



Thematic Concepts of Economic Development and Political Dimensions to Create Cultural Tourism for Kemaro Island, Palembang

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Abstract. The main goal of study is to analysis community based tourism (CBT) concept which implement in order to develop cultural tourism in Palembang, particularly in the Kemaro Island. Primary data were collected through semi-structure interview to several key informants and observations. While, secondary data were gathered through documentations, and some literatures. By using Huber Miles and thematic and coding approaches, the study found that economic and political dimensions were more dominant rather than environment, culture, and social factors to construct Kemaro Island as a cultural destination. In the economic factor, the study disclosed job available for societies who stay in the island. They also more creative to earn money from tourism activities in their areas. Thematic concept of 'hydroponic planting on a floating village' make the place more attractive, and selling traditional foods were good model of CBT for creating cultural end. This not only impacts on the families' incomes but also to local generated-revenues. At the same time, Pagoda and Kelenteng are not only merely as Buddhism praying places but now visitor enjoy as tourist attractions. Another interesting finding was religion tolerant among Buddhists and Muslims. All locals are Muslims but they compact with Buddhists in order to keep the Buddhism praying places and doing activities in those areas. Thus, the model of CBT of cultural tourism on Kemaro Island was fairly enough contributed by those two factors above.

Keywords: Cultural Tourism · Kemaro Island · Economic Dimension · Political Dimension

1 Introduction

Today tourism is one of sectors which contributes to Indonesia's foreign exchange. South Sumatra is one of the provinces that is intensively developing its tourism industry, which is continuously improving in maximizing its tourism potential. One of the Tourist Destinations offers cultural tourism especially Palembang.

Kemaro Island, for example, can be offered as a destination for cultural tourism. This island is a small delta located in the waters of the Musi River, Palembang, with an

area of about 32 ha, located approximately 6 km from the Ampera Bridge and about 40 km from the city center of Palembang.

This island offers visitors an atmosphere of ethnic Chinese culture, and romantic. There is a Buddhist place of worship, a 9-story Pagoda lays in the middle of the island. This building was built in 2006. There is also a temple that already existed. Hok Tjing Rio Temple or better known as Kuan In Temple which was built in 1962. In front of the temple there are the tombs of Tan Bun An and Siti Fatimah side by side. The two figures are the main characters of the Kemaro Island legend. The local legend is written on a rock beside the Hok Tjing Rio Temple. Syahdan, long ago a prince from China named Tan Bun An came to trade in Palembang (Inge, 2018). The legend of love between a Prince from China named Tan Bun An and a Princess of the Sriwijaya Kingdom of Palembang origin named Siti Fatimah is a special attraction for tourists. Kemaro Island is not only a religious and cultural tourist spot, but this place is also inhabited by the community. Based on data, the island is inhabited by around 173 families, namely RT 17 and 18 Kelurahan 1 Ilir, Ilir Timur II District. Around the island there is 1 RT inhabited by about 48 families who live there.

Societies who live on the island and surroundings participate in several activities around places of worship. They do this whether they realise it or not. The involvement of the local community on this island will directly have an impact on the development of Kemaro Island itself as a destination. Locals is one aspects to be considered in the concept of creating a tourism place or attraction, and its sustainability [1].

Pre-survey results showed that the people who live on the island of Kemaro and its surroundings are involved in participating in the tourism development of this area. They work as providers of traditional boat transportation services (Getek) crossing tourists from the Intirub, Lola Mina, and Peti Kemas piers near Kemaro Island. The pier used to board and drop passengers from this place to Kemaro Island is not safe because it is too high and is very risky for accidents. Meanwhile, the pier may not change its shape or be renovated or replace the existing pier. The insecurity of the pier has an impact on the interest and number of tourists to cross from this place. Many tourists turn to the Benteng Kuto Besak (BKB) wharf which is safer even though it is further away from Kemaro Island, and the transportation service provider is not a resident or local community of Kemaro Island.

In addition, community involvement in tourism on Kemaro Island is that they act as local food sellers such as pempek, models, meatballs, chicken noodles, and young coconut ice. One to another seller similar foods, there is no division of food segments, and good characteristics of the food products made. This has an impact on the interest of tourists to enjoy culinary on the island of Kemaro is low. This is because the food can be found anywhere in Palembang, sometimes many tourists even bring their own food.

The involvement of the people of Arab descent intentionally and unintentionally in order to create Al Munawar village as a place to visit can be seen and felt. This is similar to what people in Kemaro island do, they involve themselves in tourism activities on the island with or for certain purposes.

However, tourism development efforts that were which used locals are considered for some, a few failures in their development because policy holders still thought partial,

institutional ego and sectoral ego, where local communities have limited budget to handle their areas as a tourism destination [2].

In contrary, A study found that thematically there were some areas of involvement of local communities in developing destinations in remote areas in Pahawang Lampung, such as mutual cooperation among stakeholders; greater compactness of groups of local women; efficient and effective using some ladies in providing foods for visitors; other communities members were involve in the serving tourists as guiders, and private services, the most important element is a collaboration between central and local government to create the enabling environment for tourism. This shows that the level of interest of a group of people and cooperation between the government and the community has built and developed tourism in this place [3].

The development of a destination have contributing to nature, economic, and improving of locals incomes [3, 4]. Similarly, it also potential to carried out according to develop strategy so that the tourist attraction can be utilized in improving the economy of the surrounding community [5].

Various previous studies and opinions from scholars have encouraged this study, to explore how to model the right Community based tourism (CBT) that can be used for cultural tourism in Palembang, taking the case of Kemaro Island of Palembang. There has been no similar study conducted until this study will be conducted to find a CBT model that can be implemented in this destination. Previous studies explored the strengths and weaknesses of community-based potential of Kemaro Island to turn weaknesses and threats into opportunities from an economic perspective [6]. Furthermore, 50% of food and beverage traders are local people who live around Kemaro Island, and 21% of boat drivers are also people from around Kemaro Island [6].

Therefore, the problems can be formulated in this study: What are strategic and tactics of local community and other stakeholders involve in the development of Kemaro Island as Cultural Tourism that recognize as important elements of community-based tourism.

2 Introduction Critism of Some Works

2.1 Theories of CBT

Tourism is a unique sector, tourist may explore many parts of it CBT which let visitors enjoy and involve in the community to explore their traditional cultures, ritual, wisdom, and local habitats [7]. While, locals conscious that they are being the commodity of commercial for tourism purposes. To accommodate the CBT government should pay their attentions to all aspects of economic, political, environment, and social to develop a destination. So, it is clear enough that CBT is collaboration work between community government, and other parties.

In addition, community have important roles in the planning and decision making process of a place as a tourist destination [8]. The participation of community have to recognized as an important element in order to develop a destination [9, 10].

Thus, it is clearly enough that community is one of crucial elements of CBT. Heterogeneous of them are the power of themselves. Assume their respective responsibilities in the context of developing destinations around them [9].

2.2 Community Empowerment Through CBT

Community will be empowered in the development of tourism in their area. In this concept 'a form of tourism' which provides opportunities for local communities to develop and control tourism management. Their involvement on CBT have both directly and indirectly benefits for themselves [11, 20, 21].

The community in this case is seen broadly, not only residents in the sense of a group of people living in an area, but also those categorized as community leaders such as the Camat, Head of Customary Village, and Ustadz. Organisational groups such as Ibu-ibu, Karang Taruna, and Taklim Council are potential partners in community empowerment efforts, and companies with their cooperate social responsibility (CSR) or central bank collaborating work together in order to develop a destination [12].

2.3 Types of CBT

CBT is not merely about activities of community on tourism, but also about creativity and profitability. Thus, when a group of community members involve in the tourism activities in their areas and they get the profits from these activities, it called CBT. If locals take opportunities by using their assets for tourism purposes, then it also called CBT. The last type of CBT is the collaboration business between one to another family in a destination areas in the context of tourism that is CBT too [19].

Hence, the CBT is more about balancing and harmonization about locals, natural resources, tourists and environment [13].

2.4 Cultural Destination

A place is recognized as a cultural destination when it has something that used for art [14]. However, cultural old assets which available in a city also can be used for cultural tourism [15]. Thus, this indicates that a cultural destination is not merely about heritage but also including art.

While, the most important aspect should considered for a cultural destination is when it has historical evidences and assets [16]. Indicators and profile of a cultural destination when they have visitors, loyal visitors, and repeat visitor enjoy natural and manmade attractions including service and hospitality in a tourism place [17].

3 Methodology

3.1 Location and Time

The study was conducted Kemaro Island, Palembang, Indonesia and surrounding areas.

3.2 Objects of Research

Community who live in the Kemaro Island. Around 173 families who active involve in the tourism activities in Buddhism religious place. This area has two main places for Buddhists praying spaces. There is a village consists are RT 17 and RT 18. In 2021 by using from Corporate Social Responsibility (CSR) of a Fertilizer company they create 'water tourism village' on their village.

3.3 Key Informants

Informants in this study are key informants, which means people who do know in detail and in depth about the object being studied. There are nine persons, consist two person locals who sell foods, two person who sell souvenirs, housewives who are involved in the hydroponic program from Bank Indonesia. The local government, who is represented by the head of the local RT, RT 17 and RT 18 are also used as informants. In addition, to complete the data required opinions and input from the provincial government, so that 1 person from the Tourism and Creative Economy Office has been prepared.

3.4 Gathering Data Method

Data were collected through (1) Interview to 9 key informants, namely the head RT 17 and RT 18 kelurahan 32 Ilir, Kecamatan Ilir Barat 2 Palembang. The interview also to two food traders, two more souvenirs' sellers, housewives, and staff of tourism and economic creative Palembang. (2) Observation to local community also conducted to understand their habits, and activities in order to develop, control, and look after the place as a cultural destination.

Researchers also gathered secondary data from some references, such as data visitors to Kemaro Island from Tourism an Economic Creative, Palembang. It was also collected from books, journals, previous studies which related to purposes of study, particularly related to CBT.

3.5 Data Analysis Techniques

The study used Miles and Huberman; and themes and coding to analyze data obtained from interviews and observations. There are three steps, reduction; data display; and conclusion. In the first step was deleting some data which unnecessary or not related with purposes of study. After read and read, create a first notes and themes [18]. The second phase is data display. Here, data will be displayed in a table, graph, or chart. The last phase is the conclusion. It will conclude and verify at the end of the stage. Before making conclusion, the data still tested and verify for correctness, and truly accountable.

4 Results and Discussions

4.1 Data Reduction

There were several data that obtained from interviews and observations. The purposes of this phase is make simpler. This stage was repeated for many times until researchers get data required. Interviews results and field notes matched, irrelevant or unrelated data will erased and not used. Thus, data of five elements of CBT, economic, political, social, environment, and culture were grouped.

4.2 Data Display

Base on grouped of above, there were five elements of CBT.

4.2.1 Economic Factors

- Creating job opportunities for the community and creative ideas that can generate additional family income
- In general, the community in the two RTs can earn income from tourism activities around them
- Indirectly it will definitely affect local revenue (PAD)
- Focus on hydroponic planting on their house, ibu-ibu PKK get benefits to provides another attraction of their village.

4.2.2 Culture

- Make Pagodas and monasteries or Buddhist places of worship a cultural attraction
- Religious differences between visitors and the people around the pagoda in the delta are very harmonious and tolerant of each other
- Local people can also use their hospitality as a supporting part of tourist attractions

4.2.3 Social

- The people of RT 17 and RT 18 who take advantage of tourism activities on Kemaro Island and its surroundings get jobs or income and sell food, take pictures, sell souvenirs and souvenirs.
- Only a small part of the people around the Pagoda are proud of the Chinese cultural assets in the delta, this is due to the many restrictions made by ethnic Chinese who control the Buddhist place of worship.
- Tourism activities involving the community in RT 17 and 18 show a fairly balanced gender equality. PKK women from the two RTs are active in managing hydroponic and ornamental plants and selling food. Meanwhile, you are active in maintaining physical assets other than the Pagoda, such as the gazebo where the community center is located, clean water installations, mini gates, and selling dogan.

4.2.4 Environment

- There is water that can be used for toilets and drinking water in RT 17 and 18 but not in the Pagoda area
- There is a well-managed litter box
- Visitors and tourism activities do not harm the environment

4.2.5 Politic

- Fairly good community involvement on tourism activities
- Awareness of ownership of assets available from the community.
- The community has the freedom to manage the destination

To understand how much the involvement and contribution of community of RT 17 and RT 18 on tourism in Kemaro Island, as shown on the Fig. 1.

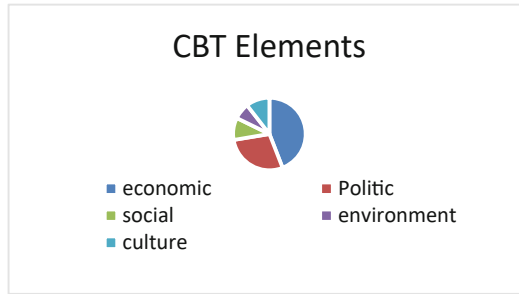


Fig. 1. Pie chart of CBT Elements on Cultural Tourism of Kemaro Island. Source: data processing, 2022

As shown on the Fig. 1 economic was the most of elements which implement of cultural tourism on Kemaro Island. The concept of ibu-ibu PKK created the 'hydroponic planting' and produce traditional foods to sell. It indicates that thematic concepts selected by them was appropriate to expose their contribution to tourism activities on this Island.

The second big element of CBT that applied on Kemaro Island was politic. This not regarding to the political issues on the country in general. Politic means in this study was awareness of community involve in tourism activities and maintain assets of Pagoda and Kelenteng on the island. The freedom of community managing the Kemaro Island was also an important aspect on development of this area as cultural tourism.

While three other elements (social, environment, and culture) were lesser than those elements. A unique statement from informant as below:

We have obstacles from some of Chinese people who look after the Pagoda and Kelenteng were not allow access from the area of religious to the village. They assume have to be clearly border between community live and religious.

From outside, it seems there is a harmonisation between both locals and Pagoda and Kelenteng guards, somehow, it takes times to discuss about this issue.

4.3 Economic and Politic Elements as CBT Concept to Construct Cultural Destination of Kemaro Island

As mentioned earlier, there were two most elements that important on the development of Kemaro Island as cultural destination. The Fig. 2 illustrates how those elements configure the island as cultural destination. The thematic concept of hydroponic planting and their awareness of community to involve and look after the assets were showing their power to create the place as one of favourite destinations in Palembang. Those two aspects have relationship one to another, the awareness to involve were empower them to enhance quality of live from tourism sector.

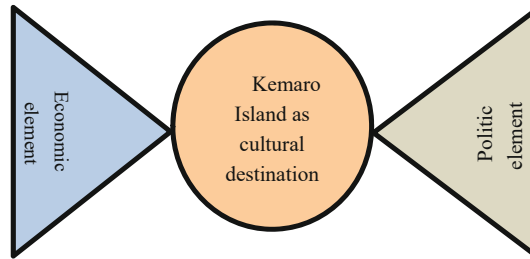


Fig. 2. Model of thematic concept of CBT on cultural tourism. Source: data processing, 2022

5 Conclusion

Community is crucial in the context of creating a cultural tourism. Kemaro Island is one of destinations in Palembang offers the religious space to visit. Locals who stay in the island have been taken benefits from tourism activities on their area.

The study found that there were two most elements, economic and politic. While three others, social, culture, and environment lesser than those. The study discover a model of CBT on cultural tourism in Kemaro Island was thematic concept of economic and politic which selected by community has been generated the village on the island as a destination which not only for praying purposes but people may enjoy it also as a cultural destination.

The next study will focus on the readiness of community to create their places as education tourism spaces.

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