

# The Development of Creative Tourism Villages in Aceh, Indonesia

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**Abstract**—Tourism is an important sector in increasing a nations foreign exchange income, especially for local government revenue, in regions with a tourism industry. Aceh’s provincial government is working continuously to optimize its nature tourism potential. Aceh Besar regency is a region with tremendous potential in the tourism sector. Aceh Besar has determined villages deemed to be tourism hotspots in an effort to increase tourist visits. Notable among of those villages are GampongLamteuba and Gampong Nusa. Utilizing the local wisdom and waste management, the locals not only developing a tourism spot but also turning waste into crafts with economic value. Same goes with GampongLateumba which has successfully turned a desctructive cannabis farm into a turmeric crop that is sought after by the cosmetic and pharmaceutical industry. Moreover, the tourism concept in these two villages is halal tourism, which goes along with the local culture in a region often referred to as ‘veranda of mecca’.

**Keywords**—Aceh; halal tourism; creative village; Gampong Nusa; Gampong Lamteuba.

## I. INTRODUCTION

Special region of Aceh which is now named Nanggore Aceh Darusalam is the most western part of Indonesia. As with any other culture, Aceh has a dynamic and unique characteristic. Local wisdom is an asset and also its allure. In the development of tourism in Nanggroee Aceh Darussalam, the Aceh Besar regency government established Gampong (village) Nusa and GampongLamteuba as tourism spots in Aceh Besar. This decision has gone through rigorous selection process by the provincial government in an effort to increase tourist visits to Aceh.

With local wisdom in the forefront and a creative waste management method, locals in Gampong Nusa have not only developed a tourism spot but also managing to turn waste into crafts with economic value. Same goes for GampongLamteuba which has been successful in converting a cannabis farm into turmeric. Not only cultivation, the harvested turmeric is processed into products that is now becoming local specialties. Moreover, the concept of tourism

brought forward in these two villages is halal tourism, which is suited with the local culture in a region often referred to as ‘veranda to mecca’.

## II. THEORETICAL FRAMEWORK

Institute of Tourism in Britain (now Tourism Society in Britain), in 1976 defined thay tourism is people travelling in a short period of time to destinations outside their residence and daily place of workand their activities during their time in those destination; ranging in activities for varying purposes, including daily visits, charity works and excursion [1]. Pandit further states that tourism is one of a new type of industry that can propel economic growth and job creation, increasing income, standard of living along with stimulating other areas of production. Furthermore, as a complex sector, classic industry such as crafts, souvenirs, accommodation and transport can also be considered as industries [2]. These things can be found in a tourism spot village.

Tourism village is an integration of attraction, accommodation and supporting facilitiespresented in a society’s structure which blends with local norms and tradition [3]. Tourism village usually takes shape in a village with several special characteristics suited to be a tourism destination. In this region, locals have a preserved authentic tradition and culture. Furthermore, supporting factor such as unique cuisine, agriculture and social system brings flavour to a tourism village. Outside those factors, natural resources and a pristine natural environment are important factors in a tourism village [4].

## III. METHOD OF RESEARCH

Method used in this research is participative observation. Observation method is a data collection technique where researcher conduct direct observation at the subject by closely looking at the activities conducted [5]. Furthermore, observation technique used to look into changes in social phenomenon that is developing which can later be changed in

evaluating, for observer to see a particular moment, in order to be able to separate what is necessary and what isn't [6].

#### IV. DISCUSSION

Indonesia's nature potential and unique culture and people across the archipelago is a perfect blend for tourism. Currently halal tourism is on the rise and becoming a global trend. The development of sharia tourism starts from pilgrimage and spiritual tourism. In 1967 a conference in Cordova, Spain was held by World Tourism Organization (UNWTO) titled "Tourism and Religions : Contribution to the Dialogue of Cultures, Religions and Civilizations" (UNWTO, 2011) in [7]. Pilgrimage ranges in activities that is based on a particular religious motivation whether Hindu, Buddhism, Christianity, Islam and others. As time goes, this tourism phenomenon become bigger in scope to include universal values such as local wisdom, benefitting locals and educational values. By that is not impossible to thrive in the global tourism arena [7].

The Ministry of Tourism points several provinces which has potential to be halal tourism destination Indonesia namely Aceh, West Nusa Tenggara, West Sumatra and East Java.

Aceh Province known as 'veranda of Mecca' with its majority muslim population is one of the province that promotes tourism and it possess many popular tourism destinations along with having a good tourism development program. Aceh is one of the province designated as a tourism destination or referred to as DTW. DTW can be in a form of natural scenery, ancient remains, historical site, a show or a unique goods/ souvenir, even food or cool weather than can be enjoyed. Aceh is known for its beautiful seas, lush forests, panoramic beauty of nature and on the other side diverse culture, ethnicity, language, historical sites etc. Those things are why many places can be turned into a tourism site. Almost all regions of Aceh has a unique tourism site that can be taken advantage.

Tourism mindset in Islam turned the government and the people of Aceh to develop tourism in accordance with Islamic teachings. This is both for the development of tourism and Islamic tourism in Aceh, considering that Aceh is known for its Islamic sharia. In the same time the government tried various effort to develop tourism in Aceh and formulate a local regulation related to local tourism regulation in Qanun Aceh No. 8 of year 2013 regarding tourism mentioned in chapter I article 1 number 11-18 related to the purpose of tourism itself and in chapter II article 2 saying that this tourism is based on Islamic principles and imam, comfort, fairness, the people, community, sustainability, openness and culture also local wisdom, meanwhile the purpose and function of tourism is mentioned in article 3 which is that Aceh tourism intends to preserve, promote, utilizing and raise historical and cultural values of Aceh that is Islamic and furthermore Aceh tourism is a way to show gratitude to God's

gift, to raise the standard of living materially and otherwise and also to enhance knowledge, experience etc.

Not least important than regulation is that a breakthrough or a push for the people to develop tourism potential. Like Gampong Nusa and Gampong Lamteuba. Where these two villages has become a tourism site due to creativity and the will of its people to manage its tourism potential.

##### A. Gampong Nusa

Gampong Nusa is a village located in Banda Aceh-Meulaboh Road in kilometre 9.5 or a 20-minute ride from the center of Banda Aceh. Creative products that can be found in this village are various handicrafts made from waste, organic or anorganic which can be turned into souvenirs of gifts. This waste management movement is started by women in the village. Accompaniment is very important to do for Gampong Nusa, considering positive activities like this need to be preserved. Other than pushing the creativity of its people, this is expected to be an example for other villages while also bringing economic values.

Other craft made in Gampong Nusa are making flower pots from used cooking oil packaging which filled with soil and then planted with different kind of plants. These various kinds of plants will then be hanged in a row to form unique shapes. So when going through this area, lots of tiny trees or flower can be seen hanging which is a sight to see.

By using used plastics, they create unique motives for clothes that are ready to be exhibited. Overall this creativity has turned into something very interesting and unique. Not only making flower pots and clothes from plastic waste, varying types of processed food and beverages is also produced. Different from the pots and clothes, the food is entirely produced with local crops in the villages.



Fig. 1. Processed Food and Beverage Products



Fig. 2. Craft Pots

Various activities are conducted to attract tourist visits, among which is the “student camp” activity. Lots of spots around Gampong Nusa with its natural beauty is very suitable for a camp site.



Fig. 3. Office Activities

#### 4.2 Gampong Lamteuba

This village was previously a cannabis farm, but later turned itself into a productive village. Lamteuba was crowned as the biggest cannabis farm in Indonesia, with 58 hectares of crops, located in a fertile land, so this village is known as the biggest cannabis producer. However, now this cannabis farm has been converted into a turmeric farm, This is an incredible achievement and advancement.



Fig. 4. Interview in the Turmeric Farm

Almost 90% of the people of Lamteuba are farmers. In the beginning of the turmeric cultivation, not many farmers are interested because the selling price of live turmeric is Rp 500/kg, which is bought by middleman from outside of Aceh. But village head Sulaiman thinks more creative and try a new idea, which is forming Lamteuba trade group (referred to as UKB) with the people of the village to produce Lamteuba turmeric powder. With that collective spirit, village head Sulaiman suggest to produce fine turmeric powder in order to get a higher revenue.



Fig. 5. Tasting processed products

Since the production of this turmeric powder, middleman bought it at Rp 3000/kg. the production process starts with the cultivation of turmeric in the people’s land in turns. The size of crops depends on the order to prevent waste due to the limited marketing reach. Wage for the people that peel the turmeric is Rp 1000/kg. Workers which consists of middle age woman worker can do up to 10 kg/day.

## V. CONCLUSION

In general, both villages have the potential to be a halal tourism site. Through processing waste plastics to crafts such as pots and clothes, and food and beverage products in Gampong Nusa, they have created a unique niche for themselves. Gampong Lamteuba which is a small village in Aceh has now become nationally recognized. This is due to the crop conversion from cannabis to turmeric. Seeing the advancement, it can be concluded that the potential of these two villages can be a site for halal tourism with its positive creativity.

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