

Management of Potential Tourism Attraction in the Kampung Pelangi Nelayan in the Village of Kurau

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Abstract:

Kampung Pelangi Nelayan is an area of which population is dominated by fishermen. It is famous as a crossing area to the main tourist attraction namely Ketawai Island. This study describes the things that explain how the potential of the Pelangi Fisherman Village destination serves as an alternative for tourists before heading to other tourist attractions. Descriptive methods are applied with qualitative data obtained through observation, interviews and documentation studies. Data analysis techniques are performed by data reduction, data presentation, data verification, and triangulation. The results obtained are used to explain the potential for tourist attraction and the constraints that exist in the Pulau Fisherman Village in the Village of Kurau. The results show that the management of tourist attraction through the strengthening of the 6 M (Man, Money, Materials, Methods, Machines, and Market) will make the potential of tourist attraction an opportunity to move towards the economic independence of the Kurau Village with the participation of local governments and awareness of the village community.

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INTRODUCTION

The Village of Kurau is one of the areas in Koba Subdistrict, Central Bangka Regency. The geographical situation of the village of Kurau is in the form of mangrove forests and on the edge of the sea. The people of Kurau Village are generally Bugis descendants most of whom are fishermen. Quantitatively, it is mentioned that around 70 percent of the villagers work as traditional marine fish finders (Kesuma et al., 2018). The location of fishermen settlements in Kurau Village is one of the natural tourism areas that have the potential to be developed, including mangrove forests and Kampung Pelangi Nelayan. Many tourists visit the area to simply enjoy the beautiful scenery, buy seafood, boat down the river or directly travel to Ketawai Island. In the daytime along the edge of the

Kurau village highway, fishermen sell their catches, such as fish, crabs, shrimp, squid, and other fresh catches. Tourists can also explore the small islands offshore by using rented fishing boats. The aforementioned dominant profession in Kurau Village results in the most dominant pre-prosperous and prosperous community. This welfare is always associated with the area of the community whose people work as fishermen. One of the causes of this poverty is the low education, illiteracy, and fishermen's savings which are mostly allocated for purchasing gasoline (boats and transportation) instead of fulfilling educational needs (Putri, 2017). In addition to economic problems, there are environmental issues that must be addressed in the village of Kurau, including the following:

Table 1. Problems in The Village of Kurau

Cause	Impact
Issue: Environment	
Damaged Environment by The Sea	
Mangrove Forest Maintenance and Development Activities: <ul style="list-style-type: none"> Not maintained by the community. Lack of attention from the Central Bangka Regency government regarding the sustainability of mangrove forests. 	If existing forests are not maintained and not replanted, erosion and abrasion of seawater will get worse.



Figure 1. Mangrove Forest Damage

Poor environmental sanitation: <ul style="list-style-type: none"> Littering No toilet available Clean water is not there Slums 	<ul style="list-style-type: none"> Will cause siltation of river and sea estuaries. Polluting marine biota.
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Figure 2. Poor Environmental Sanitation)

Issue: Village Economy	
Tourism Economy, Education, and Health	
<ul style="list-style-type: none"> Lack of education and community participation in tourism. Lack of facilities and infrastructure at the tourism 	<ul style="list-style-type: none"> The community cannot improvise in looking for other income apart from becoming fishermen and gardeners. Will reduce visitors to tourist area. Worsen the health of residents.

<p>site (at the jetty there are no public toilets, clean water, etc.)</p> <ul style="list-style-type: none"> • Environmental sanitation that still needs to be managed. 	
<div data-bbox="577 412 1005 640" data-label="Image"> </div> <p>Figure 3. Poor pier facilities and infrastructure</p>	

Source: documentation (2019)

The development of the Kurau Village into a Tourism Village with the Kampung Pelangi Nelayan concept was made to preserve the sea. Sustainable tourism development can benefit local communities, businesses and tourist trips with quality of life, quality of opportunities and quality of experience (Valeriani & Wardhani, 2015).

So, based on this background, the Kampung Pelangi Nelayan was built, which was initiated by the Student Study Service of Bangka Belitung University in 2019 by making available colors, house walls, roofs, parks, jetty roads, and mangrove parks in areas where fishermen live. Based on the natural beauty, fishermen's cultural diversity, and diverse processed products in support of tourism, it is necessary to regulate the development of the fishermen's rainbow village through the application of the 6M development model, namely: Man (People), Money, Materials, Methods, Machines, and Markets.

1. LITERATURE REVIEW

1.1. Tourist Attractions

Attractions are defined by (Trigantiarsyah & Mulyadi, 2016) based on the following criteria: Some resources can cause pleasure, beautiful, comfortable and clean; There is high accessibility to

visit it; the presence of special features/specifications that are rare; availability of supporting facilities/infrastructure to serve the tourists; the existence of natural attractions has a high attraction because it has a special value in the form of art attractions, traditional ceremonies, noble values contained in an object of human work in the past. Other opinions expressed by (Upchurch & Teivane, 2000): tourist attractions are things that attract the attention of tourists owned by a tourist destination; (Vengesai et al., 2009)(Asmin, 2013) (Gu et al., 2016) stated that tourist attractions have nature and character related to nature in situ; natural attraction can only be enjoyed as a whole and perfect in its ecosystem. Perishable: an ecosystem symptom or process that only occurs at a certain time and repeats in a certain period which requires further study in its marketing. Non-Recoverable: a natural ecosystem has the nature and behavior of recovery which is very dependent on internal factors (genotype) and external factors (phenotype). Accelerating recovery usually requires a lot of energy and funds. If this effort is successful, it will not bring back its original state. Non-Substitutable: areas that have many natural objects and rarely have similarities with other regions. Tourist objects and attractions are divided into 3 types, namely (1) natural tourism objects: natural resources which have the potential and have an attraction for tourists

whether they are still natural or have changed, (2) socio-cultural attractions: resources that are utilized and developed as tourist objects and attractions such as museums, historical relics, traditional ceremonies, performance arts, and crafts, and (3) special interest attractions: tourist objects prioritized for tourists who have special motivations such as, hunting, mountain climbing, rafting, medicinal purposes, agro-tourism, and others (Hsu & Crotts, 2006)(Imbal, 2009). Research on tourist attractions conducted by (Eagles et al., 2001) (Nasa et al., 2008) concluded that the planned management of tourist attractions will be able to increase the number of tourist visits.

1.2. Management of Tourist Attractions

Things that must be done in tourism management activities consist of several elements, namely: (1) accommodation, where a person lives for a while; (2) food and restaurant services, service industries in the field of commercially managed food and beverage management; (3) transportation and transportation services, service business industries engaged in land, sea and air transportation; (4) tourist attractions, tourist activities that can attract tourists' attention; (5) souvenirs that are used as mementos by tourists when they return to their place of origin; (6) travel bureau, which is an effort to service all travel processes from leaving to returning (Marion & Farrell, 1998)(Trakolis, 2001) (Mason, 2012) (Sudarmiati et al., 2017). In addition to the aforementioned management, other matters of concern in the successful management of tourist attractions include (1) financial feasibility, namely commercial calculations in management; (2) regional socio-economic feasibility, namely regional

socio-economic impacts such as creating employment or business, can increase foreign exchange earnings and so on; (3) technical feasibility, namely the development of attractiveness must pay attention to the carrying capacity; (4) feasible environment, namely the analysis of environmental impacts as a reference for the development of a tourist attraction (Popichit et al., 2013)(Öztürk & Türker, 2013).

1.3 Man, Money, Material, Methods, Machines and Market (6M)




These elements are known as 6M, namely: (1) man: humans are the most important supporting element for achieving a predetermined goal so that the success or failure of a management depends on the ability to push and move people towards the goals to be achieved; (2) money: money as a management tool must be used in such a way that the objectives to be achieved when valued by money are greater than the money used to achieve these objectives; (3) material: in the process of implementing activities, humans use materials as tools or means of management to achieve the objectives; (4) machine: the role of the machine is needed so that the production process and work can run effectively and efficiently; (5) method: to carry out activities efficiently and effectively, various alternatives or ways of doing work that are a means of management to achieve the objectives are required; (6) market: the final target is the market, without a market for marketing the products, the goal is impossible to achieve.

(Molina et al., 2010) in their research found that marketing is important in tourism management.

2. CONCEPTUAL FRAMEWORK

The conceptual framework for developing tourism potential in the village of Kurau, among others;

Cause	Conceptual Framework
Issue: Environment	
Damaged Environment by The Sea	

<p>Mangrove Forest Maintenance and Development Activities:</p> <ul style="list-style-type: none"> • Not maintained by the community. • Lack of attention from the Central Bangka Regency government regarding the sustainability of mangrove forests. 	<ul style="list-style-type: none"> • Mutual planting of mangrove forests. • Dissemination to the community to protect and care for mangrove forests
	
<p>Figure 4. Before Student Study Service</p>	<p>Figure 5. After Student Study Service</p>
 <p>Figure 6. Planting Mangrove in Activities of Student Study Service Source: documentation (2019)</p>	
<p>Poor environmental sanitation:</p> <ul style="list-style-type: none"> • Littering • No toilet is available • Clean water is not there • Slums 	<ul style="list-style-type: none"> • Mutual-cooperation to clean and manufacture trash cans. • Mutual-cooperation to build a toilet, at least there are public toilets and toilets. • Mutual-cooperation to build a clean water source in the village. • Mutual-cooperation to paint the

house.



Figure 7. Before Student Study Service

Figure 8. After Student Study Service



Figure 9. Mutual-cooperation to clean and manufacture trash cans



Source: documentation (2019)

Issue: village economy

Tourism Economy, Education, and Health

- Lack of education and community participation in tourism.
- Lack of facilities and

- Teach reading and writing; training to become a tourist integrator; homestay socialization; other travel

<p>infrastructure at the tourism site (at the jetty there are no public toilets, clean water, etc.)</p> <ul style="list-style-type: none"> • Environmental sanitation that still needs to be managed. 	<p>counseling.</p> <ul style="list-style-type: none"> • Construction of public toilet facilities and infrastructure and clean water near the pier. • Environmental sanitation education.
 <p>Figure 10. Before Student Study Service</p>	 <p>Figure 11. After Student Study Service</p>

Source: documentation (2019)

RESEARCH METHODOLOGY

Research conducted using descriptive qualitative research (Firman, 2018) defines that qualitative research provides a detailed description of the subject in research. The analysis technique is carried out referring to the opinion of (Muhson, 2006) with stages as follows: (1) data reduction: summarizing, selecting the main points, and focusing on important matters to describe the theme under study; (2) presentation of data: short descriptions, charts, relationships between categories and the likes; (3)

verification: concluding by analysing the results of the study; (4) data triangulation: testing the correctness and validity of the data.

RESULTS AND DISCUSSIONS

The management model of Kampung Pelangi Nelayan as follows:

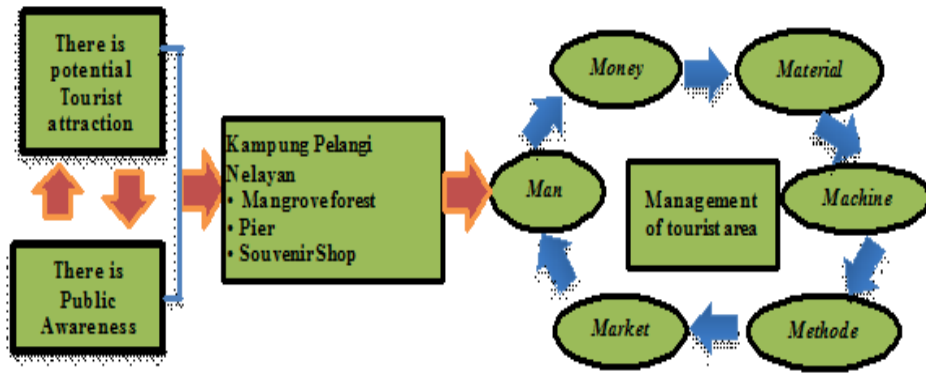


Figure 13. The Management Model of Kampung Pelangi Nelayan
Source: processed (2019)

The model of tourist management in the Kampung Pelangi Nelayan begins with the potential for tourist attraction in the village of Kurau, which is located nearby and can be a series of tourist activities for tourists. Local people are starting to realize that if the village of Kurau where they live is managed properly, it is potential for an alternative tourist destination. Opportunities to exploit the potentials of Kampung Pelangi Nelayan are very open as the area consists of docks, mangrove forests and souvenir galleries. The pier is a tourist crossing place when going on a tour to Ketawai Island. During this time, tourists, when going to cross to Ketawai Island, just wait without enjoying something memorable. Therefore, people with self-help programs carry out development in the area. While waiting for the arrival of the ferry crossing, tourists can now explore other tourist attractions, namely mangrove forest which is an area consisting of mangrove trees, neatly arranged bridges. Inside the mangrove forest there are several gazebos and there is a cave of royal heritage. Before exploring the mangrove forest, there is a mangrove park with a few simple stalls selling food typical of the village of Kurau. The existing

potentials must be managed by the community with high awareness to develop and become a source of income for the village of Kurau. The management of the tourism attraction is carried out by using management elements, namely Man, Money, Material, Machine, Method and Market. The implications of these management elements on the tourism attraction in the Kampung Pelangi Nelayan are as follows:

- (1) Man: The availability of human resources in Kurau Village that can develop tourism is very limited. The head of the Kurau Village has knowledge of tourism because he has a diploma in tourism. However, other supporting human resources still need a lot of training, outreach, and direction in developing tourist areas in the Kurau Village. For this reason, it is necessary to establish synergy and coordination, which is led by the Department of Tourism (Dinas Pariwisata), the Department of Public Works (Dinas Pekerjaan Umum), the Department of Regional Revenue Agency (Bappeda), so that the direction of development can run according to the needs of tourists.



Figure 14. Restoration on The Gazebo and Homes

Source: documentation (2019)



Figure 14. Finalization of Restoration on The Gazebo and Homes

Source: documentation (2019)

Man's strategy in conducting research and student study service is carried out by utilizing students and is in coordinaton with the village, the Department of Tourism, the Department of Public Works, the Departement of Regional Revenue Agency , and general workers to get paint assistance as well as optimizing all their energy to paint houses, gazebos, mangrove parks, and ports. The activity process lasted for one month, which was attended by thirty Bangka Belitung University students from various faculties and departments.

(2) Money: Development of tourism potentials in the Kampung Pelangi Nelayan must be

managed by using the element of money as outlined in the availability of funds. The availability of the budget for the development of tourist attraction in the Kampung Pelangi Nelayan is very limited. As a result, the Departement of Tourism needs to propose an increase in the budget to optimize tourism development. Another alternative is that the government must strive to take several strategic steps, namely working with the private sector such as the construction of neat stalls, construction of child-friendly parks, construction of location maps, spot photos, and tree planting.



Figure 15. Before Student Study Service

Source: documentation (2019)

The money strategy in this research is to restore the pier park, which aims to increase the attractiveness of tourists and the public. Many children also play in the park so they always want to visit the mangrove rainbow park. Besides, a mangrove park is a waiting place for tourists who go to Ketawai Island.

- (3) Material: Availability of facilities including infrastructure and transportation to support tourism activities in Kampung Pelangi Nelayan. Supporting basic infrastructure such as toilets, prayer rooms, parking lots must be met get tourists comfortably when traveling. To develop the optimal tourism attractiveness of Kampung Pelangi Nelayan,



Figure 16. After Student Study Service

Source: documentation (2019)

the government must optimize infrastructure such as physical development, including improving infrastructure, basic infrastructure, and facilities to support the readiness of tourism areas as new or pioneering tourism destinations and tourism areas to be developed as well as increasing facilities to support tourism activities in the region to encourage tourism competitiveness. Some strategic steps include implementing a partnership scheme between the government and the private sector and developing the implementation of an independent tourism management scheme.



Figure 17. The trash cans that have been painted and one of them is used as a house number plaque

Source: documentation (2019)



Figure 18. Safety Rules in The Mangrove Forest

Source: documentation (2019)

The making of trash cans, house number plaques, and safety rules are made to carry out the material strategy. A used 20-kg paint bucket is decorated with a variety of interesting pictures and no littering sign. Whereas the 5-kg paint can is turned into a house number plaque with a circular shape. While safety rules are made to be placed in piers and mangrove area in the village of East Kurau with a variety of attractive designs aiming at people and tourists that

they can understand the rules of safety, environmental preservation, and wildlife.

- (4) Method: The Kurau Village Government must aggressively support the Department of Tourism for the development of tourism in the Kampung Pelangi Nelayan. Assistance such as village funds disbursed by the central government can be allocated to improve human resources such as homestay management training, tour guide training, English language training, information technology training and business-based training. physical development includes improving basic infrastructure facilities and infrastructure to support the readiness of tourism areas as new or pioneering tourist destinations and tourism areas to be developed as well as improving facilities to support tourism activities.



Figure 18. Homestay and Tour Guide Workshop
Source: documentation (2019)

The method in the management strategy of Kampung Pelangi Nelayan is that the community is given a workshop on homestay management and becomes a guide. The workshop invites the public to practice explaining about the village of Kurau starting from the typical food, tourism, and souvenirs typical of the village of Kurau. Besides, the community was given training on how to become tour guides and remind tourists to watch for certain things.

- (5) Machine: technology in the management of tourism-supporting industries, such as machines for the manufacture of processed fish products. The use of technology is expected to be able to increase production volumes, reduce production costs, speed up the completion of manufacturing products which will ultimately be able to set competitive selling prices, to be able to compete with products from other regions.

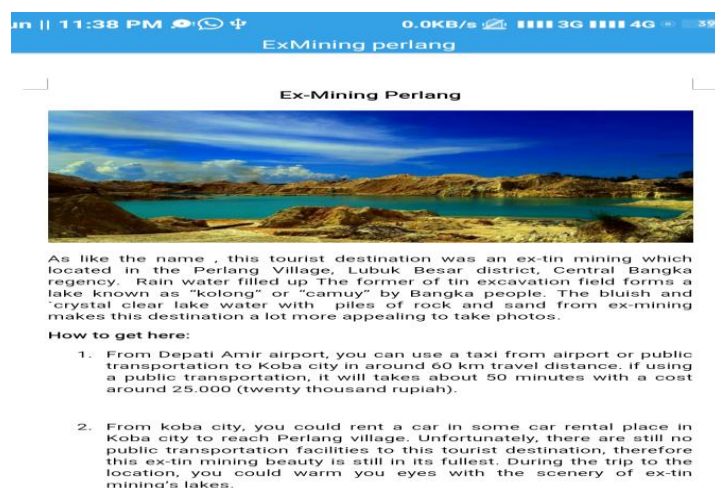


Figure 19. Design of Kurau Website

Source: documentation (2019)

The strategy of using the machine in the tourism management of Pelangi Nelayan Village is to create a website translation program for the Kurau Village.

- (6) Market: Marketing strategies that must be carried out by the Kurau Village Government through empowering village communities and young people to promote tourism through strategic steps such as promotion through social media Facebook, website and Instagram to increase marketing and promotion of Kampung Pelangi Nelayan

Another strategy is that the village government must frequently carry out activities that drive people to visit the destination, such as fish grilling competitions, yellow spices cooking festivals,

boating competitions which are all organized and planned.

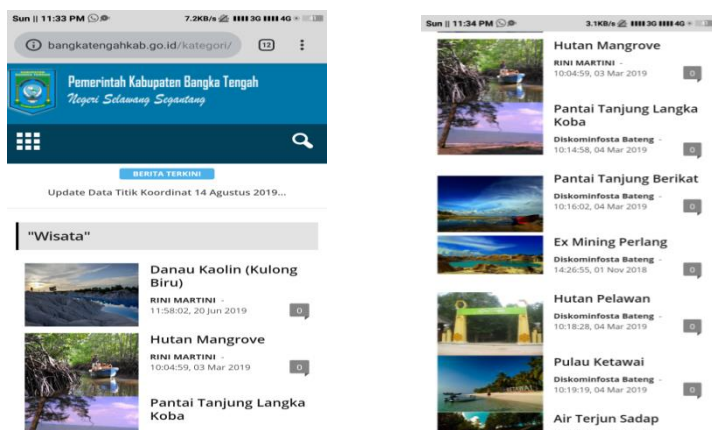


Figure 20. Design of Department of Tourism Website

Source: documentation (2019)

The marketing strategy undertaken is to design the tourism service website in English and then include tourist attractions in the village of Kurau including Kampung Pelangi Nelayan as a new destination. Utilization of the internet to promote Kampung Pelangi Nelayan will have an impact on improving the tourism sector in the Village of Kurau and Central Bangka Regency. English-language articles describing tourism objects are expected to attract foreign tourists to visit.

5. CONCLUSION

The conclusions of this study are as follows:

- The development of the tourism attractiveness of Kampung Pelangi Nelayan requires management based on the management elements (6M) which are related to each other and must support each other.
- The development of the tourism business is not only carried out by the village government but also involves relevant stakeholders such as the private sector, travel, the youth and the community.
- Village funds can be allocated for the planned development of the Kampung Pelangi Nelayan.

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