

Development of Tourism Villages Based on Local Wisdom and Technology In Lantan Village, North Batukliang

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Abstract

Lantan Village Area, North Baukliang District, Central Lombok Regency has very potential for rural tourism to be developed. The village has interesting natural characteristics, unique social and cultural life. This potential must be encouraged and developed in accordance with the socio-cultural characteristics of the community. One of the problems that exist in the Lantan Village Tourism area, North Batukliang District, Central Lombok Region is the lack of marketing of MSME products and tourist sites, even though MSME products and tourist areas are good. Because it is considered less than optimal, the use of technology can facilitate the dissemination of information on MSME products and tourist areas. For example, the use of travel guide apps that provide historical information, local stories, and activity recommendations can provide an in-depth interaction between tourists and local culture. The purpose of this socialization is; 1) Increase marketing of MSME products and tourist sites based on social media and websites to be more widely known; 2) Encourage and motivate the community to be enthusiastic in learning and always maintain the preservation of tourism in Lantan Village. The results of this community service were followed by very high community enthusiasm. In addition, the community also gains knowledge related to technology which can be an effective means in spurring tourism progress through online promotion, as well as the use of the internet which is an inseparable component of technology.

Keywords: *tourism village, lantan, technology.*

Abstrak

Kawasan Desa Lantan Kecamatan Baukliang Utara Kabupaten Lombok Tengah memiliki potensi wisata pedesaan yang sangat potensial untuk dikembangkan. Desa ini memiliki karakteristik alam yang menarik, kehidupan sosial dan budaya yang unik. Potensi ini harus didorong dan dikembangkan sesuai dengan karakteristik sosial budaya masyarakat. Salah satu permasalahan yang ada di daerah Wisata Desa Lantan, Kecamatan Batukliang Utara, Daerah Lombok Tengah adalah kurangnya pemasaran terhadap produk UMKM dan lokasi wisata, padahal produk UMKM dan daerah wisatanya sudah bagus. Karena dirasa kurang optimal maka penggunaan teknologi dapat memudahkan penyebaran informasi terhadap produk UMKM dan daerah wisatanya. Misalnya, penggunaan aplikasi panduan wisata yang menyajikan informasi sejarah, cerita-cerita lokal, dan rekomendasi kegiatan dapat memberikan interaksi yang mendalam antara wisatawan dan budaya setempat. Tujuan diadakannya sosialisasi ini adalah; 1) Meningkatkan pemasaran terhadap produk UMKM dan lokasi wisata berbasis media sosial dan website agar lebih dikenal lebih luas lagi; 2) Mendorong dan memotivasi masyarakat agar semangat dalam belajar dan selalu menjaga kelestarian wisata yang ada di Desa Lantan tersebut. Hasil dari pengabdian kepada masyarakat ini diikuti dengan antusias masyarakat yang sangat tinggi. Selain itu masyarakat juga mendapatkan pengetahuan terkait teknologi yang bisa menjadi sarana yang efektif dalam memacu kemajuan pariwisata melalui promosi dalam jaringan (online), serta penggunaan internet yang merupakan komponen yang tak terlepas dari teknologi.

Kata Kunci: Desa Wisata, Lantan, Teknologi

INTRODUCTION

Lantan Village Area, North Baukliang District, Central Lombok Regency has very potential for rural tourism to be developed. The village has interesting natural characteristics, unique social and cultural life. This potential must be encouraged and developed in accordance with the socio-cultural characteristics of the community. The development of community-based tourism potential is a strategic effort in building the community. The development of

rural tourism is a long-term and potential investment for the government because human and natural resources are readily available. The development of tourism villages based on local wisdom and technology is becoming increasingly important in this era of globalization. Villages rich in culture, tradition and local wisdom have great potential to become unique tourist destinations. However, challenges such as changes in people's lifestyles, urbanization, and technological advances can

threaten the sustainability and authenticity of the tourism experience in these villages.

Local wisdom is a cultural heritage that has been passed on from generation to generation, including knowledge about the environment, traditions, handicrafts, and other cultural practices. The development of tourism villages based on local wisdom aims to preserve and appreciate these values, while promoting economic development and welfare for local communities.

Modern technology also plays an important role in the development of tourist villages. Technology can help in marketing, management, and providing better services to travelers. The use of information technology, such as online marketing, digital payments, and real-time tourist information can increase the visibility of tourist villages and make it easier for tourists to plan their trips.

The combination of local wisdom and technology can create a unique and memorable travel experience. For example, the use of travel guide apps that provide historical information, local stories, and activity recommendations can provide an in-depth interaction between tourists and local culture. In developing tourism villages based on local wisdom and technology, it is important to involve the active participation of local communities, involving them in planning.

IMPLEMENTATION METHOD

To achieve the expected goals, Community Service activities in Lantan Village are carried out with socialization methods as well as discussions and questions and answers related to social media-based tourism area marketing materials and websites for MSMEs and tourist attractions in the area.

RESULTS AND DISCUSSION

Community Service in Lantan Village took place from 09.30 WITA to 12.15 WITA. By utilizing technology, the promoted tourist objects will be increasingly popular so that they will naturally attract tourists, so potential attractions must be developed in order to attract visitors so that the results can increase the income of MSMEs and the income of Lantan Village.



Figure 1. Submission of material by resource persons



Figure 2. All participants socialized the development of tourism villages based on local wisdom and technology

CONCLUSION

Based on the potential of the area, both physical and non-physical potentials and tourism village activities, it can be concluded that the potential of local wisdom in Lantan tourism village is still preserved. The development of tourism villages based on local wisdom in Lantan tourism village is the development of Human Resources based on local wisdom. To develop Lantan tourism village tourism needs technological development, technology-based tourism development is very important. Technology can be an effective means in

spurring tourism progress through online promotion and the internet.

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