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On Maritime Spice Trading Routes and Cultural Encounters in Indo-Pacific:

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Nama Penulis/Author Name : Yohanes Djarot Purbadi, B. Sumardiyanto, FX. Eddy Arinto		
Judul Artikel/Paper Title : RESEARCH-BASED TOURISM ROUTES AS A KEY FOR STRENGTHENING CULTURAL HERITAGE TOURISM IN INDONESIA		
No. Urut/ID Number : 116		
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International Forum on Maritime Spice Trading Routes
and Cultural Encounters In Indo-Pacific: Past, Present And Future

RESEARCH-BASED TOURISM ROUTES AS A KEY FOR STRENGTHENING SMART TOURISM IN CULTURAL ISLANDS IN INDONESIA

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ABSTRACT

Smart cultural tourism needs to be developed in Indonesia to build knowledge and love of culture among tourists. Indonesia has hundreds of cultural islands in which ethnic cultures are originating. The island of Bali, for example, is a cultural island that has hundreds of traditional villages forming a mosaic of Balinese culture. So far, tourists come by to Bali and visit traditional village tourism objects at random, according to personal taste or according to a tour guide's taste. It is necessary to think about tourist routes arranged according to specific criteria based on cultural research, aiming to produce cultural knowledge in the minds of tourists based on structured empirical facts on each island or series of islands they visit. The method used in this paper is a literature review, limited empirical study, and interviews with parties related to tourism management. As a result, it is necessary to develop tourist routes based on specific criteria based on research connecting ethnic, cultural tourism objects, forming smart tourist routes that aim to build deep ethnic, cultural knowledge in the inner world of tourists through their travel experiences. The implication is that this intelligent tourist route can be the key to smart tourism, which can elevate ethnic, cultural tourism as one of the leading national tourism destinations. The role of cultural research becomes the backbone in the formation of this smart cultural tourism route.

Keywords: smart tourism, cultural routes, cultural island, research-based tourism

INRODUCTION

Tourism is a multi-aspect activity (social, cultural, economic, and environmental). When industrial, its production and output functions cannot be physically measured like other industries, such as agriculture or beverages (Lickorish & Jenkins, 1997). Tourism is believed to be the locomotive of changes in people's lives in many sectors. Tourism has become an essential part of community empowerment (Hernanda et al., 2018).

The influence of tourism has been widespread. A community-based sustainable tourism development model in kampung has also developed (Febriandhika & Kurniawan, 2019), including in Kampung Dipowinatan (Dewanti & Soeprapto, 2019). A creative industry value chain-based tourism development model has also emerged (Seliari, 2019). On the other hand, tourism based on cultural heritage (heritage sites) is also essential in the community's economic development (Farid, 2015). Tourism can support the preservation of the riverbank cultural heritage in Palembang (Lussetyowati, 2015).

Indonesia is rich in various cultural tourism destinations, including tourist kampungs. Some examples of tourist kampung include: Smart Kampung Development (Koy & Rodrigues, 2019), Kampung Gerabah Kasongan (Dewintasari, 2019), Kampung Heritage in Surabaya (Larasati & Rahmawati, 2017), Kampung Dipowinatan in Yogyakarta City (Dewanti & Soeprapto, 2019); Silver Craft Kampung in Basen (Seliari & Wiyatiningsih, 2018), also Kampung Batik in Pekalongan (Suprina & Nathania, 2018); Kampung Bamboo in Pandeglang (Machfuzhoh, 2020); Kampung Batik Laweyan in Surakarta (Pramana et al., 2017).

Tourist Kampung outside Java, including Kampung Tenun in Samarinda (Sudarmayasa & Lanang Nala, 2019). Indonesia also has many traditional villages, including Traditional Villages in Minangkabau (Pristiwasa, 2017); Bena Traditional Village in Flores (Osin et al., 2019); Cireundeu Traditional Village in Cimahi, West Java (Mulyani & Wirakusuma, 2017), Tenganan tradisional village and some traditional villages in Bali.

Tourism encourages the development of various kampung to become tourist kampung. The development goal is towards a tourist kampung to reduce urbanization to the city (Harsono & Suhandi, 2019). There are also those aimed at utilizing the potential of the kampung (Abnur, 2019), which is expected to improve the welfare of the community (Purnamasari, 2011). The role of women is also essential in tourism (Andani, 2017). Tourism development in the digital era is supported by information technology by creating marketing via the internet (Wahyudi et al., 2016).

Tourism as an industry is generally highlighted from the aspect of the industrial chain, seldom looking at the aspects of specific impacts and benefits on tourists. This paper focuses on seeing tourism in terms of the impact or benefits for tourists. There is a view that the impact of tourism on tourists is minimal, while for tourist destinations, it is substantial (Bruner, 1991). Scientific journal writings are very much concerned with the impact of tourists on macro entities, whereas the impacts and benefits on tourists are rarely considered.

Why is tourism based on developing intelligence among tourists important? The basic idea is that the impact and benefits for tourists can become a tourist-based tourism development thought. Motivation, benefits, and impacts for tourists deserve to be used as a rationale for creating quality tourism. It is necessary to develop tourism that focuses on the impact for developing the intelligence of tourists. The tourism market is, of course, aimed at various groups who see the importance of developing knowledge for themselves. This means that tourism is developed based on needs or motivation to develop or build self-intelligence.

In this paper, smart tourism aims to build intelligence for tourists, not focused on information technology-based tourism. If it is related to culture, smart tourism aims to build cultural intelligence among tourists. In-depth insights can be offered and provided in a smart travel journey. Tourists receive two benefits, getting to know various cultures and gaining in-depth knowledge of unique local cultures. Through travel, tangible and intangible knowledge is obtained. Tour travel provides explicit knowledge and tacit knowledge. Tourists encounter tourists with tourist visits, intellectually and sensually, even with their entire existence as cultured human beings who want to learn from other cultures.

It is necessary to think about tourist routes arranged according to criteria based on cultural and historical research to produce knowledge in tourists' minds based on structured empirical facts on each island or series of islands they visit. It is necessary to develop specific destination-based tourist routes, namely, building cultural knowledge

among tourists. Culture, with its uniqueness, becomes the nation's wealth as well as the capital for the sustainable management of national tourism.

RESEARCH METHODS

This paper was produced by using the method of reflection on the phenomenon of tourism activities that have occurred so far compared to the author's work pattern as an architecture lecturer and researcher of ethnic architecture in Indonesia. Through various information from the virtual world, it was found that there were tourist activities that tend to be oriented towards pleasure and physical and psychological satisfaction of tourists. On the other hand, the author's experience as a researcher of ethnic architecture in Indonesia provides another inspiration. The author has made many visits for research and traveled several times to pockets of ethnic settlements in Indonesia (Aceh, Papua, Samarinda, Bali, Baduy, Sumba, and Timor). The author even researched and wrote a dissertation on the vernacular village of Kaenbaun on the island of Timor (completed 2010) using phenomenological paradigms and methods. The author did a comparison and reflection of the two, so the idea of tourism should make tourists smarter. This means that intellectuality needs to be an essential part of cultural tourism in Indonesia which needs to be developed as an essential substance. Furthermore, the author also uses a literature review to clarify and strengthen his idea of developing smart tourism based on ethnic culture. As a result, smart tourism based on a "schematic approach and research theme" deserves to be developed to strengthen smart tourism on cultural islands in Indonesia. Every research or trip to ethnic settlements, the author always uses a live-in pattern of several days or weeks as if he was on tour. From that intensive field experience, the idea of tourism based on a field research approach emerged.

DISCUSSION

CULTURAL TOURISM IN THE FRAMEWORK OF CULTURAL REGION

Humans have any curiosity, including understanding the culture of other nations. Tourism to recognize other cultures, commonly known as cultural tourism, is one of the tourism

models that need to be seriously worked on in Indonesia. The tourism organization does not pay special attention to the needs of tourists, especially their intellectual needs. This means that tourism development based on the intellectual needs of tourists needs to be raised and appointed as part of national tourism.

The very diverse culture in Indonesia is tourism potential. Ethnic groups inhabit Indonesia with vibrant cultural diversity. Van Vollenhoven introduced 19 customary law areas in Indonesia, which are rarely used as instruments to develop cultural tourism. It can be said that every island in Indonesia is an island of culture. This means that a string of islands is a strand of local culture that forms a national cultural mosaic.

Cultural tourism can build intercultural understanding, both among citizens in Indonesia and with other nations. The introduction of culture is an essential key to understanding the uniqueness of each culture and the differences between cultures. Humans will understand each other how diverse cultures in the world are and how interesting they are. The beauty of life will emerge when the awareness of cultural differences becomes a positive factor in the life of every human being.

Cultural tourism develops relations between cultures within Indonesia and between nations. Foreign nations like to travel cultural tours because they want to recognize the culture of other nations. Beauty is found in other nations, as well as in one's own culture. Intercultural relations can be built between tourists and the communities they visit. Cultural relations are the entry points for the development of any culture, especially concerning cultural preservation.

Cultural tourism fosters a love for the nation's culture. The recognition of cultural wealth among the nation's young generation is significant. Apart from recognizing, cultural love will also grow by itself in the process of life. The love of the nation's culture becomes endless energy to preserve local culture through the ages with all its challenges and obstacles. Love for the nation's culture encourages the development of cultural resilience inherently for local communities and their future generations.

Map of Indigenous Territories as well as Ethnic Distribution Areas in Indonesia



(Source: <https://rimbakita.com/hukum-adat/>)

Cultural tourism can be an umbrella for other thematic tours, such as weaving tours, traditional house architecture tours, traditional culinary tours, traditional dance tours, traditional medicinal tours, etc. For architecture learners, for example, thematic tours of the traditional houses of the archipelago are a fascinating and worth offering tourism theme. Archipelago-themed weaving tours, for example, are beautiful to various groups associated with traditional clothing and new creations. The theme can still be broken down into sub-themes, such as tours of Batak traditional houses, Minangkabau, Dayak, Bali, etc. The concept of van Vollenhoven's customary jurisdiction is used as the basis for managing a series of tourism objects.

CULTURAL TOURISM ROUTES

The tourist route is one of the essential keys to the success of tourism activities. Travel agencies even use various alternative tour packages based on tourist routes. The intention that underlies tourism packages and routes is determined by the selling value of a tourist destination. This means that economic motivation becomes a fundamental primary goal. Of course, this type of tour package can be justified because tourist

satisfaction is the primary goal. The tourism business will develop if it serves and satisfies service users.

Business-interest-based tourist routes are also feasible. For example, the archipelago's weaving business was a trigger for the emergence of tourist routes. People can make maps of traditional villages on each island and create tourist visit routes by connecting the points of the weaving-producing villages. The weaving of the same kind of weaving of different types can be a criterion for arranging a weaving tourist route.

On the other hand, the formation of tourism which educates tourists is an opportunity that is worth considering. Interest-based tourism routes build knowledge. For certain people, tourism is interpreted as building knowledge. Is there a market? It must be in the individual or group pattern. Individual patterns, for example, are people who want to thoroughly and deeply explore the Batak culture at its cultural locus so that Batak culture tour packages can be prepared. The group pattern, for example, is architecture students who want to understand the Sumba villages with a coherent and complete Sumba traditional village tour package. This means that traveling to a cultural package is similar to reading a book in the field in its natural context. A rich field experience through the five senses, intelligence, and intellect is essential and the selling point of tour packages.

Tourist routes must build for cultural intelligence. From field observations, it is known that the traditional villages in Sumba adhere to the principle of the village genealogy. Kampung Laitarung, for example, has 12 traditional houses inhabited by 12 ethnic groups. Then, the villages were born, including Galubakul. If we want to understand the villages in Sumba, we need to follow the principles of the village genealogy. Information based on scientific research may not be widely available, but if scientific research is linked to smart tourism in this paper, researchers will have new motivation to develop research continuously.

Building knowledge can indeed be done in various ways, randomly and in a structured manner. Research whose results are used as a basis for tourist routes provides an opportunity for efficiency in many things. Intelligent cultural tourism needs to be

developed in Indonesia to develop knowledge and love of culture among tourists. Indonesia has hundreds of cultural islands in which there is a distribution of ethnic cultures originating from history. The focus of the writing is aimed at raising cultural wealth in tourism activities.

Van Vollenhoven's version of customary jurisdiction designation is likely to be an essential reference in creating intelligent cultural tourism packages and their derivative packages. The results of research on local cultures in the archipelago that continue to grow can be a precious source of actual reference in developing and perfecting intelligent cultural tourism routes. Thus, tourism becomes a whole dimension, having fun tourism, learning other cultures, and being smart.

CULTURAL RESEARCH SUPPORTS SMART TOURISM

Parimin's (1986) research mainly uses traditional villages in Bali and provides information about traditional villages in Bali (Parimin, 1986). The island of Bali, for example, is an example of a cultural island that has hundreds of traditional villages and forms a mosaic of Balinese culture. So far, tourists stop by Bali and visit traditional village tourism objects at random, according to personal taste or according to the taste of a tour guide. They generally feel satisfied with the services of a tourist agency because they get what they are looking for.

The authors' observations in 2014 & 2018 on the island of Sumba show that many traditional villages have normal relations with one another. The Lai Tarung traditional village in Central Sumba has several children's villages, continuously meeting and holding a traditional Purung Ta Kadonga Rato ceremony. Cultural research in Sumba becomes essential, significantly, if associated with efforts to present ethnic cultures for domestic and foreign tourists. Tourism has the potential to encourage the development of research on ethnic culture in Indonesia.

It has become common knowledge that the island of Borneo has many unique tourist objects, namely the traditional house of the Dayak tribe called the house of *betang* or the

longhouse. Betang house tourism objects are scattered on the island of Borneo and deserve to be used as a tourist attraction that educates culture. The island of Sumatra is also rich with diverse ethnic cultures. Research in Sumatra that has not been well accumulated requires a separate effort to organize it. The need for intelligent cultural tourism can trigger researchers to encourage the development of their research.

Many historical and archaeological studies show that in Java, there are many temples. The island of Java has even been nicknamed the island of a thousand temples. At least it is known that there are two important groups, namely Hindu temples and Buddhist temples. There are many temples in the central and eastern parts of Java. Usually, tourist agencies take tourists to exciting and famous tourist sites. Based on scientific research information, tourist routes can be developed from research information to develop cultural intelligence for tourists.

History also explains that various kingdoms and traditional government centers had appeared on the island of Java. Some cities became the center of the kingdom, including Majapahit, Demak, Pajang, Mataram and those that can still be seen are Surakarta and Yogyakarta. The existence of a former kingdom can become information material for the formation of intelligent cultural tourism routes. Tour packages with the theme of past royal centers are an exciting theme.

Cultural research in Nusa Tenggara, which still seems random, also has the same fate. There is no accumulation of accurate information related to local cultures, which are very diverse and exciting. The challenges for researchers with the theme of Nusa Tenggara culture are becoming increasingly accurate. This means that cultural research has a broad meaning, not only to build knowledge but also to build national tourism.

CONCLUSION

So far, the world of cultural research and national tourism has been running separately as if they did not know each other, so significant changes need to be made. It is necessary to develop models of tourist routes based on cultural research results that connect ethnic or historic cultural tourism objects, forming intelligent tourist routes that aim to

effectively and deeply build knowledge of the archipelago's culture in the inner world of tourists through their travel experiences.

The implication is that this smart cultural tourism route can be the key to smart tourism, which can raise ethnic and historical-cultural tourism as one of the leading national tourism in Indonesia. Cultural and historical research is essential as the backbone in forming intelligent cultural tourism routes so that managed tourism builds the cultural intelligence of tourists. Thus, research on ethnic culture and history has a reciprocal relationship with tourism so that the two develop complementarily and strengthen each other.

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