



RESEARCH ARTICLE

Pagar Alam City Cultural Tourism Development Strategy

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Abstract

This research aims to find out what is the right strategy to develop cultural tourism in the city of Pagar Alam, by identifying and analyzing cultural tourism development strategies in the area. The techniques used in this research are qualitative descriptive and SWOT analysis. To collect data in the field the author carried out observations, interviews and documentation. The aim of this research is to increase public awareness about Pagar Alam culture, increase the quantity and quality of tourists coming to the area, increase regional income and increase the community's ability to develop cultural tourism..

Keyword: Development strategy, Cultural Tourism, SWOT Analysis

Introduction

The city of Pagar Alam has very broad cultural potential, but it is still not optimally developed, therefore it is necessary to create a cultural tourism development strategy that is comprehensive and integrated with the vision and mission of the city of Pagar Alam. Law number 10 of 2009 concerning Tourism explains that tourism development is needed to encourage equal distribution of business opportunities and obtain benefits and be able to face the challenges of changes in local, national and global life.(Hariani 2021)

Pagar Alam City is an upstream area that functions as a buffer area and has a very diverse tourism sector that is both natural and cultural, such as megalithic sites. (Dhiniati and Mardiansjah 2016a)

It is hoped that megalithic sites will need support and aspirations from the Government. This is necessary to improve maintenance and protection of these historical relics. (Hariani 2021)

Local wisdom is a set of knowledge and good practices originating from previous generations or from experience relating to the environment and other people belonging to a community in a place which is used to solve the problems and/or difficulties faced properly and correctly.(Sugiyarto and Amaruli 2018)

Megalithic sites are tourist destinations that are less popular in natural fence cities but have great potential to be developed because cultural tourism can gain knowledge about customs, historical heritage.(Dhiniati and Mardiansjah 2016b)

Theoretical Basis

Cultural tourism development is a concept that aims to develop and advance cultural tourism in a sustainable and responsible manner. It is based on the idea that cultural tourism can be a valuable tool for preserving and promoting local culture as well as generating economic benefits for local communities.

The main concept of the cultural tourism development strategy refers to the journey of people to experience and participate in a particular culture, including its history, traditions and customs, mmunities in the development and management of Cultural tourism initiatives.

Method

The type of research method used is descriptive qualitative. This method is used by researchers as the main tool and carries out objective analysis or based on existing facts. The data collection method consists of direct observation at the location.(Nurany et al. 2023)

Meanwhile, the analytical method used in this research is Strength, Weakness, Opportunity and Threats (SWOT) analysis. SWOT analysis is used to analyze potential and problems in cultural tourism.(Sugiyarto and Amaruli 2018) This SWOT analysis is used to formulate strategies based on internal conditions. (strengths and weaknesses) and external conditions (opportunities and challenges). (Harofah and Mutaqin 2023)

The method created subtitles consisting of (see <http://www.apa.org/pubs/authors/jars.pdf>).

Results and Discussion

Tourism is everything related to tourism and activities including the management and business of tourist attractions as well as businesses related to this field, both recreation and entertainment.(Kanom 2023)

According to Yoeti (2008:8) Tourism must fulfill four criteria, namely (Sefira Ryalita Primadany, Mardiyono 2013)

1. Travel made from one place to another, the trip is made outside the place of residence where the person usually lives;
2. Increasing community participation and
3. Increased private sector participation.

Local wisdom is a set of knowledge and practices both derived from previous generations and from experience related to environment and other communities belonging to a community in a place, which are used to resolve properly and correctly some of the problems and/or difficulties faced.(Sugiyarto and Amaruli 2018)

1. General description of local culture

The local culture of the city of Pagar Alam is still based on the cultural values that exist in society as proven by the

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existence of the megalithic city of Pagar Alam. The natural fence is known as the BESEMAH (Clean, Cool and Friendly) area and is an area of the Sriwijaya Kingdom. Relics from the megalithic era in the city of Pagar Alam include the Talang Kecepul Megalith Site, Tanjung Aro Megalithic Site, Lumuai Megalithic Site, Tebing Tinggi Megalithic Site, Tinggi Hari Megalithic, Burgundy Batulumpai, Batu Behibun Tegur Wangi Village, Batu Rang (Mount Migang), Batu Boats, stone graves in the Payang estuary and others.

2. Tourism Attraction

This tourist village welcoming the Historical and Cultural Tourism Village Theme has attractions that can be differentiated between cultural attractions that are physical and non-physical. (Harofah and Mutaqin 2023) Cultural Attractions that are Physical in nature Talang Kecepul Megalith Site, Tanjung Aro Megalithic Site, Lumuai Megalithic Site, Tebing Tinggi Megalithic Site, Tinggi Hari Megalithic Site, Burgundy Batulumpai, Batu Behibun Tegur Wangi Village, Batu Rang (Mount Migang), Batu Perahu, Batu Tomb in the Payang estuary and others. Meanwhile, intangible tourism is mutual cooperation at the time of death and almsgiving which is still maintained today.

A. Historic buildings

Historical buildings in Pagar Alam City include the Serunting Sakti/Pahit Tongue Tomb, the Church in the Tanjung Sakti area, the houses left by Dutch colonialists, the PTPN X Gunung Dempo Factory and the Dutch Period Hospital.

B. Culture

1) Kebar Dance

The kebar dance is usually used by the people of Pagar Alam city to welcome guests of honor where the dancer brings a betel nut which is handed over to the guest, and the guest must take and chew the betel which symbolizes respect for the place he is visiting.

2) Scars

Guritan is a form of historical expression through words. (Supiyah and LR Rtno Susanti 2013)

C. Local Products

1) Cuning

Kelicuk is a typical food from the city of Pagar Alam which is made from bananas and sticky rice, mixed with a little grated young coconut then wrapped in banana leaves and cooked by steaming.

2) Bloating

Kembuhung is one of Pagar Alam's specialties which is unique, because kembung is made from rice and fresh fish or meat which is traditionally fermented for 4-6 days.

3) Tempoyak

Similar to kembung, tempoyak is made from selected doren mixed with salt and infused for 4-6 days. Usually tempoyak is served with chili sauce, pepes or mixed with cooked yellow fish.

4) Cooked Yellow Goldfish

Usually served to guests of honor, cooked with spices and fresh goldfish, boiled water, add traps and goldfish then mixed with tempoyak.

Pagar Alam City Cultural Tourism Development Strategy

A. Identify Internal And External Factors That Influence The Sustainability Of Pagar Alam City's Cultural Tourism

The purpose of identification is to find out internal and external factors that influence cultural tourism in Pagar Alam City.

Community Perception of the Social Impact of Community Cultural Tourism is an important factor in planning and managing cultural tourism. Based on the results of interviews in the field, a number of internal factors become the strengths and weaknesses of the community's perception of cultural tourism.

1. Strength

From the results of the interview it can be concluded that the Pagar Alam City Cultural Tourism Community and the cultural values within it are assets that need to be protected and preserved.

2. Weakness

Based on interviews with respondents, the community does not fully understand the values of cultural tourism.

B. Community Local Economy As An Economic Impact

1. Strength

Tourism has had both direct and indirect impacts on the community's economy, where the direct impact is tourism income and sales of regional specialty foods, while the indirect impact comes from selling souvenirs from tourist villages to tourists.

2. Weakness

Some respondents said that tourism activities did not provide many economic benefits for the local community.

C. Protection And Preservation Of Culture And The Environment As An Environmental Impact

1. Profit

The results of the interview show that the people of Pagar Alam city have allocated part of their income from tourists for the maintenance of megalith buildings located at tourist locations.

2. Challenge

The government has limitations in providing assistance for megalithic maintenance. This limitation is limited funds for repairs to megalithic cultural heritage buildings.

3. Tourist Satisfaction

Based on the results of interviews with visiting tourists, 80% of tourists were satisfied and interested in existing cultural tourism.

4. Formulation of a Cultural Tourism Development Strategy using SWOT analysis

The strategies prepared in the SWOT Matrix can be classified into 4 main strategies, namely Optimizing environmental management of cultural tourism locations, Optimizing the potential of home businesses and community assistance to support social tourism activities, Management of intangible cultural assets as tourism products and management of tangible cultural assets through Collaboration opportunities. Government.

Of the four strategies, developers have their own methods, first, optimizing the management of cultural tourism locations, namely by creating attractions that make an impression on the community or visitors, involving the community in preparing tourism development plans from the government, utilizing supporting attractions to determine tourist routes, providing other facilities, provide an information center regarding all tourist attractions.

Then the strategy for optimizing the potential of home businesses to support tourism activities is to provide open training and support and provide capital to home business actors.

The strategy for managing intangible assets as a tourism product consists of managing intangible attractions as a tourism product, then a strategy for managing tangible cultural assets through opportunities for collaboration with other parties.

Conclusions and Recommendations

From the results of the analysis carried out regarding the Cultural Tourism Development Strategy of Pagar Alam City based on internal and external factors that influence Tourism Sustainability, several factors related to strengths, weaknesses, advantages and threats were found. Then, from the results of the SWOT analysis, there are four strategies used in developing cultural tourism in the city of Pagar Alam, namely:

1. Optimizing environmental management of cultural tourism locations;
2. Local empowerment to improve the economy that supports social tourism activities;
3. Management of non-physical cultural assets as tourism products;
4. Management of physical assets through collaboration opportunities.

Suggestion

In research on the Cultural Tourism Development Strategy for the city of Pagar Alam, researchers provide advice to the Government, Community and third parties to:

1. Promoting and Preserving the Culture of Pagar Alam City;
2. Develop a sustainable Cultural Tourism Industry that benefits local communities.
3. Increase tourist visits and length of stay in the city of Pagar Alam;
4. Develop independent tourist routes that take visitors to visit historical sites;
5. Establishing local communities with local partnerships to develop Homestays, traditional Restaurants and handicraft industries;
6. Develop Marketing and promotional strategies targeting domestic and international tourists including, Social media, Online advertising, and travel trade shows.

Limitation Of The Study

Strategic development plan: A strategic development plan was proposed to promote Batasan tourism in Pagar Alam City, including:

1. Preservation of Batasan through conservation efforts and restoration programs.
2. Promotion of Batasan through marketing campaigns, social media, and community engagement.
3. Development of infrastructure and facilities to support tourist activities.
4. Creation of economic benefits for local communities through job creation and income generation.

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