



Development of the Walian Satu Cultural Village in Tomohon City “Potential for Historical Tourism Attraction”

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Abstract. Tourism as a means of regional economic development has attracted great interest in recent decades. This study was driven by the researchers’ desire to see cultural villages as potential historical tourist attractions. Community development needs better understood to develop strategies that ensure managers and communities get the same benefits from historic tourism given by Tourism’s contribution. A qualitative approach was used. Data collected through interviews and questions were analyzed and interpreted based on the research objectives. The research findings describe the condition of the development of the Walian Satu cultural village in Tomohon City, which has been running for two years, and the development concept has been completed. This year, various efforts have been made by the Walian Satu sub-district government as an initiator and facilitator in developing cultural villages. Furthermore, the study suggests a need to strengthen the development of Walian Satu local communities, mainly through the diversification of cultural villages. This can be achieved by building partnerships with tourism companies and other stakeholders to increase the potential benefits to the community and living along Walian Satu.

Keywords: Cultural Village · Walian Satu · Historical Tourism

1 Introduction

North Sulawesi, especially Tomohon City, has a rich and diverse culture and developed cultural tourism. Therefore, tourism is increasingly used as a local development strategy to develop communities so that they become the main beneficiaries of cultural tourism development [1]. A particular form and aspect of cultural tourism is the construction and utilization of cultural villages, a growing phenomenon, especially in developing countries, with great potential to contribute to tourism-based equitable development [2].

This city of arts aims to represent the local indigenous culture and its associated traditions and ways of life. In addition, to tourism associated with our cultural villages, we provide positive and direct benefits to communities across the country. For example, it has contributed to alleviating poverty, creating jobs, generating income, promoting cultural pride, and strengthening the community’s identity. Tourism is, therefore, a tool for regional development and economic diversification.

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The advantage of building a Heritage Village in Tomohon City is providing development opportunities to the community through sustainable employment, diversification of tourism products, cultivating niches in the heritage market, and creating heritage experiences. However, some challenges limit the economic empowerment potential of tourism, such as weak local community involvement in tourism.

This study examines the development of cultural villages as potential historical tourist attractions. Management of tourist attractions, especially cultural villages. Develop strategies to ensure managers and communities enjoy the same benefits from tourism. It also raises awareness among indigenous peoples about how tourism can be used to improve their living standards. Ultimately, cultural village managers can use research findings to enhance tourism as a tool for local community development.

2 Research Method

Researchers used a qualitative study design, and data were collected through participant observation and in-depth interviews. The choice of participant observation is supported by Bernard (1994) [3]. He argues that it helps build relationships between researchers and the community and is the first to harmonize to collect data effectively.

However, Kawulich (2005) [4] argues that participant observation's validity is more robust when combined with strategies such as in-depth interviews and document analysis. Various words were explored in in-depth interviews with the founder and head of the Cultural Village, Walian Satu, who is believed to have a good knowledge of the area under study.

Respondents who participated in in-depth interviews were selected based on their perceived ability, so this was all part of the targeted sampling, which researchers believe is more suitable for their research purposes.

3 Results and Discussion

Goeldner and Ritchie (2009) explain that tourism is part of the activity between the interaction of visitors and service providers. Tourism is part of many phases involving various aspects of various economic activities which provides multiple services for individuals or groups who visit. From the previous explanation of tourism, it can be explained that tourism is not only a business activity but has a significant influence in various fields.

3.1 Contribution of Tourism to Economy, Society, and Environment

Tourism is part of the revenue generated from constructing new tourist attractions, supported by other development sectors such as water supply and sewage treatment (Gilbert and Wanhill, 2013). The development of entrepreneurship and the number of new destinations and local visitors are also part of the impact of tourism [5].

Tourism reduces poverty levels and opens new jobs for the surrounding community [6]. Tourism also impacts research and development to increase state revenues derived

from taxes given to visitors [7]. Then tourism also covers products for other sectors such as food, lodging, agriculture, nutrition, entertainment, and other sectors. Also, improve soft skills for tourism actors because of the increased skills obtained. Tourism provides a reciprocal relationship between visitors and traditional dance performances so that ancestral heritage and beautiful nature can become tourist attractions.

3.2 Cultural Village in Tomohon City

In 2021 the concept of the cultural village will be completed. The idea of a cultural village includes a Cultural center, traditional plants, and the cultural center of the archipelago. The district government of Walian Satu initiated this activity. The potential of regional independence can be raised well so that the surrounding community can utilize it. Partnerships from the Walian Satu sub-district are RNB, Wale Matani, Kabasaran Lovers Community, Gratsia Studio, Okulele Community, and Kolintang Community.

Another goal of this cultural village is to restore the Tombulu language as local cultural content in that location. Also introduced are the use of leaf mats when eating and the tradition of kumawus. A Memorandum of Understanding has been carried out between the kelurahan and land owners, namely in the church environment as a place to develop cultural villages.

The source of funds is the budget from Saporas and in Musrebang activities, Rp. 50,000,000 in a year. The location of the cultural village is in Kaiwolo. This development stems from a culture that has begun to be abandoned even though it has great potential to be preserved and developed to this day. One that has been designed is children's games and competitions. Pralaunching will be contested with the Tomohon International Flower Festival in August 2022 (Interview of the Walian Satu Sub-district Head, 2022).

3.3 Community Development

Community development can change and assist in the environmental, social, cultural, economic, and cultural sectors. The results of this section can create interactions from the togetherness woven and other attitudes such as the form and the need to show a friendly attitude towards visitors [8]. Community development is a forum for tourism development involvement so that the services offered can be accommodated to the maximum and that local resources can be appropriately managed. Also supported is the development of potential realized in a joint movement so that it can create actions and solutions for the provision of tourism services and services. The community can be seen from social interactions and interactions within it [9].

Local tourism communities have a development impact that will affect many sectors. In ensuring everything is carried out optimally, it is necessary to pay attention to all factors, such as increasing income and fulfilling the demand for goods and services by visitors from the results of businesses and crafts offered so that they can be independent and empowered in the economic field.

From the explanation given, community development can develop the community's economy, which can be managed through community empowerment to provide welfare for tourism service providers [8]. so that the local community becomes the dominant

actor starting from the program proposing, implementing and evaluating the services provided [10].

3.4 Community Participation in Tourism

Participation is a process of sharing control for decision-making and resource development, especially for local communities (Backman, 2013). In improving communication, it is necessary to make decisions so that action can be carried out sustainably [11].

Participation is also required for cooperation in making programs and service products offered in tourism. If there is no participation from the community, it will be a weakness in community development. The role of local communities is used as a benchmark in achieving national development [12]. Society and community participation in tourism management can reduce forms of resistance so that communities can push at an effective and efficient level for sustainable development.

3.5 Tourism Jobs

The tourism industry opens up global employment opportunities. This industry creates jobs for 204 million people, contributes about 10.9 percent of visitor spending, and is one of the largest of any other sector. The International Hunting Organization (ILO) opens up employment opportunities due to the nature of the work offered in various fields and based on market needs and the services provided to visitors [13].

Industry requires a balance between regional economic activities to create jobs for local communities [14]. Such construction also provides temporary work for immediate community members. However, it is necessary to pay attention to providing the essential raw materials and wisdom in managing their access severely, not excessively damaging nature. Nature conservation is needed to ensure sustainable stability. The benefits of tourism for workers can motivate them to maximize their potential to get the position they want to create good job opportunities for tourism actors.

3.6 Culture Tourism

Currently, tourism is a widespread industry; 40% of the number of visitor arrivals from various parts of the world in 2007 [15]. Cultural tourism creates cultural products owned by public and private managers that provide a different experience from other types of tourism.

From cultural tourism trips that are carried out, they can provide their own experience and satisfaction for tourism actors because they will get cultural performances and products displayed by tourism service providers. Through cultural tourism, we also preserve our own culture, increase our understanding of history, and sustainably preserve nature.

3.7 Cultural Village as a Potential Historical Tourist Attraction

Cultural villages provide positive benefits for all tourism actors and significantly contribute and potential to their development [16]. The artistic town displays traditional

performances, and the local community provides handicrafts. Cultural villages can give awareness to develop their local wisdom regarding the village's history so that good management will increase income.

So that it can spur people to maintain and preserve their cultural heritage [17]. Various opportunities can be maximized in the development of cultural villages, the diversity of historical tourist attractions in cultural towns can create historical tourist attractions that are adapted to the times. The success rate of historical tourist attractions can not only be influenced by the physical condition of the building but by the environment that supports the tourism chain, as well as various forms of various interests that are displayed as tourism promotions. And also need to synergize with the tourism promotion of the central government.

4 Conclusion

This study discusses the cultural village and its potential as a historical tourist attraction. From the literature review, it is clear that tourism influences improving the economy and social environment and employing tourism service providers. The development of the cultural village in Walian Satu involves many communities, and various forms of cultural diversity are provided. It is still in the development and pre-launch stage, so contributions from all parties and cooperation with various related agencies are needed to improve the cultural village managed by the Walian Satu sub-district.

This study also emphasizes the need for participation from the community, which is the support system in supporting the cultural village. The complete form of training and management to maximize and create a sustainable cultural village and provide good benefits not only for the citizens of Walian One but also for the people of Tomohon City in general.

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