

## ABSTRAK

Keberadaan suku Sami sebagai *indigenous peoples* di wilayah Norwegia telah menghantarkan negara tersebut untuk mencapai implementasi *sustainable tourism*. Stereotipe mengenai ancaman diskriminasi terhadap *indigenous peoples* mampu ditepis oleh pemerintah Norwegia. Strategi keberhasilan pemerintah Norwegia dalam memberdayakan suku Sami di bidang pariwisata diwujudkan melalui strategi *indigenous tourism* dengan produk *Sami-experiences*. Strategi *indigenous tourism* mengandalkan partisipasi suku Sami secara langsung dengan keterlibatan seluruh elemen masyarakat guna mewujudkan pariwisata jangka panjang di negara tersebut.

Pemberdayaan suku Sami pada bidang pariwisata erat kaitannya dengan kekonsistenan pemerintah Norwegia terhadap peraturan-peraturan internasional yang mengatur mengenai *indigenous peoples*. Sebagai negara pertama di dunia internasional yang meratifikasi *ILO Convention No. 169 1989* mengenai pengakuan *indigenous peoples*, tentunya Norwegia berperan sebagai *role model* bagi dunia internasional mengenai strategi yang dilakukan dalam rangka mengimplementasikan hak-hak *indigenous peoples*. Hal ini selaras dengan *guidelines HAM* Norwegia yang salah satunya mencantumkan upaya untuk mempromosikan hak-hak *indigenous peoples* kepada khalayak internasional.

Kata kunci: suku Sami, *sustainable tourism*, pemberdayaan, strategi, *indigenous tourism*

## **ABSTRACT**

The existence of the Sami as indigenous peoples in Norway have led the country to achieve sustainable tourism. The discrimination towards the indigenous peoples is not proven as reality under the Norwegian government. The success of Norwegian government's tourism strategy in empowering the Sami people is realized through indigenous tourism strategy with Sami-experiences products. Indigenous tourism strategy relies on the real participation of the Sami people with all the elements of society's involvement in order to achieve long-term tourism in Norway. Thus, the Sami people's empowerment in tourism is closely related to the government's consistent acts towards the international regulations of indigenous peoples.

As the first country in the international community to ratify ILO Convention No. 169 1989 regarding the recognition of indigenous peoples, Norway becomes a role model for the international community in the implementations of indigenous peoples' rights. This is parallel with Norway's human rights guidelines, which includes the efforts to promote the rights of indigenous peoples to the international community.

Keywords: Sami peoples, sustainable tourism, empowerment, strategy, indigenous tourism.