

PROMOTING CREATIVE TOURISM: CURRENT ISSUES IN TOURISM RESEARCH



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Promoting Creative Tourism: Current Issues in Tourism Research

Editors

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Preface

For the past two decades, creative tourism has been a perennial discussion among researchers, scientists, practitioners, and other related parties within the context of tourism worldwide. As creative tourism offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken, it attracts a variety of tourism sectors to take part.

To this relation, this conference aims to invite academics and professionals in tourism-related fields to share their research and experiences in discussing the current issues in tourism research to promote creative tourism. This macro topic of discussion is then broken down into such important sub-themes as sustainable tourism; ICT and tourism; tourism marketing; halal and sharia tourism; destination management; politics, social phenomena, and humanities in tourism; medical and health tourism; community-based tourism; meeting, incentive, convention, and exhibition; restaurant management and operation; corporate social responsibility (CSR); disruptive innovation in tourism; urban and rural tourism planning and development; marine tourism; tourism and education; tourism, economics, and finance; recreation and sport tourism; culture and indigenous tourism; tourism gastronomy; heritage tourism; film-induced tourism; tourism planning and policy; supply chain management; hospitality management; safety and crisis management; tourism geography; infrastructure and transportation in tourism development; and community resilience and social capital in tourism.

Finally, it is hoped that the conference, as reflected in the variety of papers would allow academics, researchers, as well as practitioners to continue being engaged in the process of redefining creative and sustainable tourism. As tourism is an important part in a nation's development, we need to be constantly involved in the process of reconceptualizing it.

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The committee would also like to thank to the members, reviewers, as well as publication team who have collaborated together to ensure the production of both the conference and the proceeding. Our special thanks is also dedicated to the team from CRC, Routledge who provide a space for the research from our participants to be published and disseminated further.

Finally, our gratitude also goes to all participants who have made our conference successful.

The Conference Committee



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Community based tourism



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Border community perception of their local tourist attraction

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ABSTRACT: The growth of worldwide tourism has been followed by the trend of the development of tourism in the lower level. Some of the regions in Indonesia also experience their progress, especially Temajuk, as the territory of Indonesia that borders with Malaysia, which makes the researcher aims to describe the perception of local people in accordance with their tourism attractions obtained. Qualitative research with a more in-depth interview collection data method and focused group discussion (FGD) has been conducted by involving informants from several samplings of the community. The result of this research shows that most of their resident perceive the natural resources as their concern, followed by a cultural perspective, and the sensation or border atmosphere in the last category. Their perceptions of tourism also review their expectation of tourism management for stakeholders seriously. This research aims to support policymakers to map the plan of border tourism.

Keywords: resident's perception, border tourism, attractions

1 INTRODUCTION

Currently, the growth of tourism across the globe creates the tourism sector as one of the possible methods taken by many countries to increase their income. A release of UNWTO as an official organization of the United Nations, in 2019, says that the tourism sector reaches 4% and becomes 1.5 billion of global tourist movement (Lidwina 2020). It absolutely has a big impact as well as the total of the world population. The tourists still dominate their visit to European countries. Meanwhile, Asia-Pacific also experiences the progress of the number of tourists globally.

Nationally, the tourism sector extremely supports the country's income (Nizar 2015). In Indonesia, the growth of tourism obtains well enough evolution in 2019, which the total of foreign exchange gained by tourism reaches around \$20 billion. It contributes to the tourism sector as the second-best position in advancing the national income after the export of crude palm oil (CPO). Nowadays, the government of Indonesia makes tourism as one of the development priority sectors called "10 new Bali".

The impact of tourism advancement in Indonesia also affects to un-prioritized regions. A smaller scale of tourism in a specific area is supported by the movement of local tourists that visit several domestic destinations. For instance, one area that borders Indonesia and Malaysia called Sambas. The development of tourism in this place is started to be recognized, especially in Temajuk, a village that borders with Malaysia directly to the land and sea territorial.

The improvement of tourism activity in Temajuk is inseparable from the role of social media that makes stakeholders observe and brand this border area. At present, Temajuk has some facilities and tourist attractions that have not organized well and run without any supporting systems. Therefore, it is very interesting to see the local perception in accordance with the development of tourism in Temajuk.

The research of tourism has been reviewed by several studies, such as the people perception of tourism impact (Gu & Wong 2006), the comparative analysis of Thai people on tourism impact

(Mcdowall & Choi 2010), the attitude of local people during tourism development of Masooleh (Zamani-Farahani & Musa 2008), and tourist perception on tourism spot “Batang Dolphin Center” (Murti & Sujali 2013). However, there is a minimum discussion of local ‘people’s perception in border areas related to the tourist attraction in their area. Then, the researchers asked the main question, “What and how are the perceptions of the Temajuk’s community about tourist attractions in their area?”.

By understanding the local people perception, we can identify several things, for instance, how the society sees the tourism (May-Chiun et al. 2013), the role of society and community (Eshliki & Kaboudi 2012), and decision making of tourism plan (Moscardo 2011). This article reviews the aspect of the local ‘people’s perception in border areas specifically. Especially, Temajuk village as the border territory between Indonesia and Malaysia benefits for the plan of theoretical or practical expansion in the upcoming time.

2 LITERATURE REVIEW

Perception, in reality, is a point of view on the object owned by individual circumstances. Related to social construction, perception closely relates to how society perceives the signs or phenomenon occurs. In terms of tourism development, the local ‘people’s perception on tourism takes a very crucial role that connects with its continuity of the place (Arcana 2016). Perception has two ultimate dimensions; they are positive and negative. Positive perception will be formed if the positive side is visible and perceivable. Meanwhile, it can be negative if it is not as expected (Kurniansah 2016).

In terms of tourism development, the attraction aspect is also a part of tourism components known as 4A; they are the attraction, access, amenity, and ancillary. The attraction is mentioned as a visual attraction or the involvement of the visitors when they visit a certain destination. It can be natural resources, culture, and social (Astuti & Noor 2016), then, besides that there is also an element of special attraction (Sunaryo 2013). Natural attractions can range from beaches, mountains, forests to landscapes. While cultural attractions such as special arts, traditional foods, and other special cultural products, special interests are usually closely related to the combination of nature and the ability to manage areas such as outbound tourism and other special interests, including those related to regional symbols. It also depends on tourism management; therefore, both attraction in the eyes of visitors and the local people must be concerned as well. The perception of a specific tourism attraction will create hope because it relates to understanding experiences and points of view (Huda 2013). When the perception of local people develops to a particular expectation of tourism attraction, this can be called as the process of change.

3 MATERIAL AND METHODS

Qualitative research uses more in-depth interviews collaborated with five informants who represent the local people components and take additional data through FGD to the group of society that consists of mangrove park community officer, representative of village government, and public figure. The main informant of this research is the PO, who acts as the secretary of Temajuk village and covers as of the Headman of Temajuk village, also as the resident who owns a hostel. AR is a citizen of Temajuk village who works as a Primary School teacher and acts as head of youth organization of Temajuk village and moved to Temajuk at the beginning of 2000. Jo is the former chairman of the Travel Aware Community (Pokdarwis) of Temajuk village and acts as the manager of J.lo hostel owned by businessman outside of Temajuk village. NA is the citizen of Temajuk village who is known as one of the pioneers of lodging development in Temajuk village and the owner of the first hostel in Temajuk village. NA is well known by the government of Sambas Regency because acting as the manager of a regional government hostel that is located near his hostel. Wi is the citizen who owns a hostel and acts as a support provider of tour service and restaurant. The hostel

constructed by Wi was built personal expenses without businesspeople or private cooperation. And then, in FGD, it is conducted once, attended by eight participants, and produce some essential notes related to management hopes of tourism attraction in Temajuk village. These data collections were fully occupied in February 2019. Analysis data used is triangulation, which is triangulating the results of 'informants' answers during the interviews and FGD, this process begins by examining the answers of one informant and then starting to compare them with other answer of the informants who also appear according to research findings.

4 RESULTS AND DISCUSSION

The perception of local people of Temajuk village towards tourism attraction is various enough. The findings show that the majority of the people concern that natural resource is undoubtedly chosen related to the questions given. As mentioned by informant NA:

"It can be declared that the main power of Temajuk village is nautical tourism. In the future, we will probably provide water sports facilities, such as canoe, banana boat, and soon. Hopefully, it can be true". (Interview on February 9, 2019).

Temajuk village is a coastal region that has a long coastline that faces the west with the view of the Natuna Sea. Nowadays, some other water game facilities have been considered, such as canoe and Jet Ski, which are provided at Camar Bulan Resort. Besides the beach area, the perception of local people is also concerned with protected forest area "Tanjung Dato: as stated by informant Jo:

"In Tanjung Dato protected forest", I get the information that there are 25 spots of Rafflesia which only exist in Sumatera island, but in reality, we can find it here." (interview on February 14, 2019)

Tanjung Dato protected forest area is a protected forest with naturally covered by the hill of rain tropical forest, the local people also can find the clean water sources in this place. Independently, the society builds a dam to hold the water from the mountain then drain it into local 'people's houses through the pipes. Interestingly, this place is shared with Malaysia, wherein the west of the hill is owned by Indonesia, and Malaysia is on the east side of the hill. The natural attraction of forest and other hills in Temajuk village is also in the form of some features, such as a waterfall in several spots. However, this forest is still protected and not organized for tourism yet. Consequently, it is quite difficult to enter the forest or even to enjoy the waterfall view.

Besides that, another perception belongs to Culture Potential, as stated by informant PO:

"We have numerous Malay traditions, such as art until custom procession. Moreover, as a coastal Malay society, we have our characteristics, especially when ultimate seasons come, such as jellyfish harvest; this makes our culture potential becomes remarkable". (Interview on February 8, 2019)

The majority of local people of Temajuk village, more than 95% are Malay and work as a fisherman. From this occupation, they also produce some other stuff, such as processed sell fished products, until traditional food, such as jellyfish soup. The perception of cultural view can be found when some informants answered the jellyfish season could have an impact, such as the tradition of jellyfish harvest in the afternoon, the process of jellyfish until ready to sell, and the creation of jellyfish as merchandises of Temajuk village. It is as stated by informant PO:

"We have Malay traditional art, developed into jellyfish dance to brand jellyfish as part of Temajuk village. Besides that, a group of Dzikir can be one of the cultural performances for those who visit Temajuk Village" (interview on February 8, 2019)

In Sambas Malay society tradition, dzikir is an art show which performs praises to the God and prophet. It is usually sung with a combination of rhythm and poetry and accompanied by drum and maracas. The culture and the 'people's occupation are interesting to discuss. However, they do not make them the potential of tourism attraction.

There are a few societies of Temajuk who concern with another symbolic potential. Most of them are not aware of the beauty and sophisticated culture that becomes a symbolic value of the

border region. Along with the blowing up the issue of regional claimed by Malaysia a few years ago due to the lighthouse construction and state boundary peg shifting in Camar Bulan village. There is symbolic attraction from Temajuk village, only one informant who says this potential, namely Ar:

"We (youth organization) also involve in Independence Day of the Republic of Indonesia ceremonial. Temajuk is known as a border area, so the sensation of celebrating it is stronger to raise nationalism and persuade this moment for the people or visitors who come". (Interview on February 9, 2019)

The Independence Day of the Republic of Indonesia ceremonial becomes a valuable moment for all the people of Indonesia, as well as Temajuk society. Celebrating Independence Day in the boundary of the country gives another sensation for visitors who want to enjoy and feel how nationalism is alive. Even though it is covered by any limitations, they do not celebrate a ceremony in the center of the sub-district, because they have their own agenda to do, from the ceremony until traditional games in order to celebrate Independence Day. It can be said that the attraction of Temajuk as a border area can increase the sensation of the holiday with a nationalism atmosphere.

From those perceptions above, they can raise some efforts to conduct. Today, the condition of developing tourism attraction by society only exists in the unit of a personal venture or small group. Then, the problems faced by them are connected to access component and amenity that influence on optimization of the place, such as the role of regional government which is not fully occupied in building up the people, the difficult access and information, travel-aware community and village business entity are malfunctions as well. The result of FGD on 26 February 2019 shows that the society hopes to increase the effort development of tourism attraction among synergy of tourism stake holders, and initiated by the government in the form of socialization of TDUP or programs that connect with tourism expansion in serious way throughout a very serious assistance, strive for BTS tower for communication network and internet connection, and electricity needs within 24 hours to the local houses, access of accommodation gained from the regional, regency, or even province government fund, distribute the recommendation of mangrove management to the group of society in order to elevate their travel aware that basically for the people (people who organize, people who responsible), assistance to the travel aware community or other communities which are from local people in understanding, interpreting, and organizing unbreakable tourism potential with the regional regulation, support maintenance and improvement in several points, the local people are permitted to deliver retribution to the visitors who visit the village, Community Service Program (KKN) are expected to held which brings tourism issue in order to focus on exact field and the local people of Temajuk village can get the advantages directly.

The significant increase in tourists at Temajuk village presented the perception of the development of tourism attraction. This perception can be affected by a clear object and interaction. So, human knows their neighborhood (Listyana 2015), perception is also can be built by the experience of the community (Green 2005). The experience in this context is a process of tourism activities, and the participants happened in the Temajuk village community. It is also caused by the impact that is felt by the community (Green 2005). The interest of the tourist in the jellyfish season to see the fishermen's activities, then it made the community thought to create jellyfish dance as the culture product that describes the harvest season of marine products. The perception of the attraction of tourism gave the local community hope. In this case, the communities' voices are very useful in the expansion of tourism. The communities' voices in tourism development planning will support the growth itself, which is representing a small group for a bigger group (Moscardo 2011). When the communities' voices are heard, hence the support development of synergy numbers will increase. Some studies talked about this positive impact on the life quality of the local community (Andereck & Nyaupane 2011). Villagers are not the type of silent community; they open for any new things, especially in tourism. With all their potential, people want some serious guidance from the related parties to make tourism at Temajuk village becomes better. Due to their limitation at the border area, it makes the aspect of tourism development turns into limited too. Finally, the perception of temajuk villagers about tourism attractions in their area, not only related to what the attraction is, but also how each attraction should be managed.

5 CONCLUSION

The perception that is formed by the local community about the attraction of tourism is still assumed that nature is the main factor to attract their tourism (mountains and beaches), followed by the culture and other factors (territorial border). This perception is connected to the cooperation and guidance of the government, and the approval of the community to manage the forest area and to support component tourism such as access and amenities. In the end, the community perception on the growth of tourism at Temajuk village has a connection with the intention of making Temajuk village becomes better and more modern. Other studies still can be done by observing the process of community contraction in tourism. It includes the relation between the agent and the structure that affects tourism.

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