

The Development Strategy of Cultural Tourism in Suwug Village

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ABSTRACT

This study aims to determine the development of cultural tourism in Suwug Village. This research uses descriptive qualitative research. By using the interview, observation and documentation methods to collect data. The resource person was taken from the village apparatus, namely Perbekel Desa. Suwug Village has a lot of tourism potential that can be developed by seeing a unique culture that is not possessed by other villages. For this reason, Suwug Village cultural tourism can be developed by inviting the community to participate in the development of Suwug Village cultural tourism to socialize with people who work in the tourism world to promote Suwug Village. In addition to this the Village apparatus will support and provide creative and innovative ideas by teaching the community what tourism is and its benefits. By preparing facilities such as a home stay, guests who want to visit and stay at the Suwug village and surroundings (e.g. Sudaji village) can have a collaboration for creative ideas in developing the villages.

Keywords: *Cultural tourism, Strategy concept, Village tourism*

1. INTRODUCTION

The development of a tourism village is one form of tourism development that can develop the potential in a village, in developing a tourist village, you must know in detail the characteristics, strengths and weaknesses of the village, so that the tourism village can match the attraction that will be sale, in this case the community can participate in the development of cultural tourism, rural tourism is included in the category or type of small business [1]. In developing tourism, it is not necessary to eliminate local customs and eliminate its beauty, but to preserve the environment and provide a positive real impact that can be enjoyed by residents around tourist attractions. With the peculiarities of each village, it is suitable to be sold in a tourism destination package.

Bali is one of the provinces that has a lot of tourism village potential. It can be seen from the development of village potentials as an effort to become a tourist village. One of the districts in Bali is Buleleng district. Buleleng Regency is also included in one of the tourism areas. The Buleleng area, to be precise, is in the Sawan sub-district which also has various potential resources,

both natural and artificial, that can be developed and can be used as an effort to support tourism development. According to Nusa Bali.com as many as 1,003,810 foreign tourists and local tourists visited Buleleng with a comparison of 393,107 foreign tourists and the remaining 610,730 domestic tourists, this figure was an achievement in 2017. Currently, almost all villages in Sawan sub-district have been encouraged to take advantage of the potential that exists as a tourist village, one of which is Suwug Village.

Suwug Village is a village located in Sawan District. Most of the residents of Suwug Village are Hindu. The village of Suwug is divided into 4 Banjars, this village is famous for its Wayang kulit arts, Gong kebyar, Bungbung joget, spiritual tourism in the bee temple baths which have a history of caves, rice fields and also Suwug has extensive rivers and dams. Seeing the various potentials that Suwug Village has, it is feasible to be developed as an attractive and potential tourist destination, but in fact, currently the potential it has not been maximally developed.

2. LITERATURE REVIEW

According to [2], a tourism village is one form of implementing community-based and sustainable tourism development. In addition, according to [3], Tourism Village is a rural area which has several special characteristics to become a tourist destination. These potentials vary, including natural tourism, customs and distinctive arts. These customs and arts are closely related to the Hindu religion followed by the majority of the local population. In addition, for the Balinese people, art has become part of everyday life

3. METHOD

The data analysis method used in this research is descriptive qualitative, which describes and describes the information and data obtained from the process of observation, interviews, documentation that has been done by researchers related to the development strategy of the Suwug Tourism Village. Researchers try to describe and explain the data obtained from the research site, by 1) Collecting and describing data so that it can be easily understood, 2) To make conclusions or draw conclusions. The location of this research was carried out in Suwug Village, Sawan District, Buleleng Regency, Jalan Raya Klancing,

4. RESULTS AND DISCUSSION

4.1 *Suwug Village Cultural Tourism Development Strategy*

Tourism development can be used as a source of regional income and is also used as a means of preserving the culture in the area itself. By looking at the various potentials possessed by Suwug Village, Sawan District, Buleleng Regency. In the Suwug, the potentials are quite adequate. One of them is 'naur' tradition. Naur is when women from Suwug Village who married to outsiders need to hand over (pay) 'banten' and pigs, accompanied accompanied by 'gong' traditional musical instruments and paraded around the village temple or in the heart of the village for acknowledgment of the couples. In addition, Suwug Village has a sacred dance that does not exist elsewhere. the dance is called the Pendet Bataran dance, performed by Severe Sutri or women from Suwug Village to express gratitude to God for his protection. These traditional cultures could be used as attractions for tourists to learn the life of Suwug community.

There is a strategy used for the development of cultural tourism in Suwug Village, namely by inviting the village community to participate in floating and forming a tourism awareness organization, namely Pokdarwis. This organization is expected to assist the village in developing a tourist village. Collaborating with neighboring villages such as Sudaji Village, which

have developed rapidly so that later they can provide creative ideas for the development of a tourist village in Suwug Village.

4.2 *The Role of Village Officials in Supporting the Development of Cultural Tourism*

According to the research, the apparatus of Suwug Village strongly agrees with the development of cultural tourism in Suwug Village as well as Suwug Village has many cultures that are still unknown by many and are able to become the spotlight of foreign tourists and are able to attract the interest of tourists' talents to come to Suwug Village. First, as the role of the Village apparatus, later the village apparatus will provide creative and innovative ideas which later the village government will invite community elements to participate in this development. Village officials will go to the location to find out which potential can be developed. In addition, the community who is invited to develop this cultural tourism is expected that the village community will cooperate between village officials and want to make a good contribution in this development. So that later people will know and understand what tourism is and know about the development of this tourism which will later be able to improve the community's economy.

Secondly, Suwug Village officials will cooperate with the people of Suwug Village who are involved in the world of tourism to want to introduce or promote Suwug Village to their guests. For this reason, it is hoped that people who work in the world of tourism will invite their guests to come to Suwug Village and invite their guests to tour Suwug Village. Thirdly, Village apparatus will develop religious culture because Suwug Village has many sacred temples including the Beji temple and the Bee temple which have clear springs which will later be used for melukat. Many outsiders already believe in this religion and it can be used as religious cultural tourism and will work together with temple stakeholders to prepare the infrastructure for embracing.

Fourthly, village officials will prepare the necessary facilities and infrastructure, such as the village will build a homestay or joglo house and tourists hope to stay at this homestay or in Suwug Village. In addition, the village apparatus collaborates with the land owner to participate in the development of cultural tourism in the village of Suwug. And lastly, inviting farmers or working with farmers to later teach tourists who come to join in farming, planting rice and plowing the fields with this activity, guests or tourists who come will be interested in this activity.

5. CONCLUSIONS

Based on the results of research carried out by researchers in the field both through observation, interviews and documentation, it can be concluded that the development of cultural tourism in Suwug Village will be developed from the role of village officials who will later be assisted by community elements that Suwug village is able to develop into Tourism village by, firstly, working with residents of Suwug Village who work in tourism so that they can later promote their village and want to invite their guests to visit Suwug to tour and introduce the existing culture in Suwug Village.

Secondly, village officials will form an organization, namely Pokdarwis, which will help the village to make a design or be able to come up with creative ideas. In addition, the tourism potential in the village of Suwug is sufficient which will attract tourists who will come to Suwug Village. Thirdly, the device will make a homestay or joglo house for later tourists who come to Suwug Village to stay or stay in Suwug Village. Lastly, this tourism development is expected to be able to contribute to regional income and improve the economy of the people of Suwug Village.

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