

Development of Cultural Tourism in Kutu Wetan Village with Community Involvement to Increase Local Wealth

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Amin, G., Rahmiati, F., Goenadhi, F., Widyanto, H. A. (2023). Development of Cultural Tourism in Kutu Wetan Village with Community Involvement to Increase Local Wealth. *Journal of Community Development in Asia*, 6(1), 1-9.

DOI:

<https://doi.org/10.32535/jcda.v6i1.1987>

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Published by JCDA



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Received: 11 November 2022

Accepted: 22 December 2022

Published: 20 January 2023

ABSTRACT

One of the most important parts of the tourist industry all around the world is cultural tourism. Through the utilization of cultural tourism, tourism villages can utilize it as a source of income for the community. This study's objective was to investigate and evaluate several approaches to the promotion of cultural tourism in Kutu Wetan Village, Ponorogo. Participatory observation and in-depth interviews were utilized as components of a qualitative data-collecting approach to gathering the aforementioned information. The research team conducted interviews with the chief of Kutu Wetan Village, members of the surrounding communities, and officials from the regional administration. In addition, researchers participate in cultural events in Ponorogo, such as the Reog Ponorogo Festival, to gauge the community's level of interest in maintaining its cultural tourism and preserving its traditions. The findings demonstrated that cultural tourism plays an important role among the many goods and services offered by the tourist industry. On the other hand, there is still a need to improve support from both the government and the community by promoting involvement in the development of tourist initiatives. The growing sense of pride that local people have in their culture can have an effect on the competitive advantage that sustainable tourism enjoys.

Keywords: Community Involvement, Cultural Tourism, Sustainable Tourism, Reog, Tourism Village

INTRODUCTION

Tourism is a hopeful sector to be promoted and support the national economic condition. This is in line with Tanihatu, Tahalele, Simarmata, Saptanno, and Sutiksno (2021) stated that tourism sector contributes to country's economy. Heritage, tradition, culture, and nature are the reasons why tourists want to visit an area (Olubulyera, 2018). Pandemic Covid 19 has been influencing many sectors, including tourism. The tourism sector was the crucial sector infected by Covid 19 (Subekti, 2022). The border regulation results in a decrease in tourism competitiveness. It also influenced inbound tourist numbers from abroad to increase by 64.11 percent (Kuswaraharja, 2020; Rahayu, 2020) and threaten one million tourist-related jobs (UNWTO, 2020). Indonesia has focused on urban tourism for years, but rural and cultural tourism is currently developing. Culture is defined as the patterns of conduct and thought that people in a social group learn, create, and share. Culture distinguishes one human group from others. People's culture includes their beliefs, language, rules of behavior, ritual, art, style of dress, technology, and ways of producing food (Oluwatuyi & Ileri, 2016).

For the most part, rural tourism focuses on how inherent Honorable cultural norms and customs have become distinguishing that must be respected and protected. Conservation of environmental issues is also a concerned (Syah, 2017). In the rural tourism development program, economic, commercial, and Significant aspects will include logistical concerns including infrastructure, product quality, and human skills. As one of the advantages, local management in rural tourism should be considered because improving local communities' capacities isn't always easy (Amin & Rahmiati, 2021).

Kutu Wetan is a village in the Ponorogo district, East Java, Indonesia. What do we often hear about Ponorogo? This region is always well known for its traditional dance named Reog. It is one of the Indonesian traditional performing art and tourist attractions that captivate many local and international visitors. This is one of the potential national cultural identities (Alfiati, 2018; Hilman, 2016). Besides Reog, Kutu Wetan also has another cultural attraction potential, such as Situs Suru Kubeng. Even though this village has many potential resources that can be developed and promoted, the tourism development here is still not optimal (Rahmiati, Amin, Widyanto, & Goenadhi, 2021). The contribution of East Java's tourism revenue to Indonesia's domestic and international tourist movement has not exceeded 20%. A lack of certified human resources professionals and the quality of tourism services become some of the challenges that should be faced (Department of Culture and Tourism of East Java Province, 2018). The growth of rural tourism will significantly contribute to the expansion of the tourism industry in Ponorogo Regency. This study sought to investigate community engagement in Kutu Wetan Village, Ponorogo, based on the background information provided.

LITERATURE REVIEW

Cultural Tourism

The term "cultural tourism" refers to trips that emphasize cultural experiences, in which the visitor's essential motivation is to learn, discover, experience, and consume the tangible and intangible cultural attractions or products in a tourist destination. These products or attractions are related to a set of distinctive material, intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries, and the living cultures with their lifestyles, value systems, beliefs, and traditions (Stylianou-Lambert, 2011; UNWTO, 2018).

There are three elements of cultural tourism, namely nonmaterial customs (dance, folklore, and traditions), material (crafts and products), and acculturation (long-term

change). There are several benefits offered by cultural tourism for tourists, the government, and residents. First, cultural tourism protects historical, cultural, and natural resources in communities and that regions. Second, it can educate residents and tourists about local traditions and history. Third, by knowing the value of their heritage, local people will be proud, respect, and want to maintain their culture. Fourth, cultural tourism promotes the economic and civic vitality of a community and region, such as by creating new jobs in the tourism sector. Sustainable cultural tourism is tourism that aims to have a low environmental and cultural impact while also generating future incentives for local communities and ensuring that development provides a positive experience for locals, tourism businesses, and tourists (Oluwatuyi & Ileri, 2016).

For cultural tourism to be effective, Community-Based Tourism (CBT) must become a public tourist strategy and a model for sustainable tourism development. Prioritizing the participation of local stakeholders in the tourist planning and development process is important (Wearing & McDonald, 2002). In the implementation of the CBT indicator based on the ASEAN Community-Based Tourism Standard, community ownership, including the contribution to well-being, seeks to construct and maintain a robust economy and the well-being of local communities (Putra, Adhika, & Yana 2021). Cultures, both physical and intangible, constitute critical components of tourism offerings in cultural tourism. The necessity for community-based tourism stems from the fact that the people own the tourism resources given to tourists. As a tourism product, the traditional home can be coupled with other resources, such as prehistoric artefacts, holly springs, and natural landscapes. These tourist items can be bundled into tour packages. The involvement of inhabitants, government, tourism organizations, academia, and other stakeholders is crucial for the development of these features. This approach for establishing culturally-based tourism may contribute to the study of tourism and tradition, as well as be adapted and used to other tourism villages.

Community Involvement

Thetsane (2019) explained that many local government decisions are made by foreign tour companies and service providers, which often do not pay attention to the local community's concerns. When local communities are involved in the management of tourism strategies, their traditional lifestyles and values will be respected, and the sustainability of tourism will be achieved. Residents of a village may play only a passive role in tourism growth and environmental degradation. This is due in part to the bulk of the population lacking economic capital. Through empowerment, residents' social resources may be leveraged, and their capacity to contribute to tourism development will increase (Wang, Jiang, Xu, & Guo 2021). Active tourism engagement can be evident in the empowerment of community people's self-esteem, passion, courage, and interpersonal skills (Nagarjuna, 2015). The purpose of this involvement initiative is to provide an enabling environment for stakeholders, particularly local inhabitants who have been negatively impacted by tourism in their area. Local communities must be involved in decision-making and their capacity to act for themselves must be strengthened by social and human capital investment, as well as power distribution (Ginting, Rahman, & Nasution 2019). As the primary topic for the development of cultural tourism in a tourism village, youth have immense potential. For example, a traditional dancer and the construction of cultural arts (Tambunan, Sibarani, & Asmara, 2021).

Community involvement is described as citizen power demonstrated in the decision-making, implementation, and assessment phases (Singgalen, Sasongko, & Wiloso 2019). Participation of the community in preparatory or planning meetings indicated the decision-making stage. The implementation step can be divided into three categories: idea contributions, material, and activity as a project participant. In the final stage, evaluation, all members can provide feedback or input to improve the quality of the future project. The greater the opportunities for members to be actively involved in the project

at this time, the bigger the impact they will have. A project is considered successful if it allows all citizens to enjoy the outcome. An economic development program can be stimulated and implemented by a community-based development program that has widespread community support and participation (Arnstein, 2019). Local communities will actively participate in resource management and cultural preservation if they are allowed to participate. Community-based tourism has four dimensions: involvement, development, economic empowerment, and environmental conservation (Singgalen et al., 2019). Trust-building tactics and an intimate awareness of community concerns and social dynamics were essential for the effectiveness of community involvement strategies. As a result, cooperation among tourist providers must adhere to long-term principles and include the full participation of the local community (Aly, Hamid, Suharno, Kholis, & Aroyandini, 2021).

Sustainable Rural Tourism

Rural tourism refers to tourism activities that occur in rural areas. Many tourists nowadays prefer rural locations since they may spend their leisure time connecting with nature. Rural tourism offers a wide variety of unique vacation packages, including outdoor recreation, farm stays, cultural immersion, and more (Jovanovi, 2016). The purpose of rural tourism seems to be to increase benefits for rural residents and to encourage their involvement in the expansion of the tourism industry (Okech, Haghiri & George, 2015). Sustainable rural tourism is defined as activities that help rural areas economically and socially while respecting the environment and local traditions.

Several objectives, such as protecting the area's natural beauty, fostering the unique identity of the local population, fostering long-term economic growth in rural areas, and fostering a thriving tourist industry, are aided by this. According to Jovanovi (2016) and Syah (2017), Gastronomic (food), adventure, agricultural, cultural, environmental, maritime, and religious tourism are only a few of the many subsets of rural tourism. The success of rural tourism depends on the community, strategic goals, understanding, cooperation between parties, and the active participation of the local people (Nagarjuna, 2015).

RESEARCH METHOD

Surveys were used to get the information, informal discussions, and on-the-ground observations. This study was taken place in Kutu Wetan Village, Jetis District, East Java, Ponorogo Regency. The area was selected due to its reputation as a culturally preserved place (due largely to the Reog Ponorogo performance) and the proximity of the Site (Suru Kubeng). Natural beauty, including immaculate rice fields, abounds throughout the region. Researchers interviewed the head of Kutu Wetan Village (Kades), Reog players, and local communities.

The Kutu Wetan Tourism Village is the subject of this research's primary emphasis. This town was picked because it has a reputation for being a location that does a good job of preserving both its culture and its natural surroundings. In this particular village there is a location that is significant from a historical perspective; specifically, the spot where Ponorogo was first established. In addition, the community of Kutu Wetan features a traditional Reog Ponorogo hamlet inside its borders. As a result, it is anticipated that the potential of the tourist village will grow and evolve into a tourist location for the communities of visitors that are located surrounding the region.

The development of partnerships based on trust and respect between academic interests and those of stakeholders is an essential component. Personal communication with specific social groups, such as the young unemployed, or the elderly, and identifying (informal) leaders of those groups (gatekeepers), is critical to ensuring the heterogeneity

of the local community and avoiding the 'tyranny' of the majority. An important but unexpected result is that in the short term, local stakeholders, particularly older people, choose social cohesiveness and local identity over economic gain (Bole, Hribar & Pipan, 2017).

This research was carried out qualitatively in the form of interviews and observations carried out by the research team taking into consideration the suitable amount of time needed to be able to meet the relevant parties. The data collection process was carried out in this manner because: following the completion of observation as well as interviews, including interviews with partners. Because they need to collect data from the people involved, interviews will be necessary. The approach of interviewing that will be employed will be to several resource individuals who are stakeholders in the tourism village communities (Hamilton & Finley, 2019).

Studies on local communities acknowledge that if communities actively participate in research, the outcomes will be more under the requirements and requirements that are expected of them. The discussion centers on the economic repercussions of community development as well as the reality that disregarding local knowledge might result in unsuccessful attempts at growth. There is a want for an evaluation that is both more accurate and more objective on the long-term impacts of participatory research. When using a participatory approach, it is essential to learn about the surrounding area as a supplement to the study that meets academic standards.

It will be helpful to conduct observations or field observations to get insight into the pre-existing conditions of the site where the study will be carried out as well as the issues that are present there.

RESULTS

Based on observation, non-formal interviews and various secondary data were collected. Researchers found many potential resources can be developed in Kutu Wetan Village through community involvement. This village has a traditional dance, Reog Ponorogo, with an attractive historical story behind it that can be learned by tourists (Figure 1). Tourists are also able to see the cultural and historical tourist attractions such as Suro Kubeng located in the Kutu Wetan Village as the origin of Ponorogo Regency (Figure 2).

Figure 1. Reog Ponorogo Performance in Grebeg Suro Event



Figure 2. Suru Kubeng



Also, the availability of supporting facilities such as culinary heritage, Ponorogo Regency is famous at Sate Ponorogo, and also the availability of several souvenir shops which sell traditional handicrafts also local food products (Figure 3).

Figure 3. Supporting Facilities for Tourism Development



The state of the community is not significantly improved. Some of the residents of the area did not benefit financially from the management of their land since they simply handed it over to outside companies. The society in this village did not aware of their capabilities and wonderful cultural resources. They never thought before that the beautiful heritage they have can be promoted and attract many tourists. Society and government must collaborate to unearth untapped power. Their low self-esteem made it difficult to boost it at first. Nobody considers local resources. They have a rich culture, but they don't promote it. Brainstorming can generate creative ideas that boost their prosperity. Their marketing plan will focus on the village's natural beauty, local activities, spirituality, and culture. Kutu Wetan residents may finally appreciate their distinctiveness. They develop their successful tourist standard, not using others'.

DISCUSSION

According to information acquired from local citizens and the authorities (Kades, Lurah) in Kutu Wetan, the implementation of community-based tourism is currently not ready. Tourism Awareness Group, a local tourist committee, was founded shortly after visiting the area when permission is available to do so. Despite the fact that the local administration values their traditional assets and is anxious to promote tourism in this hamlet, little effort has been made to involve the locals in environmental management. There hasn't been enough communication between the locals and the authorities about Plans to boost rural tourism. The local administration has not used the bottom-up approach to get recommendations from community members who have firsthand experience with this place. The Kades and Lurah are in charge of all strategic planning.

Kutu Wetan village locals will feel welcomed if they can openly share their opinions. The psychological effect will be improved as a result of the local people being given more responsibility. It has the potential to boost both their pride and their sense of self-worth in their community. The Kutu Wetan village does not yet have a complete development program that provides training in areas such as customer service, hospitality, or the hamlet's historical narrative. Because some of their younger population would rather live in other cities, the regeneration process of their culture is being hindered. The narrative that is at the heart of their ancestral culture is not truly communicated to the subsequent generation. They also have not coordinated the documentation of the historical roots of their culture in any way.

Every facet of the tourist industry requires the services of people along the tourism activities for the value chain, including travel agencies, transportation companies, hotels (including homestays), specialty gifts, and tour guides. The availability of traditional village souvenirs is crucial for tourists to leave with a pleasant impression of Kutu Wetan village. This is in addition to introducing the village to the greater community, providing appropriate transit to the village site, providing lodging for travelers, and employing a skilled guided tour to provide explanations of current tourist attractions. therefore, preparation is key to success. Initiating measures to increase community involvement is crucial to ensuring the long-term success of tourism in Kutu Wetan village.

CONCLUSION

It's not simply technology that's fueling the tourism industry's rapid expansion. Strategy can include empowering local communities in rural areas with potential resources. Rural tourism that is fully backed by the government will have a positive impact on sustainability as well as on other areas such as socioeconomic growth, education, environmental preservation, and citizens' sense of well-being. Growth in the tourism sector helps reduce poverty by creating new employment opportunities. The increase in visitors will have an impact on the Indonesian economy and reputation.

There are the following suggestions for enhancing community engagement in Kutu Wetan village. First, promote more female and youth engagement. Women engaging in activities along the tourist value chain, especially women entrepreneurs, are increasing their participation in the business. Women's business groups and associations as well as the great majority of souvenirs and food products associated with tourism are provided by women. Millennials, who prioritize travel in terms of discovery, engagement, and emotional experiences, dominate the target market these days, making their participation crucial. Thus, youth will meet the requirements of modern visitors.

Next, in tourism, strive for a digital approach. It can increase information globally. The focus of service to young tourists is on empathy and customer interactions. With the assistance of enhanced digitization, it is anticipated that this trend will have a more rapid beneficial influence on the tourist industry since technology is a significant and essential aspect for them. This is due to the availability of information for generation Z, their dynamic lifestyle, and their high level of knowledge. The generation is immersed in the digital environment and demands real-time information, and concise yet strong messages, communicated mostly through images, videos, and interactive channels.

In addition, involve more parties in promoting rural tourism by providing them with relevant training. Collaboration in which not only the role of the government and tourism players but also strong support and a strong sense of belonging to the area from the community and society, as well as an academicians and the media, will create a sustainable competitive advantage for the Indonesian tourism industry. Lastly, create

programs of collaboration with other Desa Wisata to acquire fresh information or experiences that may be utilized in Kutu Wetan.

ACKNOWLEDGMENT

The study was funded by the Ministry of Education, Culture, Research, and Technology Directorate General of Higher Education, 2021. No. 003/SP2H/RT-JAMAK/ LL4/2021 Budget year 2. And also supported by the Department of Research and Community Services, President University.

DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest concerning the research, authorship, and or publication of this article.

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