

Strategy for developing excellent tourist destination (A case study of Gurabunga Village, Tidore Island Municipality, North Maluku)

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ABSTRACT

Tourism has been one of Indonesia's most significant income contributors over the last few years. This study aimed to identify and analyze the development strategy of Gurabunga Village, Tidore Islands City, the Province of North Maluku. This study explored the villagers' perspectives on the strategy for developing their village as a tourist village (Desa wisata). This study was qualitative research and used a case study approach to unveil the expected strategy that should be taken the villagers.

The results strengthened that Gurabunga has been expected to be an excellent tourist destination due to three distinct elements coming in one place—location (749 m above sea level), culture (an essential region in the Tidore Kingdom), and culinary (traditional and cultural ceremonies). The results answered two research questions—where the first question concerns how to formulate strategies for developers-Gurabunga village as a community-based tourism village, and the last research question related to efforts to establish the village as a world-class tourist destination. Two main themes were derived from the first questions, while five main themes for the last question. Future studies should be able to increase the generalizability in using those eight identified themes to examine their fitness at different tourist villages.

Keywords: tourist village, tourism strategy, villager's empowerment

INTRODUCTION

Based on the 2018 Final Report of the Institute for Economic and Community Research, Faculty of Economics and Business, University of Indonesia concerning the Study of the Impact of the Tourism Sector on the Indonesian Economy, it is stated that the role of the National Tourism Sector is increasingly important, this is in line with the development and contribution made by the tourism sector through foreign exchange earnings, regional income, Regional Development, as well as in the absorption of investment and labor as well as business development spread across various parts of the region in Indonesia.

In Law Number 10 of 2009, Tourism Development is carried out based on the master plan for tourism development which consists of the national tourism development master plan, the provincial tourism development master plan, and the regency/city tourism development master plan which is an integral part of the national long-term development plan.

The city of Tidore Islands has potential and existing tourism conditions that are quite potential but cannot be developed optimally with various kinds of existing problems. The tourism potential includes marine tourism objects including diving spots, natural attractions, historical attractions, agro-tourism objects, arts and culture attractions and special foods as culinary tourism objects.

Gurabunga in the Administrative Region is included in the Tidore Sub-District, although people prefer to call it a village. The village was originally named Gurua Banga (gurua means lake, banga means forest). This name refers to the existence of a lake in the village, but the lake is now dry and the community has made it a garden area. This name was later changed to Gamsungi, and finally this name was also changed to Gurabunga like the name used today. Gura means garden, flower means flower.

Gurabunga village has the opportunity to be developed in an integrated and holistic way as a tourist area. With the "Kampung Wisata" modeling community empowerment. However, until now the development of the Gurabunga tourist area has its own challenges and obstacles which in the last 5 (five) years have not had focus and progress. Several factors that can be considered as challenges and problems in the development of the Gurabunga tourist destination area include: (a). Drafting the concept and determining the theme of developing Gurabunga Village as a tourist area destination (review of the Ripparda document for the City of Tidore Islands); (b). Planning integration and consistency with the implementation of SKPD programs and activities; (c). HR development of related SKPD; (d). Cooperation across related SKPD sectors in regional tourism development programs and activities; and (e). Capacity development of human resources and local community tourism institutions (Gurabunga Village community).

Based on the description of the background as mentioned above, it can be formulated a statement of the formulation of the problem, what is the strategy for developing the Gurabunga village, Tidore Islands City as a leading tourist destination with the concept of a tourist village? This study aims to determine and analyze the development strategy of Gurabunga Village, Tidore Islands City as an opportunity for tourist destinations with the concept of Tourism Village.

LITERATURE REVIEW

Managing Strategy

Strategy according to J.L Thompson (in Oliver, 2007) defines strategy as a way to achieve an end result, the end result is related to the organization's goals. Strategy is a fundamental and fundamental method that will be used by an organization or company to achieve its goals and various objectives by always taking into account the environmental constraints that must be faced. Strategy is essentially planning (planning) and management to achieve a goal. However, to achieve a goal, the strategy does not function as a road map that only shows the direction but must show how the operational tactics are.

According to Fahmi (2015) strategic management is defined as a plan that is prepared and managed by taking into account various aspects with the aim that the influence of the plan can have a positive impact on the organization in the long term. One of the focuses of the study in strategic management is to have an impact on the application of strategic concepts to the company in the long term or sustainably, including in terms of stable profits.

Tourism

The definition of tourism according to Freuler in Yoeti (1985), is as a phenomenon at this time which is based on the need for health and change of air, and creates a conscious and growing assessment (love) of the beauty of nature and adds to the association of various nations and classes of society.

For tourist destinations, this is an invisible-exports. And another benefit is that it has a positive effect on the economy, culture and social life of the local community. Another definition is according to Buchli in Yoeti (1985), tourism is any temporary change of place from a person or several people, with the aim of obtaining services intended for tourism by institutions related to the tourism industry.

Tourism Management

Management (management) refers to a set of roles performed by a person or group of people, or it can also refer to the functions attached to these roles. Leiper in Pitana (2009). Tourism management must refer to management principles that emphasize the sustainability of the natural environment, community, and social values that enable tourists to enjoy their tourism activities and benefit the welfare of the local community.

Tourism Development

According to Soemanto (2017) the development of tourism objects and attractions which are the main drivers of the tourism sector requires the cooperation of all stakeholders consisting of the community and government, direct cooperation from businesses and the private sector. In accordance with its duties and authorities, the government is a facilitator who has a role and function in making and determining all policies related to the development of tourism objects and attractions. Attraction in tourism objects is one of the main assets that must be owned in an effort to increase and develop tourist objects and attractions. The existence of tourist objects and attractions is the most important link in a tourism activity, this is due to the main factors that make visitors or tourists to visit tourist destinations with the potential and attractiveness of these tourist objects.

Rural Tourism

There are many concepts or definitions of Rural Tourism. The definition of this definition can be based on the availability of facilities, activities carried out or based on the culture and traditions that exist in the village. (Hadwijoyo, Suryo Sakti, 2012). If based on the facilities provided, rural tourism can be seen as a settlement with environmental facilities that are in accordance with the guidance of tourists in enjoying, recognizing and living the uniqueness of the village with all its attractions and demands for community life activities. Meanwhile, when viewed from the perspective of the community, rural tourism is a form of tourism with the aim of being an object and attraction in the form of village life which has special characteristics in its society, nature and culture so that it has the opportunity to be used as a commodity for foreign tourists in particular.

A tourist village/village is a rural area that has several special characteristics to become a tourist destination. In general, the people who live in this area have relatively original traditions and culture. In addition, there are several supporting factors such as typical food, agricultural systems, and social systems that also characterize the uniqueness of a tourist village. Apart from factors related to culture, nature and the environment that are still original and preserved are also important factors of a tourist village.

METHODS

This research uses a case study approach which intends to describe the results of the study and seeks to find a comprehensive picture of a situation. In this study, the research location is Gurabunga Village, Tidore Islands City, one of the potential tourist destinations to be developed as a tourist destination. Gurabunga is a village within the administrative area of the Tidore Kepulauan City Government which is located in Tidore District, right at the foot of Mount Kie Matubu (above an altitude of 749 MDPL), Culturally, Gurabunga Village has a very important position in the tradition of the Tidore Sultanate because it is the place for the coronation ceremony of the Sultan of Tidore.. Until now, cultural rites and ceremonies continue to be maintained by indigenous peoples as part of the duties and responsibilities that are carried out based on their functions in the structure of the Tidore sultanate. In terms of cultural history, Gurabunga village also has the potential for traditional, historical and cultural tourism in the form of traditional houses of traditional leaders, rituals, oral traditions (kabata), traditional culinary arts, dance arts which are part of the survival of the local indigenous people.

In this study, the answers to primary data were obtained from interviews from the government, village officials, and community/organizational/institutional Gurabunga Urban Village administrators. They act as informants who can assist the development of tourist villages. To add insight into this research, a literature review was conducted regarding the problems of developing a tourist village, especially with regard to the context of the strategy and process of developing a tourist village. Concepts and theories about village criteria. This study uses the model according to Miles and Huberman (1992), suggesting that there are stages in analyzing data in qualitative research, as shown in Figure 1.

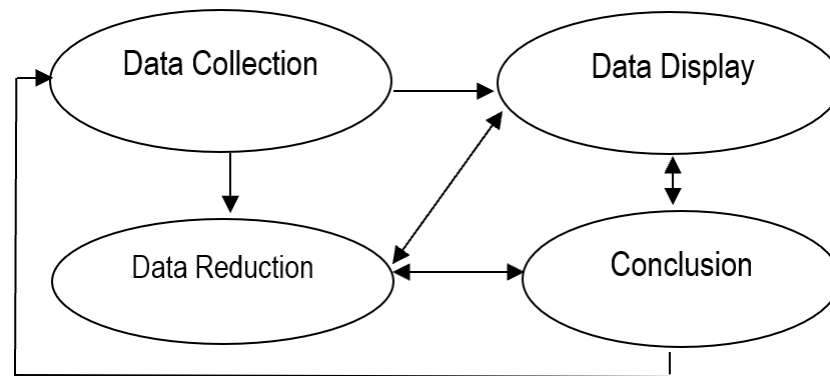


Figure 1 - Data Analysis Model (Mile & Huberman, 1992)

RESULTS AND DISCUSSIONS

This research is qualitative research, so the data obtained are descriptive in the form of words and sentences from the results of interviews, observations, and other data or documentation results. In this study the interviewee's words and actions are the main sources of research. Based on qualitative data analysis techniques, these data were analyzed during the research, where these data are data related to the tourism destination development strategy of Gurabunga Village. The data that has been obtained is then analyzed so that it can produce a new understanding.

Informants in this study were stakeholders (all parties) both Gurabunga Village Officials, Community administrators, Traditional Leaders, Community and informants from other parties who can help for the development of Gurabunga Village itself. This informant was chosen because among these informants they recommend each other from one informant to another, who both have an important role in Gurabunga Village. This method is called Snowball sampling or Chain sampling, namely, the selection of the second informant based on information from the first informant, the third informant based on the recommendation of the second informant and so on. This method is especially good for in-depth interviews.

Gurabunga village is located at an altitude of about 749 meters above sea level (MDPL). The topography of this area is a plateau with a slope of 8-15% with a wavy relief and a slope (15-25%) with a wavy relief. Gurabunga village is one of the areas producing spices and vegetable suppliers to the Tidore area and other cities, Gurabunga has quite fertile land, this is evidenced by 80% of the surrounding community who make a living as farmers. Various types of plants are widely grown in this area such as cloves, nutmeg, cinnamon, coconut, tomatoes, chilies, pumpkin, avocado, and others.



Figure 2 - Map of Halmahera & Tidore Island

Administratively, Gurabunga Village is an area that belongs to the Tidore District, Tidore Islands City. The village was originally named Gurua banga (gurua means lake, banga means forest). This name refers to the existence of a lake in the village, but the lake is now dry and the community has made it a garden area. This name was later changed to Gamsungi, and finally this name was also changed to Gurabunga like the name used today.

Gurabunga ini dulu dia punya nama gurua, kemudian di rubah lagi menjadi gamsung turus Gurua yo Banga, dan kemudian berubah jadi gurabanga, dan pada tahun 1965 kampung gurabunga mekar menjadi wilayah sendiri dengan kepala Kampung pertama Husain Mahifa, dan pada tahun kurang lebih tahun 70 tahunan ada kunjungan bupati Halteng Bapak Ahmad Malawat (saat itu disebut Kepala Daerah) karena lihat banyak bunga yang tumbuh di sekitar rumah sampai di kebun-kebun semua tumbuh bunga, maka beliau membuat Rapat Umum dengan Masyarakat, dan merubah Nama Gurua Banga menjadi Gurabunga.

"This gurabunga first had the name gurua, then it was changed again to gamsung turus Gurua yo Banga, and then changed to gurabanga, and in 1965 the gurabunga village blossomed into its own territory with the head of the first village Husain Mahifa, and in approximately 70 Annually there is a visit from the regent of Central Java, Mr. Ahmad Malawat (at that time he was called the Regional Head) because he saw a lot of flowers growing around the house until the gardens all grew flowers, so he held a General Meeting with the Community, and changed the name Gurua Banga to Gurabunga."

Excerpt: 1a_Informan 04

Gurabunga is one of the oldest villages and is the Spirit of Tidore, various traditional rules originating from hundreds of years of ancestral wisdom and mystical beliefs continue to be preserved and told from generation to generation as well as told to guests. Gurabunga is also the center of Tidore's "True" Government, a government that relies on religion and supernatural things that are invisible to the eye. This government holds the highest authority in the government of the Tidore Sultanate.

Before becoming a Gurua Banga village, the surrounding community lived separately between one clan and another. Each clan each life on land belonging to its clan, called the Tidore language Hale Eto Se Daera which means land and territory belonging to the clan, led by a clan leader called Sowohi. Sowohi is a group of Bobato Hakekat, namely sultanate leaders whose job is to handle spiritual matters (the supernatural).

In the development and improvement of tourism, it is necessary to have a regulation as a legal basis in the context of fostering and administering tourism, especially with regard to tourism objects and attractions, tourism businesses, community participation and development. Tourism is all processes caused by the flow of traffic of people from outside to a country or region and everything related to that process such as eating/drinking, transportation, accommodation and objects or entertainment. For this purpose, the government needs to stipulate tourism provisions in a law product that is able to anticipate and accommodate the increasingly globalized tourism development, namely Law Number 10 of 2009 concerning Tourism.

From the analysis of aspects of art and culture, it can be seen that the Gurabunga community has a very strong artistic and cultural tradition, this can be seen at the Tidore Anniversary celebration or known as the Tidore Festival, starting from this celebration the Tagi Kie and Akedango Rites were carried out, namely climbing rituals. Mount Kie Matubu carried out by five leaders of the Gurabunga clan to take water from a spring which is considered holy water, the water is placed in a dibu loa moi (a piece of bamboo) container, then buried in Kie Matiti's Sowohi traditional house and then combined into a longer piece of bamboo. (Dango). The ake dango (bamboo water) will then be brought to Kadato Kie (Tidore Sultanate Palace) by representatives of the five clans for the next traditional procession. Water in the Gurabunga tradition is considered a healer and can also provide calm. At the Akedango ceremony itself, we can enjoy various artistic and cultural performances in the Gurabunga village. The Tidore Festival is held every year because it is a National Event held in April every year.



Figure 3 - Akedango Procession

These various foods are made from simple ingredients and are easily found in traditional markets, presented in a special and appetizing manner. Uniquely, some of the culinary delights served, including rare culinary delights that are rarely consumed on a daily basis, are served if there is a request from guests who will visit Gurabunga. Here are some traditional culinary that cannot be found elsewhere.

Based on the identification and data analysis process that has been stated, it can be seen that what and how the Gurabunga Urban Village Development Strategy is implemented. The following is the formulation of the Gurabunga Village Tourism Destination Development Strategy.

No.	Identified Criteria	Strategic Plan
1.	Mutual commitment	Equating the vision and mission of making Gurabunga Village a Tourist Destination.
2.	People empowerment	<ul style="list-style-type: none"> • Involve Community members in decision making. • Ensure that local communities receive benefits. • Ensure environmental sustainability.
3.	Village attractiveness	<ul style="list-style-type: none"> • Develop a tourist image (brand image) Gurabunga in line with the existing tourism image in the area. • Raising the history of various old buildings in the Gurabunga area, especially Fola Sowohi "Fola Jikosarabi" • Environmental Conservation. • Preservation of traditional customs and culture • Development of tourism product packaging in the form of enrichment of tourist attractions, development of tourism packages, and integrated tourism promotion. • Provision of supporting facilities for Local Product Development. • Develop tour packages so that they can turn on the wheels of the tourism service business in Gurabunga village
4.	Human resource development	<ul style="list-style-type: none"> • Education and training on village tourism and tourism awareness. • Tourism-based entrepreneurship courses/training for residents of productive age and school dropouts in order to develop local crafts, souvenirs, etc. • Intensive guidance to local guides on tourist assistance (especially climbing guides) • Increasing tourism promotion by providing knowledge to the public about how to package good tourism products to promote.
5.	Villagers motivation	<ul style="list-style-type: none"> • Formation of Tourism Awareness Group • Increase the creativity of the existing community/community. • Provide capital strengthening for the provision of support for tourism development, both for business capital for souvenirs and capital for supporting equipment for artistic attractions. • Equipping tourist companions, especially climbing companions and providing adequate climbing support equipment. • Encouraging local regulations that facilitate licensing of business operations in the tourism sector in Gurabunga Village

No.	Identified Criteria	Strategic Plan
6	Facility and infrastructure	<ul style="list-style-type: none"> • Planning and development of facilities & infrastructure adapted to the concepts and strategic plans of tourist destinations (Coordination with Indigenous Elders and the Tidore City Government). • Building support facilities for unique traditional tourism activities. • Prioritizing the development of road infrastructure to facilitate access for tourists to tourist villages and certain tourist locations in Gurabunga. • Re-enable the security post along with the security forces or unscrupulous officers, in order to avoid criminal acts while in the tourist area. • The addition of a homestay in an adequate resident's house. • Public Toilet Construction • Make a spatial/land use plan (spatial) in the context of developing an environmentally friendly tourist village.
7	Promotion	<ul style="list-style-type: none"> • Promoting Gurabunga to various mass media, namely print media, electronic media and also online media. This is because the mass media has a strong enough influence on the target, especially tourists. • Make booklets and leaflets containing information on Gurabunga Village and guide books about Gurabunga tourism. • Conduct counseling and socialization for tourism actors • Holding various events related to Gurabunga. • Participate in national tourism festival events or exhibitions

CONCLUSION

Tourism destination development activities are one of the efforts to take advantage of their potential to be developed and be able to maintain their sustainability. The development of tourist destinations that involve the community directly can change the situation of the Gurabunga village community much better than before. The majority of the Gurabunga community only rely on the agricultural sector and uncertain side jobs. Therefore, it is necessary to have careful planning with the right strategy to be applied in the tourism development of the Gurabunga village.

The right strategy in developing tourist destinations in Gurabunga is through the concept of Community-Based Tourism which reflects the diversity of culture, traditions, natural beauty, crafts and Culinary which becomes the identity and then becomes a concentration of tourist destinations without any competition in capturing tourists.

Opportunities that can be developed for Tourism Destinations in Gurabunga through some of the wealth they have. Followed by community development, it is hoped that the village economy will also advance. However, deciding on the concept of a tourist village can start from the RT level to the village head while still accepting input and views from the sub-district head and local mayor/regent.

Based on the conclusions that have been conveyed, the suggestions given include the local government and village officials as stakeholders must provide free space for the community to be creative in an effort to build a tourist village. In addition, the Gurabunga community as managers must continue to innovate to develop sustainable tourism and continue to prioritize the preservation of nature, culture, and tradition as the main attraction of tourist villages. Lastly, people are required to be more proactive in order to appreciate themselves in order to get out of poverty and unemployment through real work in their own environment. For further research, it is considered to test the criteria that have been found in this study in villages that have tourism potential that are feasible to be developed.

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