

Development of Strategy for Culture-Based Tourism Village in Tempilang Village Bangka Barat Indonesia

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Abstract: Tempilang Village as a tourism-based village, such as the inadequate role of the local district government in managing cultural assets, especially in its utilization as a tourism attraction, community involvement in promoting villages and the role of cross sectors in development of cultural and economic potentials in Tempilang Village. This research aimed at formulating a sustainable cultural tourism development strategy to enhance the cultural potential and economic condition of the surrounding local community. This research used descriptive qualitative analysis, content analysis, IFAS EFAS and SWOT matrix. The results of the IFAS and EFAS analysis in the SWOT Cartesian diagram indicated that Tempilang Village is in a favorable position with the dominant strength and opportunity factors and growth strategy as the main focus of the development strategy. Based on the results of analysis of internal and external factors using the SWOT matrix, there were four main strategies for sustainable tourism development to be implemented in Tempilang Village, including strategies for optimizing the management of cultural tourism, strategies for optimizing the potential of home based enterprises in the village to support tourism activities, utilizing intangible culture in the village as a product of cultural tourism and managing tangible cultural assets in the village through opportunities for cooperation.

Keywords: Culture-based tourism, sustainable, SWOT

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Introduction

Tourism as a segment of development in Indonesia is a very dynamic division in capturing various trends in worldwide development (Prakoso, 2015). The visitors are encouraged to visit with the aim of changing those visits from mass tourism to personal or group visits in daily life (Lestari, 2016). In addition, the tourism industry is a dynamic sector that quickly responds to various trends in the development of life values, one of which is a tourism village.

According to Atmoko (2014) and Vitasurya (2016) tourism village is a form of integration between beautiful places, accommodation and supporting facilities, presented as a structure of community life, and integrated with the customs and traditions of that time. Tourism village tends to be unique and attractive rural areas as tourist destinations (Zakaria & Suprihardjo, 2014; Andayani et al., 2017). The tourism village is expected to be balanced based on the concept of sustainable tourism development. According to Mustangin et al (2017) and Gao & Wu (2017) tourism village is one of the community empowerment programs to maximize the potential of a village in improving the welfare of its community. Furthermore, Nalayani (2016) states that a tourism village is a form of integration between accommodation attractions and supporting infrastructure presented in a structure of community life that integrates with applicable procedures and traditions. The factors that become tourist areas according to Martins (et al., 2017) are; 1) Rarity, 2) Naturalness, 3) Uniqueness and 4) Community Empowerment that is able to encourage people to participate and be empowered in managing tourist objects in their area. Therefore, a tourism village is a tourism industry in the form of activities in actualizing identical

tourism trips including a number of activities that are attracting, persuading, encouraging tourists as the consumers to use products from the tourism village or to take a trip to the tourism village.

Each region carries out various strategies to develop and increase tourism visits, and one of which is culture-based tourism. This type of tourism can provide benefits in the field of socio-culture because it can support the preservation of cultural heritage as the identity of local communities who own that culture (Sutiarso, 2018; Gezici & Kerimoglu, 2010). According to Liu (2014), cultural tourism is a trip carried out on the basis of a desire to broaden one's view of life by visiting other places or abroad, studying the conditions of the people, their habits and customs, ways of life, culture and arts. Such tourism is growing and becomes a new trend because it tends to find something unique and authentic from a culture (Kusniyati & Pangondian Sitanggang, 2016).

The concept of cultural tourism in its development strategy requires adequate quantity and quality of Human Resources and is spread across all tourist objects and attractions (Sutiarso, 2018). The number of human resources for tourism, especially outside Java and Bali, are still considered to be insufficient. The provision of facilities and infrastructure that are badly needed to support tourism such as accommodation, transportation, telecommunications, information, electricity, clean water, and other supporting facilities in several tourist destinations is also still inadequate, especially in eastern Indonesia, which greatly affects the level of accessibility to tourist destination area.

Tempilang Village in Tempilang Sub district, Bangka Barat District has cultural tourism as the main potential to be developed, including the *Perang Ketupat* or *Ruah Tempilang* (a traditional event in which participants throw *ketupat* at each other). Based on the potential in Tempilang Village, it is necessary to develop a culture-based tourism strategy. The researcher adopts some references from the previous researches by Atmoko, (2014), Kusniyati & Pangondian Sitanggang (2016) and Priyanto (2016), but the difference of this research from the previous research is that this research used SWOT analysis (Strength, Weaknesses, Opportunities, and Threats) and the culture in Tempilang village is quite unique, not only the older people but also the younger ones in Bangka Belitung Islands Province, especially Tempilang Village, Bangka Barat District, like enjoying such a culture.

Methodology

This research approach uses qualitative research. The data used are primary data obtained from designated informants. This primary data is supported by field observations. Meanwhile, the secondary data are obtained from the existing research documents, review of related literature and also various other sources. Data are collected through field observations, interviews, and discussions with key informants and selected stakeholders to answer the themes of the research. Furthermore, it is analyzed using a SWOT analysis. This SWOT analysis will provide internal and external factors in the strategy development for a culture-based tourism village in Tempilang Village, Bangka Barat, Indonesia. According to Kadir et al., (2018) and Widiastuti (2013), SWOT analysis is the a systematic identification of various factors to formulate a strategy in hope of solving a problem. This analysis is based on logic that maximizes strengths and opportunities, but collectively it can minimize weaknesses and threats. The results of this SWOT analysis provide a strategy formula that can solve problems and strategies formed according to the objectives.

Results and Discussions

Results

Bangka Barat District consists of 6 (six) Sub districts, including Muntok, Simpangteritip, Kelapa, Jebus, Parittiga, and Tempilang. The area of land based on the Long-Term Development Plan (RPJP) of Bangka Barat District is approximately 2,979.71 km², or 297,971 Ha; and the territorial sea is approximately 1,541.29 km² or 154,129 Ha (i.e 4 nautical miles wide from the outer boundary of the coast). Meanwhile, based on data from Law Number 5 Year 2003, the area of Bangka Barat District is about 2,820.61 km² or 282,061 Ha. With reference to the digital map of the Bangka Belitung Islands Province which was used in the preparation of the Area Master

Plan (*RTRW*) for Bangka Barat District, the calculation of the area by digitization is 2,855,3346 km² or 285,533.46 Ha, and the territorial sea is 2,018.6815 km² or 201,868.15 Ha.

Potential for Cultural Tourism

Tempilang Village is not only famous for its very cultured *Perang Ketupat* but for its wide range of interesting natural and cultural potentials. The *perang ketupat* tradition is held on the 15th day of Sya'ban of the Hijri calendar and is held once a year from generation to generation. One week before *Perang Ketupat* is held, many series of events are held, namely, *ngancak, ngayoet perahe* (sweeping the boat away and *taber kampung*). Another potential site is Benteng Kota site, a site that has been established since 1885. This site is a heritage of Prabu Kian Santang in the fight against Pirate. This is not widely known by the people of Bangka itself.

Mutual Cooperation

The value of mutual cooperation in Tempilang Village is found in *Perang Ketupat* and *Taber Kampung* traditions. The embodiment of cultural preservation is reflected in this activity, where all villagers are enthusiastic about this activity. Not only the villagers but almost all the people of Bangka celebrate it. This is evident from the fact that many people outside the village come to visit people such as Eid al-Fitri and also take part in *Perang Ketupat* activities.

One Product One Village

In the OPOV concept, the people are given an understanding to be able to produce selected goods with high added value. One village is expected to be able to produce a competitive main product and be able to compete at the global level but still have the unique characteristics of the region. Tempilang Village is a coastal area that produces a lot of shrimp and fish. So this will produce typical village food such as *kerupuk udang* (prawn crackers), *pempek udang* (prawn pempek, a food made of finely ground fish meat mixed with starch or sago flour, as well as the composition of several other ingredients such as eggs, mashed garlic, flavorings, and salt), *kericu cumi* (crackers made of squid) and so on. However, it is necessary to have assistance to carry out the packaging process up to home industri (IRT) licensing. Then, the tourist attraction in the village is getting better and better.

Sustainability Strategy

The strategies arranged in the SWOT matrix can be classified into four main strategies, namely optimizing the management of cultural tourism in Tempilang Village, optimizing the potential of a home based enterprise to support tourism activities, managing intangible cultural assets in the village as tourism products, and managing tangible cultural assets in villages through opportunities for cooperation.

Discussions

SWOT Analysis

The factors affecting the sustainability of cultural tourism and the main strategy for tourism development in tempilang village. The results of observations, interviews and questionnaires distribution to identify the factors affecting the sustainability of cultural tourism in Tempilang Village provide several internal factors as strengths and weaknesses, and external factors, as opportunities and threats. Analysis of the internal and external environment in this research will be the basis for determining the strengths, weaknesses, opportunities, and threats of cultural tourism in Tempilang Village.

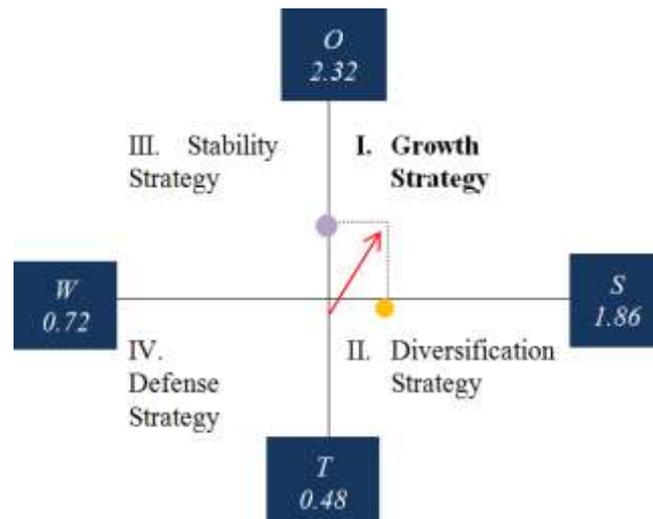
The IFAS and EFAS tables were compiled by assigning weights and ratings to each of the internal and external factors that had been identified in the data collection process. Weights are

assigned to each factor on a scale ranging from 0.0 (insignificant) to 1.0 (significant). Furthermore, the rating value is also added to each factor where the ratings given to the strength and opportunity factors are 4 (very influential) to 1 (not influential), while the rating given to the weakness and threat factors are 1 (very influential) to 4 (not influential).

Table 1. IFAS Analysis

Strengths	Rating	Weight	Score
Mutual cooperation in the village	3.71	0.12	0.44
Local people's knowledge of cultural values in the village as an asset that needs to be preserved and protected	2.43	0.12	0.29
Diverse cultural tourism attraction (<i>intangibile dan tangible</i>).	2.71	0.11	0.29
Supporting facilities for tourism	2.57	0.10	0.26
Community-based environmental conservation activities	2.86	0.09	0.26
Innovation and creativity in local product development	3.43	0.09	0.31
Weaknesses			
Local people's understanding of the historical value of the village	3.86	0.16	0.63
Assistance in local economic development by local people	3.14	0.15	0.48
The amount of profit from tourism activities in terms of the economy	3.71	0.13	0.49
The condition of the historic building as the main attraction of the village	3.71	0.12	0.46
Product quality of home based enterprises	2.14	0.12	0.26
Opportunities			
The level of tourist satisfaction	3.86	0.16	0.63
Perceptions/views of tourists on the attractions of the village	3.14	0.15	0.48
Cooperation with the private sector in developing tourism in villages	3.71	0.13	0.49
Government support for village development	3.71	0.12	0.46
The proximity of the village to the surrounding historical tourism objects	2.14	0.12	0.26
Threats			
Maintenance and repair costs of buildings that have historical value	3.86	0.16	0.63
The purchasing power of tourists for local products and culinary	3.14	0.15	0.48
Tourist visits	3.71	0.13	0.49

Based on the results of the IFAS and EFAS analysis, the strength factor has a total score of 1.86, while the weakness factor has a total score of 0.72. Meanwhile, in the analysis of external factors, the score on the opportunity factor is 2.32, and the threat factor is 0.48. The results of this analysis determine the coordinates of cartesian diagram to obtain the proper strategy in developing sustainable cultural tourism in Tempilang Village. The coordinate (x) has a value of 1.14, while the coordinate (y) is at the value of 1.85, where this value indicates the position of the main strategy, namely the growth strategy. Tempilang Village can be said to be in a very favorable situation. The strength factor possessed by Tempilang Village can take advantage of the existing opportunity factors to be an advantage for the development of sustainable cultural tourism.



(Source: Data processed, 2020)

Figure 1. SWOT Cartesian Diagram

The strategies arranged in the SWOT matrix can be classified into four main strategies, namely optimizing the management of cultural tourism in Tempilang Village, optimizing the potential of a home based enterprise to support tourism activities, managing intangible cultural assets in villages as tourism products, and managing tangible cultural assets in villages through opportunities for cooperation. The following is an explanation of each strategy compiled from the results of the analysis on the SWOT matrix:

- 1) The strategy of optimizing the management of cultural tourism in Tempilang Village, where this strategy consists of several efforts that can be made to optimize the potential of cultural tourism in the village. These efforts include creating an impressive attraction for tourists. The attraction is already attractive but it is necessary to have good packaging to provide tourists satisfaction. The government also needs to arrange a development plan for village tourism, which has the potential to be developed, by involving the role of the community in the formulation process. In addition, tourism management in the village needs to be optimized by utilizing the supporting attractions to arrange historical tourist routes, providing parking lot for visiting tourists, and providing effective information about all attractions in the village. The government must coordinate in a better manner with youth and villagers in the arrangement of activity plans so that the events are packaged even better.
- 2) The strategy of optimizing the potential for home based enterprises in the village to support tourism activities, the efforts that can be made in this strategy are providing regular training and assistance as well as capital assistance for household business actors, and improving the quality of local products in Tempilang Village.
- 3) Utilizing intangible culture in the village as a product of cultural tourism, intangible cultural assets in the village such as mutual cooperation and local folklore are interesting and unique attractions in Tempilang Village and have the potential to become tourism products in the village. As a product, these cultural assets must be enjoyed by visiting tourists. Currently, the community only displays Perang Ketupat as a traditional culture, even though there are many reliable cultures, such as the kedidi dance, ngancak, and ruahan that have a sense of kinship that must be felt by the tourists. The space for making intangible cultural assets in the village as a tourism product is by regularly holding village cultural events. In addition, the intangible culture in the village also needs to be supported by developing the capacity of the community to preserve this culture. One of the aspects of sustainability in the village is the need for awareness and an active role of the community to maintain, protect and preserve the existing cultural assets.

Managing tangible cultural assets in the village through opportunities for cooperation, one of the challenges faced by Tempilang Village is the limited role of the government in managing

historical buildings in the village. This is because the historical building has not become a cultural heritage building and is not a government asset. Therefore, in order to maintain and repair these historic buildings, the community needs a source of funds that are obtained independently through revenue from tourism activities and opportunities for cooperation from the private sector.

Conclusions

There are quite a lot of potentials for cultural tourism village in Tempilang Village which have been identified. Several problems have arisen related to the management of tourism villages such as the inadequate quality of human resources, inadequate support for supporting facilities and infrastructure, and constraints in promotion. These problems can be solved by the cooperation with various parties, not only the role of the government, universities and non-governmental organizations but also more importantly the active participation of the villagers of cultural tourism village.

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