuable asset that can be used to develop tourism destinations in a sustainable manner. According to (Schwann, 2018), local wisdom includes knowledge about natural resource management, traditional agricultural techniques, arts and crafts, and local belief systems that are passed down from generation to generation. The use of local wisdom in tourism development can help strengthen local cultural identity, improve the welfare of local communities, and reduce the negative impact of tourism on the environment and culture.

Implementation of tourism policies based on local wisdom has significant relevance in the context of sustainable tourism development. According to (Syafrizal, 2021), tourism policies based on local wisdom can help build the economic independence of local communities by developing tourism products and services that are based on local culture and traditions. In addition, this policy also helps promote the active participation of local communities in decision making regarding tourism development, which in turn can increase their sense of ownership and responsibility for their tourism destinations.

Although the importance of local wisdom is recognized in tourism development, the implementation of local wisdom-based policies also faces a number of challenges. One of the main challenges is the knowledge gap between the government, the tourism industry and local communities regarding local wisdom and cultural values. This can result in a lack of recognition of the interests and aspirations of local communities in decision making regarding tourism development. In addition, excessive commercialization can threaten cultural and environmental sustainability, while a lack of local resources and capacity often



becomes an obstacle in implementing local wisdom-based tourism policies (King et al., 2015)

Case studies show that a collaborative approach between government, local communities and other stakeholders is the key to success in implementing local wisdom-based tourism policies (Harirah et al., 2021). This collaboration involves establishing strong partnerships between all parties involved, including local governments, non-governmental organizations, local communities, and the tourism sector. In addition, empowering local communities through training, education and skills development is important to ensure that they have an active role in the development and management of tourism in their destinations. Developing tourism products that respect and promote local cultural and natural heritage is also an important step in supporting the implementation of local wisdom-based policies.

Continuous evaluation of the implementation of local wisdom-based tourism policies is important to assess their impact on local communities, the environment and the economy. This evaluation can be carried out through various methods, including community surveys, environmental impact analysis, and monitoring socio-economic welfare indicators. Based on the evaluation results, it is necessary to update policies periodically to overcome new challenges and improve the implementation process. This policy update must involve active participation from all stakeholders to ensure that the resulting policy meets the needs and aspirations of local communities and accommodates changes in environmental conditions and the tourism market.

Implementing tourism policies based on local wisdom is an important step in promoting sustainable tourism development and cultural preservation in tourism destinations. To achieve this goal, a collaborative approach is needed between government, local communities and other stakeholders, as well as regular evaluation and policy updates. Thus, implementing tourism policies based on local wisdom can provide long-term benefits for local communities, tourism and the environment. In addition, it is important for tourism researchers and practitioners to continue to explore and develop better frameworks for integrating local wisdom in tourism policies in order to achieve sustainable tourism development.

The development of tourism based on local wisdom in Gayo Lues Regency, in general, has not been well managed. The problems found are based on the results of initial observations made and the results of the annual report (LAKIP) from the Gayo Lues Regency Tourism Office in 2022, namely

1. There are no regulations for managing tourist attractions, so that tourist attractions in Gayo Lues Regency are not well managed.
2. The human resources of tourism actors are still limited, for example not all tourist attractions have certified tour guides.
3. The Covid – 19 pandemic which will last throughout 2021 has caused Budget Refusing to occur.

Based on these problems, it is necessary to explain the meaning of tourism potential that contains local wisdom, namely the potential agreed upon by the Gayo Lues community traditionally as a tourist destination or place. Gayo Lues Regency is an area known for its potential attractions and pilgrimage and cultural tourism objects, natural tourism, man-made tourism, and industrial/craft tourism, so every aspect of tourism management arrangements must be regulated in legal certainty in the form of policies so that it can support the development of wisdom-based tourism. local in Gayo Lues Regency. Based on the phenomena that occur in the field, researchers are interested in conducting research with the title Implementation of Local Wisdom-Based Tourism Policy in Gayo Lues Regency.

METHODS

The approach and type of research used in this research is descriptive qualitative research, where the researcher describes and explains the situation and conditions that occurred, after the researcher conducted observations and interviews. (Yin, 2011) states that qualitative research methods are research procedures that produce descriptive data in the form of written words from people and observable behavior. Qualitative research will produce analytical procedures that do not use statistical procedures or quantitative methods in general. Qualitative descriptive research is data collected in the form of images, and not numbers. This is caused by the existence of qualitative methods, as stated by. (Creswell, 2014), that qualitative methods used by a number of individuals and groups of people are methods for exploring and understanding the meaning of social or humanitarian problems.

Informants in this research were determined purposively based on their level of importance to the problem being studied as well as their level of knowledge and experience regarding the problem being studied. (Yin, 2011) states that informants are people who can help researchers provide the data and information needed about this research, namely the implementation of policies based on local wisdom. In



determining the informants at the initial stage, this is done by considering the setting, behavior, events and processes in accordance with the framework and formulation of the problem. The informants in this research are people who are directly involved in implementing local wisdom-based tourism policies in Gayo Lues Regency. The data collection technique uses observation, interviews and documentation studies, while data analysis uses a qualitative approach, including data collection, data reduction, data presentation and verification.

RESULT AND DISCUSSION

Gayo Lues Regency is a very strategic area for economic development in the upstream part of Aceh and is strategic in supporting the economic development of Aceh in the eastern and western regions. Gayo Lues Regency was established on March 11 2002 and was legalized as a new autonomous region along with several other districts in Nanggroe Aceh Darussalam Province. Ratification of Gayo Lues Regency through Law Number 4 of 2002 concerning the Establishment of Southwest Aceh Regency, Gayo Lues Regency, Aceh Jaya Regency, Nagan Raya Regency, and Aceh Tamiang Regency in Nanggroe Aceh Darussalam Province, and the capital of Gayo Lues Regency is Blangkejeren.

This area has very rich natural potential with stunning landscapes, including hills, rivers and pristine forests. Apart from that, the cultural diversity and local wisdom possessed by the Gayo people provide great added value in tourism development. However, even though it has great potential, the implementation of local wisdom-based tourism policies in Gayo Lues Regency still needs to be taken seriously. The importance of integrating local wisdom in tourism development is the main emphasis in various policies implemented at the regional level. Local wisdom includes values, traditions, knowledge and skills that are inherent in society and passed down from generation to generation. In Gayo Lues Regency, the local wisdom of the Gayo community is an important foundation that can provide unique characteristics to the tourism products offered, while maintaining the sustainability of the sector.

Basically, local wisdom-based tourism policies recognize cultural values, traditions and local knowledge as the main foundation in tourism development. This approach not only creates unique experiences for tourists, but also empowers local communities, preserving their culture and ensuring environmental sustainability. In Gayo Lues Regency, such policies are becoming increasingly important because the Gayo people adhere to their traditional values and have rich knowledge of the natural environment.

Law Number 10 of 2009 concerning Tourism has explained that it is important to develop tourism so that it can encourage equitable development and can obtain benefits and be able to face the challenges of changes in local, national and global life. Based on this tourism policy, there are important principles regarding the implementation of tourism in Indonesia, namely that the implementation of tourism development in Indonesia must be carried out based on the principles of: benefit, kinship, fairness and equality, balance, independence, sustainability, participatory, sustainable, democratic, equality and unity. all of which is realized through the implementation of tourism development plans by taking into account diversity, uniqueness and specificity of culture and nature, as well as human needs for travel. Through this principle, the goals of tourism in Indonesia are 1) increasing economic growth; 2) improving people's welfare; 3) eradicate poverty; 4) overcoming unemployment; 5) preserving nature, the environment and resources; 6) advancing culture; 7) raising the nation's image; 8) foster a sense of love for the country; 9) strengthen national identity and unity and; 10) strengthen friendship between nations.

Following up on the policy regarding tourism above, the Gayo Lues Regency Government issued Gayo Lues Regency Qanun Number 4 of 2016 concerning Tourism which aims to carry out tourism development, management and services which must be developed based on existing potential and to realize development, empowerment and economic development. in order to increase Gayo Lues Regency's Original Regional Income (PAD). However, there are problems related to the implementation of this tourism policy, including the dilemma of implementing specific policy follow-up regarding the development of tourism potential through regional characteristics as a priority in sustainable future tourism development. (Wanner et al., 2020) that there must be policies designed specifically for the tourism sector and not designed for other sectors and activities that can affect tourism, although the tourism sector and other sectors cannot be separated. (Adie & Amore, 2020), that in the preparation of tourism policy there is also turmoil and political dimensions of tourism. Responding to these two opinions, (Harirah et al., 2021) explain that tourism policy is defined as a set of regulations, guidelines, directions, and development/promotion objectives as well as strategies that provide a framework where collective and individual decisions directly influence long-term tourism development. in achieving goals

Thus, based on the opinion above, tourism policy is a guideline or rule in the tourism development action process which aims to increase regional economic growth through the tourism sector. This is the reason why it is important to organize tourism that is guided by regulations or guidelines that can support tourism development in Gayo Lues Regency, especially developing tourism potential sourced from local communities. Gayo Lues Regency, as one of the districts famous for the land of 1000 hills, is a district with one of the most favorite tourist destinations with beautiful natural treats. This is related to efforts to develop tourism potential that is oriented towards local wisdom in Gayo Lues Regency, namely superior and non-superior tourism potential so as to produce superior tourist attractions and be able to attract the attention of tourists. Based on this statement, several tourism potentials can be explained that can become local wisdom, both superior tourism potential and non-leading tourism potential in Gayo Lues Regency, as follows:

Table 1 Leading Tourism Potential in Gayo Lues Regency

Tourism Potential	Kategori	Sub kategori	Address
Tanam Gunung Leuser	Alam	Petualang	Kec. Blangjerango
Puncak Angkasa	Alam	Petualang	Kec. Blangjerango
Kolam Biru Rerebe	Buatan	Petualang	Kec. Tripe jaya
Air Terjun Rerebe	Alam	Petualang	Kec. Tripe jaya
Stadion Pacuan Kuda	Buatan	Olahraga	Kec. Blangpegayon
Danau Marpunge	Alam	petualang	Kec. Putri Betung
Sumber Air Panas Serkil	Alam	petualang	Kec. Putri Betung
Masjid Asal Penampaan	Buatan	Sejarah	Kec. Blangkejeren
Genting Highland	Alam	Daratan	Kec. Pining
Aih Kuala Tripe	Alam	petualang	Kec. Terangon
Aih Agusen	Alam	Petualang	Kec. Blangkejeren
Lung Kapi	Alam	Petualang	Kec. Putri Betung
Kampung Wisata Agusen	Buatan	Desa	Kec. Blangkejeren
Kampung Wisata Penosan	Buatan	Desa	Kec. Blangjerango

Source: Dinas Pariwisata, Gayo Lues 2022

Table 2 Unreliable Tourism Potential in Gayo Lues Regency

Tourism Potential	Kategori	Sub kategori	Address
Masjid Asan Peparik	Budaya	-	Kec. Blangjerango
Air Terjun Pantan Cuaca	Alam	Petualang	Kec. Pantan Cuaca
Kolam Pemandian Penomon	-	Buatan	Rikit Gaib
Air Terjun Akang Siwa	Alam	-	Kec. Blangpegayon
Air Terjun Lesten	Alam	-	Kec. Pining
Air Terjun Ramung	Alam	-	Kec. Putri Betung
Berwang Lopah	-	Buatan	Kec. Blangjerango
Pemandian Atu Peltak	-	Buatan	Kec. Rikit Gaib
Gunung Anggrek	Alam	-	Kec. Putri Betung

Source: Dinas Pariwisata, Gayo Lues 2022

Based on the table above, it can be explained that Gayo Lues Regency has tourism potential which can be directed towards local wisdom, namely natural tourism and cultural tourism, each of which has its own advantages. Natural tourism is the flagship of Gayo Lues, one of which is world-famous is the Gunung Leuser National Park. This National Park is known as the lungs of the world with extraordinary biodiversity. The power of natural tourism, ecotourism/tourist attractions, the TNGL location is set in Gumpang, the capital of Putri Betung District. White water rafting is another natural tourist attraction that has the potential to be developed along the Alas River which has not yet been exploited optimally. The Gayo Lues tourism development strategy can be started from TNGL (most visitors and foreign tourists) and then expanded to cultural tourism. On the other hand, cultural tourism takes the form of many sites in various sub-districts in



Gayo Lues Regency. Blangkejeren City as the government capital can be used as a cultural tourism center and cultural tourism packages to Putri Betung and Kuta Panjang will then be prepared. Historical cultural tourism (sites) certainly needs to be enriched with cultural attractions which are centered in Kuta Panjang District with the main attraction being Horse Racing. (Karsiman, 2020), explains that wisdom indicates a deep understanding in managing nature, aimed at maintaining environmental sustainability. Local wisdom has an important role, so it is important to give it further attention and development in order to maintain harmony in the lives of religious communities. Likewise, (Dewi et al., 2022), argue that wisdom in the context of local communities can come from traditions and best practices which are reflected in behavior, as well as in the form of expressions and messages. Thus, wisdom is defined as a deep understanding of the way we interact with nature, which aims to maintain environmental sustainability and shows aspects of sustainability as the main focus.

Local wisdom is recognized as having an important role in this context which can show its relevance in preserving the environment. One of them is that it is important to pay further attention and development to local wisdom, emphasizing that efforts to understand and apply this wisdom require special attention. Local wisdom can come from traditions and best practices which are reflected in behavior, as well as in the form of expressions and messages. This shows that wisdom can be passed on in various ways within the context of local communities. So, in this period, the regional government of Gayo Lues Regency has taken steps to promote tourism based on local wisdom as a strategy to develop the local economy and preserve traditional culture. Various policies and programs have been prepared and implemented, including development of tourism infrastructure, promotion of local tourist destinations, training for tourism actors, and community empowerment programs.

However, in reality, in Gayo Lues Regency, a specific and focused local wisdom-based tourism policy has not yet been formed. This policy places focus on the aspects that make a community or region unique, including cultural values, both material and non-material. Meanwhile, according to (Harirah et al., 2021), that local wisdom-based tourism policy is a development strategy that emphasizes recognition of all forms of uniqueness possessed by a particular community or region. Thus, it is important to recognize the local wisdom of an area so that tourism can be developed in the future. Then, (Schwann, 2018) states that policies that support local wisdom in tourism development can demonstrate the effectiveness of these policies and at the same time utilize local wisdom as the main asset in efforts to develop a community. So, implementing local wisdom-based tourism policies in Gayo Lues Regency can contribute to tourism development and preserve local wisdom by creating a positive impact on the local community and tourists, both local and international.

Local wisdom-based tourism is an approach to tourism development that prioritizes local wisdom, both in terms of culture, environment and other local values. This aims to strengthen local identity, maintain environmental sustainability, and empower local communities. Implementation of this policy involves various stages, one of which is the use of effective communication and a positive disposition. It is important in implementing tourism policy in Gayo Lues Regency to pay attention to communication between institutions and parties involved in future tourism development, to keep up with current developments in the era of the industrial revolution (4.0) and the era of society (5.0). There are several steps that need to be taken in implementing effective communication, namely:

1. Awareness and education in disseminating tourism policies oriented to local wisdom carried out through mass media, online campaigns, seminars, workshops and community events.
2. Collaboration with local stakeholders, namely involving local stakeholders such as regional government, local communities, non-governmental organizations and tourism actors in the decision-making process and policy implementation. Because, strong collaboration will ensure that the policies implemented are in accordance with the needs and aspirations of the local community.
3. Training and human resource development, which provides training to local communities about the importance of local wisdom in tourism as well as the skills needed to promote and protect their cultural heritage.
4. Developing tourism products based on local wisdom, namely identifying and developing tourism products that reflect local wisdom, such as cultural tours, traditional handicrafts, local culinary delights and cultural events.
5. Use of information and communication technology, namely by utilizing information and communication technology, such as tourism websites, mobile applications and social media, to promote tourism destinations based on local wisdom and increase community participation in cultural preservation efforts.



Effective communication plays an important role in implementing local wisdom-based tourism policies. This is because good communication can facilitate a deep understanding of policy objectives, build trust, and increase local community participation. Through communication, information about policies, their benefits and methods of participation can be conveyed clearly and precisely to all stakeholders. Likewise, to increase local knowledge and skills, an effective communication strategy is needed, which includes various approaches, such as outreach, training, social campaigns, and the use of mass media and digital media. Through these various strategies, information regarding tourism policies based on local wisdom can be conveyed comprehensively and can be accessed by the local community.

Apart from communication, a positive disposition is also a key factor in implementing local wisdom-based tourism policies. A positive disposition includes an open attitude, empathy, and commitment to working with local communities in the tourism development process. With the right disposition, the government, tourism actors and society can work together synergistically to achieve common goals.

Implementing tourism policies based on local wisdom can increase local knowledge through education and counseling. By providing relevant information about local wisdom, cultural history and local tourism potential, the public can understand the importance of preserving local wisdom and their role in tourism development. Apart from knowledge, implementing this policy can also improve local skills through training and mentoring. The training held can cover various skills, such as tourism destination management, traditional handicrafts, tourist guides, and so on. By improving local skills, communities can be better prepared and able to engage in the local tourism industry.

An important step in implementing local wisdom-based tourism policies in Gayo Lues Regency is focused on communication and disposition, in order to maximize the preparation of tourism regulations that are oriented to local wisdom without ignoring existing local values. Communications must be designed to strengthen local identity and preserve community characteristics. Marketing and branding campaigns must emphasize unique culture, traditions and local values to attract tourist interest while maintaining the authenticity of the tourism destination.

Tourism based on local wisdom is becoming increasingly important in the current era of globalization, where cultural identity and local wisdom need to be maintained so that they are not eroded by the flow of modernization. Implementing policies that utilize local wisdom can be a powerful tool for increasing the understanding and skills of local communities, while promoting unique tourism destinations, so creating a mechanism to receive feedback from the community is a positive disposition. Quick responses to issues or problems that arise will strengthen relationships with the community and provide evidence that local wisdom-based tourism policies truly pay attention to the interests and welfare of local communities.

A positive disposition from all stakeholders, including local governments, tourism actors and local communities, is very important. Their involvement in planning and implementing policies will ensure joint support and sustainability of local wisdom-based tourism programs. By ensuring the active involvement of local communities, strengthening local identity, and good education, this policy can become a driving force for sustainable tourism development and respect for local wisdom.

The preparation of tourism regulations that are oriented towards local wisdom, apart from requiring positive communication and attitudes from the parties involved in tourism development in Gayo Lues Regency, must also pay attention to the resources owned and existing local values and their impact on economic development, social and cultural aspects of the local community. This is because the implementation of policies that strengthen local resources and values can have a significant positive impact on tourism development and sustainable development.

One of the efforts made by the Gayo Lues Regency government to increase resources is to improve infrastructure and accessibility, including building roads, transportation facilities and access to tourist destinations. Apart from this, it is also carried out by developing local products and tourism services which include the development of local crafts, regional culinary specialties, traditional performing arts, and culture-based tours that introduce tourists to the daily life of local communities. Improving the quality of service to tourists will improve their experience and have a positive impact on the local tourism industry. Training in hospitality, cleanliness and customer service can improve a destination's reputation and increase tourist visits. However, even though these efforts have been made, there are still a number of challenges in implementing local wisdom-based tourism policies in Gayo Lues Regency. These challenges include a lack of coordination between relevant stakeholders, minimal investment in developing tourism human resources, lack of accessibility and adequate infrastructure, as well as a lack of community understanding and participation in tourism development.



Tourism based on local wisdom requires in-depth and structured policy planning and implementation, namely by involving bureaucratic structures in the decision-making mechanism. This is an important step to ensure that the policy is implemented efficiently and in line with sustainable development goals. A good bureaucratic structure will create a stable, transparent and accountable framework. An effective bureaucratic structure can help align policies, coordinate actions, and ensure equitable involvement of all stakeholders. In the context of tourism policy, this may include coordination between tourism departments, cultural authorities, local governments and the relevant private sector. Smooth exchange of information and good coordination will help achieve common goals and minimize potential policy conflicts. Thus, to support this effort, it can be done by forming a unit that can be responsible for program management, such as a local wisdom development department as a special team or effective working group. The team formed must also involve local communities and various stakeholders and then form an inclusive discussion and decision-making forum. It is also important to determine the budget and resource allocation by involving the finance and planning departments to ensure coordination to meet budget needs and resources can be provided optimally. The bureaucratic structure needs to establish mechanisms that ensure that budget allocations are directed at projects that support sustainability, local development and preservation of cultural heritage, so budget management must be carried out transparently and accountably. Implementing tourism policies based on local wisdom through an effective bureaucratic structure is the key to success in managing tourism destinations well. By ensuring good coordination between various institutions and stakeholders, transparency in decision making, and continuous evaluation and monitoring, we can ensure that local wisdom-based tourism can provide sustainable benefits for local communities, tourists and the environment.

CONCLUSION

Implementing a tourism policy based on local wisdom in Gayo Lues Regency is a strategic step to advance the regional tourism sector. Local wisdom is the main basis for designing and implementing this policy, with the aim of strengthening cultural identity, preserving local heritage, and creating authentic tourism experiences for visitors. The implementation of local wisdom-based tourism policies in Gayo Lues Regency has had a positive impact on tourism development. Effective communication, community disposition, optimization of resources, and a supporting bureaucratic structure are the main factors for success. Even though there are challenges, such as community resistance and bureaucratic complexity, continuous efforts to improve and overcome these obstacles will bring Gayo Lues Regency towards sustainable tourism development and provide maximum benefits for the local community and environment.

First of all, in terms of communication, it is important to note that effective communication is the key to successful implementation of tourism policies. Gayo Lues Regency has experienced an increase in communication efforts between the government, local communities and related stakeholders. Open and transparent communication plays an important role in building a shared understanding of the objectives, benefits and governance of local wisdom-based tourism policies. The importance of effective communication is also reflected in the promotion of tourism destinations. In implementing this policy, good promotional efforts need to be made to attract the attention of tourists. An in-depth understanding of local wisdom, culture and natural attractions in Gayo Lues Regency needs to be conveyed clearly and attractively through various communication channels, such as social media, websites and marketing campaigns.

The disposition of local communities towards tourism policy is also an important factor. Involving the community in planning and decision making can increase the sense of ownership and sustainability of policies. In this context, Gayo Lues Regency has tried to involve the local community in the planning and implementation process of tourism policy. The positive disposition of the community can create a supportive climate for the development of local wisdom-based tourism. However, the challenges faced regarding disposition involve education and awareness raising. The government needs to continue to provide education to the public regarding the benefits of tourism, sustainability and the importance of preserving local wisdom. This can help reduce potential resistance or disapproval from the community towards tourism policies.

Resources are a critical element in the implementation of tourism policy. Gayo Lues Regency has natural wealth and local wisdom which can be a tourist attraction. Efforts to preserve and develop natural and cultural resources are essential to support sustainable tourism policies. Good arrangement of tourist destinations, environmental management and improving the quality of infrastructure will help increase competitiveness and visitor comfort. However, resource-related constraints also arise, especially regarding management sustainability. The government and stakeholders need to ensure that the increase in the



number of visitors does not damage natural and cultural sustainability. Limiting the number of tourists, waste management and nature conservation must be the focus of future policies.

Apart from that, human resources also need to be considered. Capacity development and training for tourism actors, tour guides and local communities can improve service standards and provide a better experience for visitors. Investment in local tourism education can also create jobs and improve the standard of living of local people. Bureaucratic structures play an important role in coordinating and implementing tourism policy. Gayo Lues Regency needs to ensure that the existing bureaucratic structure can support local wisdom-based tourism management effectively. Collaboration between government agencies and the private sector needs to be improved to create a framework that is more efficient and responsive to tourism needs. However, complex bureaucracy and complicated procedures can become obstacles in implementing policies. There needs to be bureaucratic reform to ensure speed and efficiency in decision making and resolving tourism-related problems. Good coordination between various levels of government is also key to increasing the effectiveness of policy implementation.

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