

Visiting peaceful Maghilewa: Culture and Nature as The Potentials of Community-Based Tourism

Eny Endah Pujiastuti, Sriyono, Adi Soeprapto, Simon Pulung Nugroho

Universitas Pembangunan Nasional Veteran Yogyakarta

E-mail address eny_endah@yahoo.co.id; E-mail address sriyono_upnv@yahoo.com

E-mail address adi_soeprapto@upnyk.ac.id; E-mail address simonpulung@gmail.com

Abstract

Currently, there is a rapid growth of demand for cultural tourism and there is a growing trend of cultural interest as a tourism product in the world. Indonesia has a lot of cultural and historical heritage with a multicultural population and serves as an integral part of the world's cultural heritage. In order to have an impact on the economy, this cultural heritage must be managed properly. Therefore there needs to be a study on the cultural heritage tourism model by balancing the interests between the tourism industry and heritage preservation as the main agenda to get a mutually sustainable relationship in cultural heritage tourism. The objectives in research are to; 1) knowing the potential of the Maghilewa traditional village as a cultural tourism destination, 2) knowing the feasibility of the traditional village as a cultural heritage destination, 3) formulating the steps that will be taken to prepare the traditional village as a cultural heritage destination. This research is a qualitative descriptive study to get an overview of the potential and feasibility of cultural tourism villages and the steps to make traditional villages into cultural tourism destinations. The results showed that the traditional village of Maghilewa was feasible to be developed into a cultural heritage destination. In developing the traditional village of Maghilewa, it is feasible as a cultural heritage destination, it requires a lot of support from the community, local government, and academics. The steps that must be taken are to build synergy between stakeholders in order to build the capacity of the Maghilewa Traditional Village community and encourage the Regional Government to implement comprehensive policies in participatory tourism development by prioritizing the conservation of local culture.

Keywords: tourism, community-based tourism, cultural heritage destination.



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I. INTRODUCTION

Tourism as a service industry has many linkages with other economic sectors, namely backward linkages, both with the industrial sector and with other sectors. One of the current tourism trends in the type of cultural tourism. Cultural tourism is a new trend among tourists

which is starting to develop into a global phenomenon. This encourages cultural tourism to become one of the most important forms of tourism. Indonesia has a large cultural and historical heritage, which is very important for all countries with multicultural populations and functioning as an integral part of the world's cultural heritage. Cultural heritage is not only a former history but also one of the main identities of a nation. As a major resource, cultural heritage has become a driving force for sustainable development. Therefore, culture as a cultural heritage destination must be preserved because culture will affect everything that people do in society because of ideas, values, attitudes, and normative or expected patterns of behavior.

Culture can be a tool for marketing and branding tourism purposes in an area so that the cultural tourism sector is one of the main future growth activities of the demand for the global tourism market. Cultural heritage tourism can encourage the revival of traditions and the restoration of sites and monuments. Olalere (2019) in his research said that culture can only be revitalized and maintained when a community considers cultural traditions to be very important. Aleksandrova and Aigina, (2017) in their study showed that the close interaction between culture and tourism has become the most important condition for increasing the attractiveness and competitiveness of tourist destinations in all parts of the country. Real and intangible cultural heritage plays a very important role in the construction of authentic tourism products and maintains its distinctive national character.

There are three advantages that can be achieved in the development of cultural heritage tourism, namely (Hariawan, Abdillah, Hakim, 2020): (1) Economic benefits (availability of employment, diversity of employment, and increased household income and regional budgets), (2) Physical benefits (preservation of historical buildings and cultural heritage), infrastructure development, conservation of nature and their ecosystems), and (3) Social benefits (popularity for surrounding communities, increased efforts to maintain local cultural values, increased public pride, the greater the opportunity. to higher education and people's greater understanding of themselves). Therefore, this research was conducted in villages that have cultural potential, because the culture is a factor in the tourism industry that rests on cultural values or good motives for traveling. In addition, in managing cultural heritage destinations, there needs to be an imbalance between conservation and the tourism business.

Considering the explanation above, the problem in this research is how the potential of the Maghilewa Traditional Village, the feasibility analysis as a cultural heritage destination, and what steps must be taken to be able to develop a traditional village as a cultural heritage destination. Meanwhile, the purpose of this research is to determine the potential of traditional villages, analyze the feasibility of traditional villages as cultural heritage destinations, and steps that will be taken to prepare traditional villages as cultural heritage destinations. The development of traditional villages as a cultural heritage destination as a form of preservation of traditional villages and as a form of defense against the Republic of Indonesia.

II. LITERATURE REVIEW

II.1. Tourism

Tourism can be defined as an activity carried out by tourists to travel to a tourist destination outside of their daily lives and their living environment to make a temporary stopover from their residence, which is driven by several needs without the intention of earning a living but is based on getting pleasure, accompanied by to enjoy a variety of entertainment that can relieve fatigue and produce travel experiences and hospitality services (Priyanto and Safitri, 2015). Tourism is a complex activity, which directly touches, engages, and has an impact on local communities. Soebagyo (2012) notes that there are at least four main areas affected by tourism activities, namely economic, social, cultural, and environmental.

II.2. Cultural Heritage Tourism

One of the types of tourism is cultural tourism, which is tourism activities that utilize the potential development of human cultural products as an object of attraction. This type of tour can provide benefits in the socio-cultural field because it can help preserve cultural heritage as an identity for local people who have this culture. Hariawan, Abdillah, and Hakim (2020) stated that cultural tourism is a form of special interest tourism, where the main motivation of visitors is their interest in historical objects or relics, art, science, and lifestyle owned by the group. community, region, or institution to gain experiences during the tour.

Rista, Sinangjoyo, and Damardino (2019) summarize cultural resources that can be developed into tourist attractions including (1) historic buildings, sites, monuments, museums, art galleries, cultural sites, (2) contemporary art and sculpture, architecture, textiles, handicrafts and arts centers, design centers, artist studios, film industry, and publishers, (3) performing arts, drama, ballet, folk songs, street theater, photo exhibitions, festivals, (4) religious heritage such as temples, mosques, sites, (5) Activities and ways of life of local communities, education systems, workshops, traditional technology, ways of working, and local life systems (6) Travel (trekking) to historical places using unique means of transportation, (7) Trying culinary or cooking local, preparation, how to make, serve, and eat.

II.3. Community-Based Tourism

The concept of community-based tourism development firstly initiated by Murphy (in Muallsin, 2007), who stated that local tourism products are articulated and consumed, tourism products and consumers must be visible to local residents who are often very aware of the impacts of tourism. For this reason, tourism must involve local communities, as part of tourism products because it is local people who have to bear the cumulative impact of tourism development and they need to have greater input, how society is packaged, and sold as tourism products.

Community-Based Tourism according to Febriandika and Kurniawan (2019) is related to the active involvement of local communities in tourism development in their area, both participation in the decision-making process and in the distribution of benefits received by the community by minimizing the impact of tourism on the environment, preserving cultural heritage, and improve the welfare of life.

III. RESEARCH METHODOLOGY

The research process in this study is related to the development of the traditional village of Maghilewa as a cultural heritage destination, therefore to get in-depth answers to the existing problems, the research design used in this study is the qualitative descriptive research design. The reason the researcher uses this type of qualitative descriptive research is that it is in accordance with the nature and purpose of the research to be obtained and not testing a hypothesis, but trying to get a picture of the potential of a tourist village and the steps that must be taken to make a traditional village a cultural heritage destination. This research is the first step to prepare the traditional village as a tourist destination based on local culture.

The research location is in Maghilewa Traditional Village, Inerie Village, Inerie District, Ngada Regency, East Nusa Tenggara. In this study, to get the right information, the selection of informants must be chosen carefully, because this research examines the potential of traditional villages and the steps that must be taken to make traditional villages into cultural heritage destinations, to solve existing problems, the researchers decide which informants to choose. To represent this research, the criteria are based on the customary village community and traditional village leaders by conducting observations, focus discussion groups, and in-depth interviews. The data processing is carried out based on each data acquisition from field notes, reduced, described, analyzed, then interpreted. The data analysis procedure for the problem is more focused on trying to dig out the facts as they are (natural setting), with the in-depth analysis technique (Verstegen)

IV. FINDING AND DISCUSSION

Results Based on the results of the FGD and in-depth discussions with residents of the Maghilewa Traditional Village, the manager of the Maghilewa Traditional Village, the Indie Village Government, and the Chairperson of the Arnoldus Wea Foundation, it is known that the Maghilewa Traditional Village in Inerie Village, Inerie District, Ngada Regency NTT has a lot of potentials that can be developed into a tourist village. The potential is as follows:

IV.1. Nature Potential

Kampung Maghilewa is one of the areas in East Nusa Tenggara that has beautiful nature, a friendly society, and has a unique culture, natural beauty, and a comfortable environment. Maghilewa-Malapedho traditional village, Inerie village, located at the foot of the southern Inerie mountain. This village is in the form of a rectangle with the posture of the yard or loca with steps. These steps are formed from piles of soil and a rock formation called a true.

Inerie also presents another beauty through a beautiful natural landscape, namely the hiking trail to the top of the mountain. Inerie offers luxury for outdoor lovers who want to try their physical strength as well as test their guts while looking at beautiful landscapes. The wavy and varied texture of the mountain range with the valley has presented its own charm. Nature easily presents imagination like in a fairy tale, for anyone who looks at it. In the midst of silence, with the offer of nature that is always green throughout the year, the village of Maghilewa is like Firdaus, an abandoned paradise. The fresh air with panoramic views of Mount Inerie and the Savu Sea actually makes this village truly a paradise.

IV.2. Cultural Potentials

The people of the Ngada Regency still maintain the local wisdom from their ancestral heritage. One of the ancestral heritage is a traditional village or traditional village complete with cultural ornaments. Kampung Maghilewa is an ancient traditional village, because it is an old village, how many centuries old it is. The ancestors named her Nua Maghilewa. The traditional village of Maghilewa has unique traditional houses and has different names. The traditional village of Maghilewa still maintains the architectural features of its ancestral heritage so that the existing traditional houses are still as original as their ancestral heritage. The line of traditional houses in the north is called ulu nua. The line of traditional houses in the south is called wena nua. The line of traditional houses in the east is called padhi mena and in the west is called padhi zale.



Figure 1. Maghilewa Hamlet Traditional House

Source: Arnolduswea.com, 2020

Sao or Traditional House in Maghilewa Village. So is a place for cultural activities such as the celebration of inculturation Reba, social activities, and scientific activities. Also as a center for information and socialization as well as preservation and development of cultural values and local wisdom of Ngada (*pata dela, lese die peda pawe*) to the young generation of Ngada diaspora. the traditional house of the Ngada community is a residence as well as a center for customary activities. The house is called *sa'o Adha* (traditional house) or *sa'o ngaza* (named house). *Sa'o* (house) is an Austronesian relative word. The word that is close to sound and has a similar meaning to *sa'o* is *saung* in the Sundanese cultural group. The majority of the traditional houses in it are called women, for example, *Sao Ne Ngete* (*Rumah Ibu Ngete*). It was a strong woman who made Maghilewa survive. like a fern, they incubate their children, feed them, and then let the young men and women fly to the opposite islands. Their feet were steadfast, conquering the valley and ridge of Mount Inerie.

IV.3. Old megalithikum site

Old megalithic sites like those in general in other traditional villages in Ngada Regency whose authenticity is still well preserved. This cultural heritage is very interesting because it is still an intact site and is used in the daily activities of the village community (in the sense that it is still used and is part of the life of the community who owns it, from the time they are born to their death).

IV.4. Site Assessments and Analysis Attractiveness

Attractiveness is measured by three criteria: natural scenery, rural atmosphere, and local culture. The traditional village of Maghilewa, which is located at the foot of Mount Inerie, offers an attraction of extraordinary natural beauty through its natural landscape. The atmosphere of the Maghilewa traditional village which is characterized by a row of traditional houses with wooden walls and dry grass (Sa'o) roofs is hundreds of years old and around the village environment, there are megalithic sites that are still used in the daily life of the community, presenting a distinctive nuance of a thick traditional village. The existence of traditional village communities who still carry out traditional rituals in the form of traditional ceremonies, dances, and songs in local languages in daily life as a manifestation of a sense of togetherness among residents as well as a form of communication with their ancestors. This provides an attraction for tourists, along with the trend of tourists who want a destination with a peaceful ancient lifestyle, have natural beauty, and maintain an authentic rural lifestyle to get a unique and unforgettable experience.

IV.5. Community Organization

The Inerie Village community and the Maghilewa traditional village community have a strong commitment to preserving the traditional village and improving the standard of living of the community. One of the steps to realize this commitment is to develop community-based tourism and the potential of the Maghilewa traditional village.

In addition, the traditional village of Maghilewa has a successful community group with clear roles and responsibilities. These community groups such as the Arnoldus Wea Dhegha Nua foundation. The activities carried out by the Arnoldus Wea Dhegha Nua foundation such as the program are in the form of character building for school-age children through the provision of training activities in several skill areas, school uniform assistance, stationery, and school fees for underprivileged children, ensuring the availability of teaching and learning support tools at schools, and ultimately in the form of developing teaching methods. In other fields, it also plays a role in encouraging the development of various creative economy-based communities spearheaded by young people, housewives, teacher groups, and indigenous communities, because we believe that individual character can grow and be shaped by the creative processes that occur around them.

IV.6. Community Awareness of the Potential of Tourism

The commitment of the indigenous people of Maghilewa village is very high towards maintaining or preserving their ancestral heritage and increasing income by developing tourism. One form of community commitment is the formation of the Kampung Maghilewa Tourism Community (KOMPAK) which is currently and is currently revitalizing the traditional village with elements of the Inerie Village community so that the village of Maghilewa is more beautiful and cleaner. The process of reforming Maghilewa Village to

become a Tourism Village is also one way to preserve and introduce local culture and customs from ancient times passed on to the children and grandchildren so that the modernity of life is not destroyed.

IV.7. Sustainability Tourist Destination Challenges

The challenges of the sustainability of traditional villages into cultural-based tourist destinations are as follows::

- a. Maintain the authenticity of the traditional village of Maghilewa with the culture of its people. In the midst of a contemporary culture that emphasizes practicality and pragmatism, the challenge of preserving the traditional village and typical Maghilewa culture has emerged. Maintaining the authenticity of traditional houses amidst the limited purchasing power of residents who still rely on their livelihoods in the agricultural sector is a challenge in itself.
- b. Limited water resources, which are very much needed to support the daily life of the community, still depend on springs from other villages.
- c. The limited community activities that have added economic value have encouraged some residents to move out of the village to get a better livelihood.

In order to face the challenges of the sustainability of the Maghilewa traditional village mentioned above, there are several steps that the local community must take together with stakeholders:

- a. Prepare a road map in preparing traditional villages to become culturally-based tourist destinations. This is based on the consideration that efforts to conserve traditional villages must be prepared in a planned manner by mainstreaming the interests and needs of the community in the aspect of cultural preservation as well as improving the economic standard of life of the community.
- b. Conduct synergistic policy formulation in terms of developing the customary village of Maghilewa by involving stakeholders, such as the village government, village representative bodies, local community elements, observer groups, and universities. This is intended to produce policies that are able to have an impact on the welfare of the community by providing protection for the environment and the authenticity of the local customs and culture of the village of Maghilewa.

Strengthening the capacity of the indigenous Maghilewa village community to be able to maintain, maintain, and develop the Maghilewa traditional village through a community-based tourism approach

V. CONCLUSION AND FURTHER RESEARCH

V.1.Conclusion

Based on the research finding and discussion, it can be concluded that :

1. It is known that the Maghilewa traditional village is feasible to be developed into a cultural heritage destination.
2. In developing the traditional village of Maghilewa, it is feasible as a cultural heritage destination, it requires a lot of support from the community, local government, and academics.

V.2. Suggestion

As for the things of concern in future research, there are as follows:

1. Focus on the development of thematic community-based tourism programs in the traditional village of Maghilewa and the surrounding village located in Inerie Village.
2. Developing a study on the traditional village of Maghilewa using a community-based tourism approach with an emphasis on community independence in managing the village of Maghilewa.

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