



# Development of Arab Villages as Ethnic Tourism Destinations in Palembang City

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**Abstract:** Arab Village possesses a rich reservoir of cultural and historical potential, rendering it an attractive prospect for travelers seeking an authentic cultural immersion. The study delineates an all-encompassing strategy for this progression, encompassing a range of pivotal stages. These contain the identification of local potential, the conservation of historical landmarks, infrastructure enhancement, diversification of tourist activities, adept promotion and marketing, cooperation with local communities, elevation of local gastronomy, implementation of hygiene and security protocols, facilitation of educational and cultural initiatives, and the establishment of a continuous assessment mechanism. By embracing this strategic framework, the research aims to stimulate the evolution of Arab Village into a captivating tourist attraction while ensuring the sustainable economic well-being of the local community. The research objectives are delineated as follows: to conduct an exhaustive exploration of tourism growth within Arab Village, with a specific focus on ethnic tourism, to glean insights into its current status and prospects for expansion, to ensure the preservation and safeguarding of both the physical and intangible aspects of tourism within Arab Village throughout the developmental process, thus safeguarding its cultural and historical legacy, and to optimize the economic benefits stemming from the tourism sector in Arab Village while proactively addressing potential challenges through the adoption of sustainable practices, thereby contributing to the enduring prosperity of the local people. This research underscores its unwavering commitment to nurturing sustainable and culturally sensitive tourism development within Arab Village, acknowledging the pivotal role of economic viability and cultural heritage preservation.

**Keywords:** Cultural Tourism Development, Tourist Potential of Cultural Tourism Activities, Tourism.

## 1. Introduction

Palembang is surrounded by various rivers, including the Musi River, with a length of 750 km and an average width of 540 meters. This is the longest river on the island of Sumatra, which divides the city of Palembang into two parts, namely Ulu and Hilir. The Musi River is also used as a river transportation to inland areas, a source of livelihood, drainage, and flood control. It is also used as a tourism activity. In 2015, Palembang City was included in the Destination Management Organization (DMO). The Ministry of Tourism's DMO aims to carry out cooperation, communication, coordination, dynamic system synergy, networking, and leadership in managing tourism destinations. From 2015 to 2019, 16 tourism destinations have been developed into DMOs. To date, DMO has added nine new DMOs, setting the number of tourism destinations to 25, including the Musi River.

The United Nations World Tourism Organization (UNWTO) defines tourism as "the activity of people traveling to and staying in places outside their local community for no more than one consecutive year for leisure, business, and other purposes. Tourism is defined by Tribe (2011) as the activity of visiting for leisure and leisure, business and professional, or other tourist purposes for at least one night. This visiting activity is temporary for purposes outside the home and workplace. According to Ngafean, quoted by Barreto & Giantari (2015), a tourist attraction or a tourism object is any object that can attract tourists to see it (for example, natural conditions, historical buildings, culture, and modern recreation centers). Meanwhile, Subiakto (2012) concluded, "A tourist attraction is anything that has attractiveness, uniqueness and high value, which is the goal of tourists coming to a particular area." In general, tourist attractions based on existing resources are divided into (1) natural, (2) cultural and historical, and man-made (tourism industry). A tourist attraction is a component that forms a destination or Destination Component.

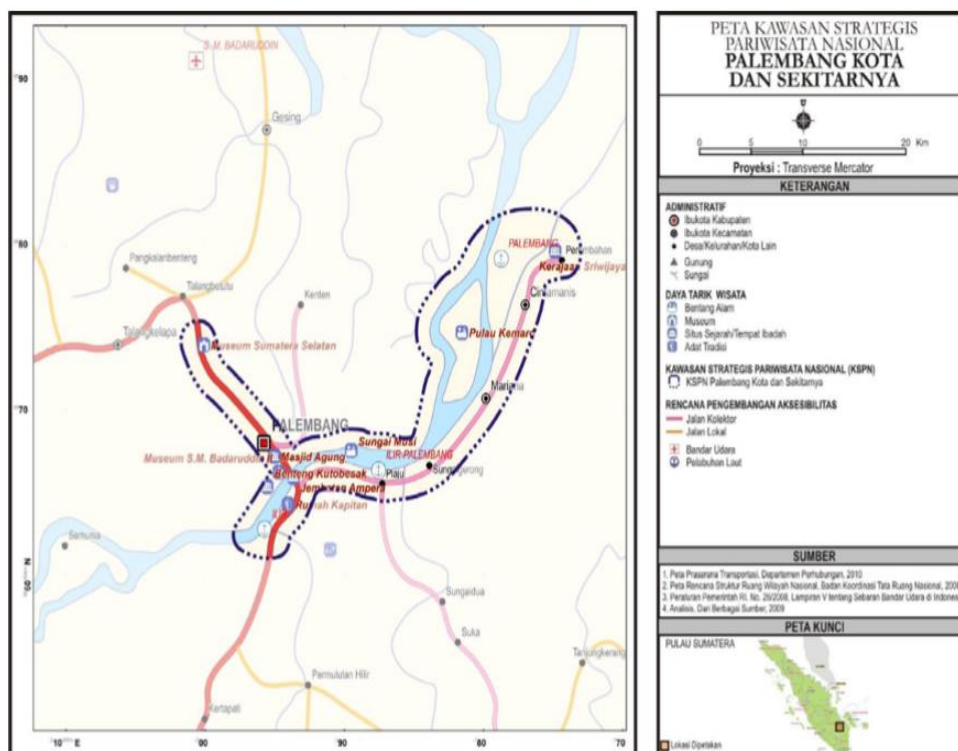


Fig 1. Map of the national tourism strategic area of Palembang City and surrounding areas  
Source: Government Regulation Number 50 of 2011

According to Suryadana & Ocktavia (2015), a tourism destination is a different geographical area or region in one or more administrative regions in which there are elements of tourist attraction, including facilities, community, accessibility, and tourists, all of which are interrelated and also complement each other to realize a tourism activity. An area that has an attraction in the tourism sector can also be attractive for tourists to visit and must also be able to meet the requirements for development in the area, according to the tourism requirements: (1) What to see in a tourist attraction there must be an object or interest that has unique and different from other areas. What to see can include tourist attractions, activities, arts, and natural scenery;(2) What to do in tourist attractions; apart from having things to see, recreational facilities must also be provided, which can make tourists reluctant to leave the tourist attraction;(3) What to buy tourist destinations must also provide facilities for tourists to shop, especially souvenir goods and crafts which can be used as souvenirs for tourists to take home to their place of origin;(4) What to arrive in the tourist destination, including accessibility, how can we visit the tourist attraction, what vehicles can be used, and how long will it take to get to the tourist destination; and (5) What to stay? In tourist destinations, you must also pay attention to how tourists will stay temporarily while the tourists are on holiday. Facilities are required in the form of a five-star hotel or ordinary accommodation.

In 2020, the extreme downturn of travel and tourism during the COVID-19 pandemic has provided a time to pause and reflect and has reinforced the need to think about new models and approaches when tourism re-emerges. For example, a UNESCO-organized debate in late September 2020 discussed how this downturn "can be used to develop new models and approaches for a resilient and sustainable tourism recovery that supports communities, creates jobs, promotes culture, and protects heritage and its transmission" with experts calling for "inclusive and regenerative tourism" as countries re-build and strengthen their tourism efforts post-COVID-19. (Duxbury et al., 2021). Sustainable tourism is a way of tourism development or tourist activity, complementing the environment, ensuring long-term protection of resources, and ensuring social and economic acceptance and fairness. The definition of tourism and its several types need to be focused on to enable standards and meet the interests of tourists. Sustainable tourism is difficult to define and implement, as it emphasizes the activities of local stakeholders. Research on sustainable tourism gained momentum in 2008 and has been a popular research construct since 2015. Among a range of research areas, the sustainable tourism construct is by far the most studied within social Sustainability sciences than other topic fields, followed by environmental sciences ecology, science technology, different topics, and business economics. Sustainable tourism research demonstrates the use of an appropriate scientific methodology, such as the interpretive paradigm, to the highest degree. A deficiency of research on circular tourism was found (Duxbury, 2021).

According to Barreto & Giantari (2015), tourism development is an effort to develop or advance tourist attractions so that these tourist objects are better and more interesting in terms of places and things to attract tourists to visit them. According to Kartika & Edison (2021)., several approaches can be applied in planning the

development of tourist attraction areas. The first approach is the Participatory Planning Approach, which involves all related parties both theoretically and practically in designing and developing tourist attraction areas. The aim is to ensure active participation of all relevant elements in decision making and implementation of development plans. Next, there is an approach to the potential and characteristics of the availability of cultural products. This approach aims to consider the possibility and features of the availability of cultural products that can support the sustainable management of tourist attraction areas. In development, it is essential to identify and optimize existing artistic potential to improve tourist attractions and experiences. A community empowerment approach is also necessary, where communities are given the opportunity to develop their abilities both individually and in groups.

The district aims to play an active role in developing tourist attraction areas and obtain economic and social benefits from the tourism industry. The regional approach in this approach recognizes the importance of interrelationships between regions in the development of tourist attraction areas. In planning, planned and balanced efforts are needed between parts to ensure each region has its role and potential optimally developed optimally. The final approach, namely the potential optimization approach, in this approach, refers to efforts to optimize the potential that exists in a village or area, including cultural potential. It is essential to pay attention to and utilize existing artistic potential as indicators of success in developing tourist attraction areas. By implementing these approaches, it is hoped that the development of tourist attraction areas can be carried out sustainably and effectively. Based on the existing potential and opportunities, tourism development needs to be carried out sustainably for the benefit of the future to protect resources from the effects of development, which may cause cultural and social disruption because the aim of development is to increase economic growth by empowering existing resources.

According to Wang (2020), ethnic tourism is a classic topic in tourism research. In this paper, "ethnic tourism" is defined as a type of tourism in which the seemingly "exotic" cultures of ethnic peoples (and ethnic peoples themselves) constitute a primary tourist attraction that affords visitors an unusual cultural experience. Early studies of ethnic tourism generally considered its conceptualization and consequences, with researchers discovering that such tourism involved direct experiences with exotic cultural practices and thus provided tourists with intimate, authentic cultural exposure. As such, exoticism and authenticity can be regarded as two critical attributes of ethnic tourism. Ethnic residents not only serve as hosts and service providers but also embody the core attraction for an intimate and authentic destination experience. Studies on ethnic tourism have recently shed light on its impacts. In organizing tours and routes of an ethnic nature, first of all, the originality of a particular ethnic culture should be presented and advertised, the unique features of which are initially aimed not only at obtaining knowledge of a new country or a region but also at reflexive "asking" of the traveler about the meanings of his own identity. As noted previously, comprehension (by a random tourist) of a previously unknown place with the peculiarities of the religious, social, and everyday lives gives new opportunities for learning their history and culture.

Therefore, in modern societies, understanding the importance of ethnic tourism increases naturally. Thematic conditionality and widespread demand for ethnic tourism are determined by globalization and, as a result, the intersection of cultures. The tourist-cognitive process acquires a dual character today: on the one hand, interest in the culture and life of other peoples is gaining more and more relevance, and on the other hand, attention deepens to the primordial sources of one's own culture, the spiritual foundations of one's ethnic past, its historical and religious traditions, and lost values. Along with increased interaction among countries, peoples' ethnic self-consciousness, desire to "touch" their origin, and cognize the ethos and meanings of their existence are developing. All of this inevitably affects the content of ethnic tourism (Chistyakova, 2020).

The phenomenon of ethnic tourism is slightly different, with generations born and raised in a foreign country, who come to visit the homeland of their parents or grandparents. They know the image of heritage only from their parents' stories, and they do not associate it with personal experiences or memories. It may be assumed with a high degree of probability that the decision to visit the "old homeland" is mainly based on cognition, confronting the stories of parents or grandparents with reality. Therefore, in the literature on the subject, there are classifications in which ethnic tourism is distinguished as a form of cognitive tourism (Zdebski, 2020). When the local people maintain their decision-making power, they can enact policies that demonstrate awareness of their local landscape (such as providing subsidies for poor residents to meet expenses in establishing) and that demonstrate a desire for more egalitarian distribution (such as forbidding building by the main road to encourage fair dispersion of profit). They avoid migrating to feed their families, retain some autonomy over tourism decisions, and have, compared to other areas, protected their culture. To be sure, Ironically, despite disempowering locals, eroding the culture, and establishing unjust systems of redistribution, the model of development is considered the more successful. The pathway of pro-poor tourism, fraught with difficulty and temptation, remains the road less traveled (Lor, et al., 2019). According to Weaver (2007), ethnic tourism is a form of tourism where tourists actively seek authentic and immersive cultural experiences. This involves active participation in various cultural activities, such as cooking local dishes, dancing in traditional performances, or learning to make handicrafts typical of the region. In the context of ethnic tourism, tourists try to absorb and appreciate the culture and traditions of the communities they visit. This view emphasizes deeper interactions between tourists and local

communities. The 7A destination components in this study according to (Cooper et al., 2020) are Attraction, Accessibilities, Accommodation, Amenities, Ancillary Services, Activities, and Available Packages.

Referring to this data, Palembang City has the potential to become an ethnic tourism destination that interests tourists. Palembang is also a tourist destination with historical and cultural value, culinary, natural tourism, and various festivals. One of the tourist attractions that has attractive value around the Musi River area is the Arab Village. People of Arab descent can be said to be a minority community in Indonesia. Despite this, they still maintain their cultural identity, namely the cultural heritage preserved and maintained by the people of Arab descent. One of these cultural assets is the Arab Village, which has a long history and unique cultural richness. The Arab Village in Palembang City has been a residence for the Arab community and their descendants for centuries, making it one of the oldest Arab villages in Indonesia.



**Fig.2.** Al-Munawar Arab Village

Source: Sriwijaya.id (2023)

Al-Munawar Arab Village, situated in the 13 Ulu region, boasts a total land area of 17.6 hectares. As of 2012, this vibrant village was home to 77 families, with a population density of 284 residents. Geographically, Al-Munawar Arab Village enjoys a prime location nestled along the banks of the Musi River, precisely within the confines of 13 Ulu Village, Seberang Ulu II City District in Palembang. The Musi River marks the village's northern boundary, while to the south, it is demarcated by Jl. KH. Azhari. To the west, the village is flanked by the Temenggung River; to the east, it is bordered by the Belenggo River. Al-Munawar Arab Village is characterized by three distinct areas: a typical riverside area, a transitional land zone adjacent to the river, and a typical inland area. Each year, there has been a noticeable increase in the local population, leading to a corresponding rise in the number of houses within the confines of Al-Munawar Arab Village. This growth reflects the dynamic nature of the village and its potential for further development.

Apart from various cultural and historical heritage, such as historic buildings with Arabic architecture, religious traditions are still well maintained. One of them is the implementation of worship in ancient mosques, which are the center of religious and social activities for the Arab community here. With strong Arab cultural characteristics, several unique attractions, and existing facilities, this Arab Village has an excellent opportunity to become a sustainable ethnic tourism destination. Some examples of physical and non-physical products in the Al-Munawar Arab Village are Arabic culinary delights that have been adapted into local dishes, such as Nasi Kebuli, which is popular among visitors. In addition, a tourist pier and boat rental service near the Musi River is a valuable asset, providing an exciting river exploration experience for visitors. By utilizing these potentials effectively, Al-Munawar Arab Village can develop further promotion and development strategies to increase its tourist attraction and provide significant economic benefits to the local community. Collaboration with government agencies and the private sector in developing tourism infrastructure and promotion can accelerate the growth of the tourism sector in Al-Munawar Arab Village.

Based on this definition, the development of tourism products in Al-Munawar Arab Village is the focus of research. The study aims to analyze tourism development in Al-Munawar Arab Village, specifically focusing on ethnic tourism. It seeks to ensure the preservation and safeguarding of both the physical and non-physical aspects of tourism in the village throughout its development process, thereby protecting its cultural and historical heritage. Additionally, the research aims to optimize the economic advantages generated by the tourism sector in Al-Munawar Arab Village while mitigating potential challenges through the adoption of a sustainable approach, thereby contributing to the long-term prosperity of the local community.

## 2. Methodology

The research approach employed to study the development of tourism products in the Musi River area, a symbol of Palembang City, is qualitative. This approach aims to facilitate comprehensive and objective tourism planning and development for the destination. The research is theoretically grounded in a series of planning processes that consist of three key stages: (1) Secondary Data Analysis Stage (Desk Study), (2) Field Observation Stage (Field Study); and (3) Primary Data Analysis and Strategic Synthesis Stage. A deductive approach is a theoretical framework to confirm observed phenomena at the research location. This approach is chosen because the research relies on theories and concepts related to cultural tourism to address questions regarding identifying suitable and implementable strategies for sustainable tourism development in the Musi River area of Palembang City.

Various analytical processes are employed to investigate tourism product development strategies in Al-Munawar Arab Village. These processes are described within a phenomenological framework, which seeks to explore the meaning of events or phenomena and their relevance to specific situations. A sociological framework is also used to interpret texts, messages, symbols, and signs to convey understanding or address particular problems. These two methodological frameworks are chosen for their capacity to collect real-time information, describe ongoing phenomena, identify issues, substantiate facts, and enable the review, comparison, and evaluation of available data and literature. The systematic data analysis involves compiling data from interviews, field notes, and documentation. This data is organized into categories, broken into units for synthesis, structured into patterns, prioritized based on relevance, and conclusions are drawn to facilitate understanding for both the researcher and others (Sugiyono, 2012).

## 3. Results and Discussion

In August 2023, Al-Munawar Arab Village witnessed a remarkable 20% surge in tourist visits compared to the same month in the previous year, welcoming a total of 1,500 visitors. Notably, most of these tourists were domestic travelers, predominantly hailing from Jakarta and Surabaya, with the dominant age group falling between 25 and 40 years. The tourism sector's income in the village is also set to experience a robust 15% growth in 2022, with approximately 60% of the revenue stemming from the sale of food and local handicraft products. The village's historic buildings continue to receive regular maintenance and accessibility for tourists has been enhanced through improved road infrastructure leading to the town.

On a monthly basis, Al-Munawar Arab Village hosts traditional dance and music performances, which attract an average of 300 tourists who actively participate in these culturally enriching activities. Additionally, the village has a restaurant offering a delightful array of Arabic culinary dishes and a souvenir shop featuring locally crafted products. Collaborative partnerships have been established between the village, the local Tourism Department, and several private companies, all aimed at developing facilities and promoting tourism.

Services within the village are continually improved, with a strong focus on maintaining facility cleanliness and ensuring the efficiency of services provided to visitors. Efforts to address water pollution are underway by enhancing the waste management system. Social impacts linked to tourism are notably positive, contributing to heightened cultural awareness and economic prosperity within the local communities.

Beyond the aforementioned findings, Al-Munawar Arab Village has implemented various sustainability initiatives cultural education programs, and actively supports local artisans. Furthermore, the village engages the community in tourism management, boasts a comprehensive long-term infrastructure development plan, and offers a broad spectrum of culinary experiences while maintaining stringent health and safety measures. A regular feedback mechanism from visitors and a calendar of cultural festivals underscore the village's unwavering commitment to sustainable tourism, cultural heritage preservation, and the provision of enriching experiences for all its guests. These results collectively signify the village's success in achieving its goals of sustainable tourism development and fostering positive impacts on both tourists and the local community.

Moreover, Al-Munawar Arab Village distinguishes itself in various other aspects. It actively promotes sustainability through eco-friendly practices, such as improved waste management and efforts to reduce water pollution, reflecting a solid commitment to preserving cultural heritage and the environment. In addition to providing artistic experiences, the village offers educational programs that enhance visitors' understanding of Arab culture, enriching their overall tourist experience. The village's support for local artisans contributes to the economic growth of its community, ensuring the continuation of traditional craftsmanship. By involving the local community in tourism management, Al-Munawar Arab Village fosters a fair distribution of tourism benefits among residents.

Furthermore, its dedication to long-term infrastructure development demonstrates a forward-thinking approach to growth and sustainability. Offering diverse culinary experiences enriches the cultural immersion for tourists, and the village prioritizes stringent health and safety measures to ensure a secure and enjoyable visit. Actively

seeking and acting upon visitor feedback underscores the village's commitment to adaptability and continuous improvement. Lastly, hosting regular cultural festivals adds vibrancy and attracts visitors from distant locations, bolstering the village's appeal as a tourism destination. In summary, these additional dimensions collectively highlight Al-Munawar Arab Village's comprehensive dedication to sustainable tourism development, encompassing cultural preservation, economic growth, environmental responsibility, and visitor satisfaction. These efforts firmly establish the village as an attractive and sustainable tourism destination in Palembang, South Sumatra.

This study delves into two critical aspects that hold paramount importance in assessing the potential and development prospects of Al-Munawar Arab Village as a thriving tourism destination. Firstly, by applying the comprehensive framework of Goal 7A, which encompasses aspects like attractiveness, accessibility, facilities, and supporting services, this research underlines the village's diverse array of attractions, the enhancements in accessibility, and the availability of facilities and services that cater to the needs of visitors. Secondly, within ethnic tourism, the village has demonstrated success in providing genuine cultural experiences through a plethora of cultural activities and dedicated heritage preservation efforts. Consequently, this has led to an augmented cultural awareness and an upswing in economic growth within the local community. Together, these two facets lay the foundation for the potential realization of sustainable tourism development in Al-Munawar Arab Village. In essence, this study addresses two pivotal aspects that are pivotal in comprehending the potential and growth of Al-Munawar Arab Village as a vibrant tourism destination. The first facet revolves around the contemplation of Goal Component 7A, as delineated by Cooper et al. (2020). These components, which encompass Attraction, Accessibility, Accommodation, Amenities, Ancillary Services, Activities, and Available Packages, serve as a comprehensive framework for evaluating a destination's overall readiness and allure for tourists.

Al-Munawar Arab Village is a prominent tourism destination in Palembang, thanks to its unique and diverse attractions. This village has various exciting elements, such as historical buildings with stunning Arabic architecture, enchanting traditional cultural performances such as dance and music, as well as delicious Arabic culinary experiences. All these factors make this village an exciting cultural destination. In addition to its strong appeal, accessibility to Al-Munawar Arab Village has been improved through improvements to the road to the town. This ease of access is a critical factor in attracting visitors, so that they can easily reach this destination and enjoy a positive experience there. Even though it may not have direct accommodation in it, this village has various accommodation options around the Palembang area that can be reached by tourists visiting this village. This gives visitors flexibility in choosing a place to stay that suits their preferences.

Al-Munawar Arab Village is also equipped with various facilities, such as a restaurant serving authentic Arabic culinary dishes and a souvenir shop offering local handicraft products. This adds to the overall experience for tourists, allowing them to take home a unique memento of the village. By establishing partnerships with the local Tourism Department and private companies, the town provides supporting services that play an important role in tourism development and promotion. This includes tour and guide services that help tourists explore all that the village has to offer. Monthly cultural activities such as traditional dance and music performances are highly sought after by tourists, with an average of 300 visitors actively participating in these cultural experiences. This creates immersive moments for visitors and helps them experience the richness of authentic Arabic culture.

Lastly, Al-Munawar Arab Village has the potential to develop tourism packages that include various elements, such as comfortable accommodations, delicious food, and various cultural activities. This can be a very effective way to attract tourists who are looking for comfort and a complete experience in this village. By continuing to develop facilities and services, Al-Munawar Arab Village has bright prospects as an attractive tourism destination in the city of Palembang. It can contribute to economic growth and cultural awareness in the local community. Al-Munawar Arab Village has a variety of attractions, including historical buildings, cultural performances and culinary experiences. This attraction contributes significantly to attracting tourists to the village. This study highlights improving accessibility, primarily through improving roads to villages. Easy access is essential to attract tourists and ensure a positive experience. Although this study does not explicitly mention accommodation, it is a necessary component for any tourism destination. Providing various accommodation options can further increase the village's attractiveness. The presence of facilities such as restaurants and souvenir shops offering local products adds to the overall experience for tourists. These facilities meet the needs and preferences of visitors. Desa has formed partnerships with local Tourism Departments and private companies, which provides supporting services that support tourism development and promotion. Traditional dance and music performances held monthly, as well as culinary workshops, are included in the activity components. These activities engage tourists in an immersive cultural experience. Although not explicitly stated, tour packages that combine elements such as accommodation, food, and activities can effectively attract travelers looking for comfort.

The second aspect explored in this study aligns with the concept of ethnic tourism as defined by Weaver (2007). According to this definition, ethnic tourism entails tourists actively seeking genuine and immersive cultural experiences. Al-Munawar Arab Village seamlessly embodies this concept by offering authentic cultural encounters through activities such as traditional dance performances, culinary workshops, and access to historical buildings. Tourists actively participate in these activities, allowing them to deeply immerse themselves in the local



Arab culture. The village's unwavering commitment to preserving its cultural heritage is evident through regularly maintaining historic structures and cultural initiatives. This preservation effort amplifies the authenticity of the experiences provided. Moreover, the study underscores the positive social impacts associated with tourism, including heightened cultural awareness and economic growth within local communities. This highlights how ethnic tourism can benefit tourists and host communities. In summary, the components outlined in Goal 7A offer a comprehensive framework for assessing Al-Munawar Arab Village's preparedness as a tourism destination. In contrast, ethnic tourism underscores the importance of delivering genuine and immersive cultural experiences to attract and satisfy tourists. Together, these two facets contribute significantly to the village's potential for achieving sustainable tourism development.

#### 4. Conclusion

Al-Munawar Arab Village exhibits immense potential as a tourism destination, drawing visitors with its distinctive and diverse attractions encompassing historical edifices, traditional cultural performances, and authentic Arab culinary experiences. The recent improvements in road infrastructure leading to the village enhance its accessibility, further bolstering its allure. While direct accommodations are lacking within the town itself, various nearby lodging options provide tourists with flexibility. Additionally, the village offers facilities such as restaurants and souvenir shops, augmenting the overall tourist experience. Through collaborative partnerships with relevant stakeholders, Al-Munawar Arab Village provides essential supporting services for tourism development and promotion. Monthly cultural events featuring traditional dances and music performances offer an immersive experience for visitors. Beyond creating lasting memories for tourists, Al-Munawar Arab Village significantly benefits the local community by fostering cultural awareness and contributing to economic growth.

With the potential to develop comprehensive tourism packages, the village stands poised as an attractive destination in Palembang. By continuing to invest in infrastructure, facilities, and promotional activities, Al-Munawar Arab Village can serve as a model for sustainable tourism destinations. It can maintain and enrich its Arab cultural heritage while generating sustainable economic benefits for the local community and the Palembang region.

Moreover, Al-Munawar Arab Village has the potential to integrate its rich Arab culture into the tourism experience. Initiatives such as expanded workshops on Arabic cuisine and traditional handicrafts can add an educational and interactive dimension for visitors. Hosting regular Arab cultural festivals can also serve as an added attraction, drawing visitors from afar. Furthermore, ongoing efforts to enhance cleanliness and preserve the environment are vital. These actions will help maintain the area's natural beauty and ensure a clean and inviting environment for tourists. Implementing an effective waste management system and addressing water pollution are critical steps in upholding environmental sustainability around the Musi River.

Lastly, forging closer collaboration between Al-Munawar Arab Village, the local government, and the private sector can expedite tourism development. This collaboration could encompass investments in infrastructure, broader promotional campaigns, and training programs to enhance the quality of tourism services. With these concerted efforts, Al-Munawar Arab Village has the potential to evolve into an increasingly attractive and sustainable tourism destination in Palembang, South Sumatra. The study's objectives, as outlined, are (1) To analyze tourism development in this village with an emphasis on ethnic tourism, (2) To ensure the preservation of both the physical and non-physical aspects of tourism in the village during its development and, and (3) To optimize the benefits of the tourism sector while mitigating potential issues through a sustainable approach.

In line with these objectives, the conclusion emphasizes the village's tourism potential, its commitment to cultural preservation, and the importance of sustainable development to benefit tourists and the local community.

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