Local Community Support for Sustainable Tourism Development at Sunan Giri's Tomb

Mutiara Dewi(✉), Idris, and Nurul Ratnawati

Universitas Negeri Malang, Malang, Indonesia
mutiara.dewi.1707416@students.um.ac.id

Abstract. Sustainable tourism is a good approach for tourism development, since it is encouraging the citizen to be involved. The tomb of Sunan Giri is a religious based tourism that uses sustainable tourism principles. In its implementation, the local citizen supporting the development in a various way. The form of community support in realizing sustainable tourism is something that needs to be understand. Supported by the concept of community participation and sustainable tourism, this study aims to analyze community support for the development of Sunan Giri's tomb and the impact of tourism development on the implementation of sustainable tourism which include: economic, socio-cultural, and environmental aspects. This research uses qualitative approach with a descriptive type of research. Data was obtained from direct interviews and observation. The results showed that the community around Sunan Giri's tomb support the development, either in a direct or indirect way. The type of support is different based on level of development. Community involvement in tourism development has an impact on economic, social and cultural aspects, as well as the environment in a sustainable way. In order to realizing sustainable development of tourism, good cooperation between stakeholders is needed.

Keywords: Community Support · Community-Based Tourism · Sustainable Tourism

1 Introduction

Community participation in the development of sustainable tourism has received attention from several parties, including the ministry of tourism and creative economy. This attention is formulated in the ministry regulation of the Republic of Indonesia No. 9 of 2021 containing the guidelines for sustainable tourism destinations. There are four pillars in organizing the development and management of sustainable tourism. The pillars include: social sustainability, economic sustainability, cultural sustainability, and environmental sustainability. In order to applying sustainable tourism, the community must be involved in planning and implementation [1].

The support and involvement of local communities in the implementation of tourism is considered to be a solution for the environment and poverty problems [2]. Community involvement is also an important part of the realization of sustainable tourism. This

is related to the rights of the community to be involved in the transformation of the surrounding environment into a tourist destination, as well as related to the rights and benefits of their involvement [3]. From this involvement, the community can help preserve existing cultural assets and contribute to protecting the environmental aspect as well [4].

One of the tourist destinations that developed by involving the local community is the tomb of Sunan Giri. Religious based tourism of Sunan Giri is located in Giri Village or now recognized by the ministry of tourism as Giri Tourism Village. The tomb of Sunan Giri is always crowded with visitors coming from various area so it has a positive significant impact on the Regional Original Income (PAD) of Gresik Regency [5]. As the number of visitors are increasing, construction and development are carried out in order to make tourists feel comfortable and to attract more tourist to visit the tomb of Sunan Giri [5]. Unfortunately, not only it brings positive impact, tourism development can also bring negative impacts such as the the degrading of cultural values, social inequality, also environmental problems. To minimize these negative impacts, the implementation of tourism development requires good planning and support from all stakeholders. Those requirements is covered by the sustainable tourism development approach [6].

The discussion of community support for sustainable tourism development has been prominent. The research reveals that people are willing to participate if the benefits of development have a direct impact for them, especially the economic advantages [7]. People's reluctance to participate in sustainable development tourism is related to their lack of knowledge and capability [8], whereas the success of sustainable tourism development determined by the support of community [9]. In line with that, intensive collaboration between stakeholders is needed, so the community can participated beyond from technical issue [6]. It is important that local community is participated on management level as well [10].

The previous study shows how important the local community's support is in a sustainable tourism development [4, 7, 11]. The impact of community participation is also only discussed in terms of the economical or the environmental aspect [11–13]. Hence, it has never been deeply discussed about the forms of local community's support and the impact of local community's support toward sustainable tourism. However, a further research about community support in sustainable tourism development is needed. Along with that, this study aims to reveal about the support of local community toward sustainable tourism development in Sunan Giri's tomb.

2 Methodology

This research uses a qualitative approach with a descriptive type. Qualitative research design is applied in research with the aim of analyzing a phenomenon [15]. In this study, qualitative research was used to analyze the support of local communities for the development and benefits of religious tourism development on social, economic, and environmental aspects in religious tourism the tomb of Sunan Giri. Meanwhile, the design used in this study is a case study. This design of research chosen to uncover a phenomenon in a deeper way [16].

Data obtained by direct observation to the area of the Sunan Giri's tomb. This is done to observe how the community around the tomb takes action to support the development

of religious tourism of the Tomb of Sunan Giri. In addition, interviews with informants were also conducted to the primer and secondary informants. The secondary informants include the head of UPT (Key Management Unit), and the government stakeholders. Meanwhile the primer informants include the caretakers, janitors, and the community of economic actors around Sunan Giri's tomb.

The data analysis technique used in this study is the interactive model from Miles and Huberman (2014) with four research steps. First, data is collected through observations, interviews, and documentations in the area of Sunan Giri's tomb. Then the results of interviews, observations, and documentations is reduced. After that, data reduction is sorted out by the information has already obtained, such as sorting out the statements of resource persons that are not related to the topic of this study. The next process is the presentation of data in the form of narrative elaboration. Then the last process is making conclusions, information is concluded to serving the answer of research problem [15].

3   Result and Discussion

The form of community's support in the development of Sunan Giri's tomb tourism can be divided into various forms of support based on the level or the stages of development. Meanwhile, the findings regard the impact of local community's support on the implementation of sustainable tourism are discussed from environmental, economical, and socio-cultural aspects.

3.1   The Forms of Community Support in the Development of Sustainable Tourism

Based on the interview results, it is known that the local community around Sunan Giri's tomb fully supports the implementation of religious tourism at Sunan Giri's tomb. The support from the community is based on the reciprocity or benefits obtained by local community from tourism [17]. Community support is important for tourism development because it is believed to be a bridge between government policies and the implementation of tourism in the field [18]. This can be seen in what happened in the community around Sunan Giri's tomb. From the results of the interview, it was founded that the position of the community became a bridge between the policies from the government and local community.

3.1.1   The Form of Support Based on Participation Level

The form of support from the local community around the tomb of Sunan Giri for the development of religious tourism can be seen in the level of participation developed by Tosun [19]. Each level of participation indicates the position of the local community and its relationship with external parties [19].

First, spontaneous support. This form of support is the highest level. Usually, people have their own awareness to participate and contribute to decision making. At this stage, support is real, clearly visible actions and has a direct impact [20].

The study finds the spontaneous support from the community around the tomb of Sunan Giri in the form of community involvement in the planning stage. For example,

the community is incorporated in the Village Community Empowerment Agency which has a voice in development planning.

Furthermore, the second level is the support caused by profits. In the tomb area of Sunan Giri, it can be seen that the community participated as members of POKDARWIS because the community felt that they benefited from the implementation and development of religious tourism for the tomb of Sunan Giri. In line with previous study [7], people will participate if they can feel the benefits or reciprocity of tourism development.

At the very bottom level is coercive participation. At this level, the local community is forced to obey the agenda of external parties who have the power, in this case it is the KEMENPAREKRAF (Ministry Of Tourism And Creative Economy). For example, people inevitably obey the government's intervention to relocate the place to sell to a souvenir center built by the government. This finding is in line with Giampiccoli & Mtapuri [19] which states coercive participation forces the community to obey the planning of the more powerful parties.

3.1.2   The Form of Community Support Based on Development Stages

The form of support can also be categorized based on the stages of tourism development, included planning, implementation, and supervision/evaluation [21]. This is in line with [22] which revealed that community support and involvement are important in each stage of tourism development because local communities can understand the situation of the surrounding area. The following is a form of support from the surrounding community at each stage of the development of Sunan Giri's tomb tourism:

Planning Stage, at this stage the community takes part in planning the development program. In addition, the community also provides proposals to the government and other stakeholders regarding the needs and aspirations of the surrounding community. At this stage, the role of support is very important so that the government understands the things that are of concern to the community. In line with previous study, who stated that at this stage, the form of support carried out by the community is called self mobilization and connectedness. In this regard, the Society develops contacts with external institutions for the resources and technical advice they need, but remains in control of the use of resources [23].

Implementation Stage, at the implementation stage, the form of community support can be in the form of thoughts, energy, and time for the development of religious tourism to the tomb of Sunan Giri. For example, in the development of tourism accommodation, the community initiates and provides motorcycle taxi services for tourists and the formation of institutions or organizations. At the implementation stage, the form of participation is called functional participation. This finding is in line with previous study, that functional participation is seen as a means to achieve community goals. People participate by forming groups to reach the established goals [23].

Supervision/Evaluation Stage, this stage also requires the support and participation of the surrounding community [23]. The community around the tomb of Sunan Giri also included in evaluating process of the development of tourism. For example, local communities were involved in meetings to see the implementation of the development of Sunan Giri's tomb tourism.

Development Stage In the continuity of tourism development, good facilities and infrastructure to support tourism are needed. The same is the case with the development of tourism in the Sunan Giri Tomb Area. The form of tourism development of the Tomb of Sunan Giri can be studied with the 4A concept, namely attraction, amenities, ancilliary, and accessibility [24].

Attraction serve as a tourism development tool to attract tourists [25]. The tomb of Sunan Giri has an attraction for tourists who want to make a pilgrimage to visit the tomb of a figure who is respected as a spreader of Islam in the archipelago. Sunan Giri's tomb presents religious values, cultural values, and historical values so that people want to visit the tomb of Sunan Giri. Sunan Giri's tomb also has a special event that usually manages to bring in a number of visitors that are many times more than the usual number. Among the events are the *malam selawe* (25th night of *Ramadhan*) and *haul* (The rememberance of someone's death). Those night were where people come to recite Alquran and *tahlil* together in the hope of getting the blessings of the night of *lailatul qadr* (Special night for moslem in last week of Ramadhan).

Based on research and direct observation, the development of tourism attraction is realized through the construction of adequate supporting infrastructure which became value added to the attraction. The example is Sunan Giri museum building, this attract the tourist who want to come to explore historical value. This finding is in line previous research, which states that the potential attractions owned by The Blue Kersik Beach need to be supported by the existence of facilities and infrastructure. The improvement of facilities and infrastructure is related to the improvement of arrival rate of The Blue Kersik Beach visitors [26].

Acess or accessibility, it deals with infrastructure including roads, bridges, bus stations, railway stations, and airports. Accessibility of tourist attractions is considered a necessary component to attract more tourists [27]. The tomb area of Sunan Giri is indeed located on a hill, but the access is open, it can be reached easily. The location is only 4 km from downtown Gresik. In addition, the distance between the tomb of Sunan Giri and the Osowilangun bus terminal is only 8 km with a travel time of about 15 min. The tomb of Sunan Giri can be accessed easily, especially for visitors from Surabaya, Sidoarjo, Lamongan, Tuban, and other nearby cities.

Amenities or facilities, good facilities will give tourists a sense of comfort when carrying out tourist activities [28]. The development of facilities at the tomb of Sunan Giri which aims to make tourists feel comfortable including the tourist market. Previously, the seller could sell their goods in a random places, it might disturb the tourists, now traders are directed to sell their goods in a occoupied place by government called "*Sentra Oleh-Oleh Giri*". Another facility for visitors is Giri Trans which provides transportation accommodation services for tomb visitors. In addition, the community around Sunan Giri's tomb also offers motorcycle taxi (Ojek) services. The findings are in line with previous research [29] that found the availability of facilities affects the effectiveness of tourism development.

Last but not least is **ancillary** or institutional. The comfort of tourists when visiting tourist attractions also depends on the policies and management of local institutions [30]. Institutions in the implementation of sunan giri tomb tourism have support from the government and related institutions such as *disparekraf* Gresik Regency, this is needed in

the implementation and development of religious tourism objects for the tomb of Sunan Giri. The establishment of community institutions such as *BUMDES* (Village-Owned Enterprises), *POKDARWIS* (Tourism Awareness Groups), and *BADAN KESWADAYAAN MASYARAKAT* (Community Empowerment Institution) can participate in regulating, developing, maintaining, and planning the implementation of the development of Sunan Giri's tomb tourism.

The findings in this study about are relevant to previous research [31] which revealed that attraction, accessabilty, amenities, and ancillary are related to the level of visitor satisfaction. Not only that, those four components are also related to the loyalty of visitors to revisit. For this reason, the four components above need to be considered in developing tourism.

3.2 Impact of Local Community Support *o*n *t*he Implementation *of Sustainable Tourism*

Tourism development success to be sustainable when its paying attention to environmental, socio-cultural, and economic aspects. For this reason, the discussion on the impact of community support in the implementation of sustainable tourism is seen from these three aspects.

3.2.1 Environmental Aspect

The form of implementation of sustainable tourism from an environmental aspect includes the establishment of POKDARWIS (Tourism Awareness Group) whose one of its tasks is to take care of the green open space (RTH) around the Sunan Giri tomb area**.** In addition, the community and the government jointly strive to carry out good planning, management and environmental review. The impact of community support in the environmental aspect is that the economic benefits obtained from organizing this tour can survive if the environment is also taken care of. This is in line with previous study [32] which states that the participation of local communities can minimize environmental damage caused by the implementation of tourism.

3.2.2 Socio-cultural Aspects

The implementation of the principle of sustainable tourism in the socio-cultural aspect is realized through community involvement in decision making, planning, and implementation of tourism. The establishment of bodies or organizations involving the community which include LKMD (Village Community Resilience Institute), Karang Taruna, BKM (Community Empowerment Agency) is proof that the Sunan Giri tomb tourism area implements the principle of sustainable tourism in the social aspect.

The implementation of the socio-cultural aspect can also be seen from the involvement of the community in the event of the Malam Selawe tradition and the commemoration of Haul Sunan Giri which is always held every year on the last Friday in the month of Maulid (Hijri calendar) with various activities carried out, including: Qur'an recitation, public recitations, joint tahlil, and hadrah art performances. These activities involve the community in their implementation so that they can bind togetherness.

The impact of community support in the socio-cultural aspect are establishing good relations between local residents and visitors, and preserving cultural events. These findings are in line with previous research which states that local community support can have a positive effect on socio-cultural life, especially in maintaining cultural activities and improving the quality of life of the surrounding community [33].

3.2.3 Economic Aspect

An aspect that is also essential is the economy, by paying attention to economic management will be related to a good environmental management budget [34]. In addition, attention to economic aspects is also related to the reciprocity that local residents deserve for their involvement in organizing tourism in their area [22].

Reciprocity from an economic point of view does not have to be directly in the form of monetary profits, but it can also be in the form of work and income through the sale of goods or services, for example, many people make and sell souvenirs typical of Sunan Giri's tomb.

The real impact of the implementation of sustainable tourism in the economic aspect is the formation of BUMDES or Village-Owned Enterprises. There are several business lines including: Bintang Giri Trans which serves travel accommodation, Bintang Giri Mart which is a business that sells tourist needs, parking, tourist markets, and the tomb of Sunan Giri.

The findings of this study are related to an earlier study [35] which stated that sustainable tourism development can have a good impact on the economy. In this case, it is related to fair management so that the community can feel the impact of tourism (Fig. 1).

Those three aspects are proven in the implementation of sustainable tourism in the tomb of Sunan Giri. According to the secretary of the Village Consultative Bureau, Miftahul Huda, cooperation between stakeholders and also support from the public is needed so that the religious tourism area of Sunan Giri's tomb can attain the sustainable tourism goals.
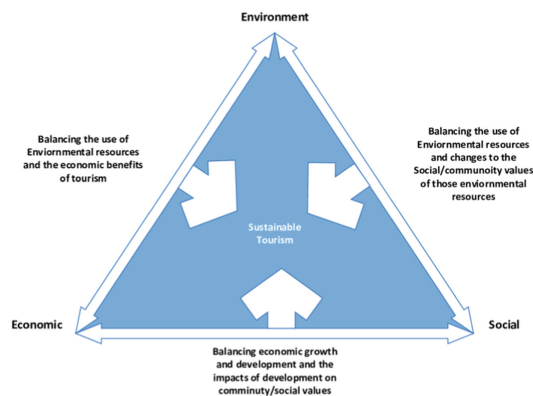

Fig. 1. Dimension of Sustainable Tourism

Authors' Contributions. Mutiara Dewi is the main author in this research. She research the previous study, consider the title, obtain the data, and conclude the result finding. Idris S.S, M.M and Nurul Rahmawati S.Pd, M.Pd helps to review and gives the direction regarding this research process.

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