



Volume 7 Issue 1, June 2024, pages: 27-34

IDENTIFICATION OF TOURIST AREA LIFE CYCLE IN GEBONG MEMARONG TOURIST VILLAGE, BANGKA REGENCY

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Received: 12/02/2024

Revised: 19/02/2024

Accepted: 15/05/2024

Abstract

Air Abik Hamlet, Gunung Muda Village, Belinyu Subdistrict, Bangka Regency, is a settlement of the oldest tribe in the Bangka Belitung Islands, the Lom Tribe. Famous for its magical village, but also has the potential for very beautiful natural tourism and local wisdom that is still maintained to this day. It has successfully collaborated with one of the BUMNs in Bangka and in 2023 it will become one of the tourist villages. Aik Abik Hamlet has enormous and interesting potential, but until now it has not been well identified. The research used descriptive qualitative methods and the research data was conducted by direct interviews with the head of the mapur customary institution, literature review and combined with primary data searches. The results of the research concluded that Gunung Muda Tourism Village is at the stage of involvement. Afterward, several things that need to be considered by stakeholders are improving tourist facilities such as tourist trails offered, promoting tourism through various media, and increasing local community involvement. In planning the future development of tourist destinations, visitor capacity needs to be considered so that existing facilities can be maintained and do not have a negative impact on the environment. The community is expected to continue to improve their knowledge and insight so that they can support progress in Gunung Muda Tourism Village.

Keywords: Tourist Area Life Cycle, Tourist Village, Gebong Memarong

1. INTRODUCTION

Air Abik Hamlet, Gunung Muda Village, Belinyu Subdistrict, Bangka Regency is the oldest tribal settlement in the Bangka Belitung Islands, namely the Lom Tribe or commonly called "Orang Lom". The Lom tribe is a community or group that has existed since the 19th century with the influence of customs that are still very thick. Air Abik Hamlet is famous for its magical or mysterious village, but it also has the potential for very beautiful natural tourism and local wisdom that is still maintained today. Indigenous peoples, in (Cholillah, 2015) explain that specifically have local wisdom in forest utilization, especially in the practice of planting field rice (beume), maintaining customary forests and rivers, traditional knowledge about medicinal plants, and post-

harvest village alms (nujuh hayami). This also has the potential to be valuable in terms of its culture.

Seeing the potential, Air Abik Village was developed into a tourist village by collaborating with one of the BUMNs in Bangka, PT. Timah, by building 7 replicas of Gebong Memarong, which is the name for the traditional house of the Lom people or the Lom tribe. Afterwards, Gunung Muda Tourism Village became one of the tourist villages which was given directly by the Head of the Bangka Regency Tourism Office to Abok as the Customary Chairman of Air Abik Hamlet, Gunung Muda Village on September 4, 2023.

Although Aik Abik Hamlet has become a tourist village and has enormous and interesting tourism potential, until now in terms of tourism it has not been well identified. This is because community empowerment in managing the tourism village has not been maximized and still relies on assistance from the government. The aspect of community empowerment is the key to the sustainability of leading tourism villages. Community empowerment can improve the local economy because it aims for an independent community and does not depend on government programs. In addition, local communities who take an active role in developing their tourism, will make tourism development an environmentally friendly development in terms of ecological and social aspects (Zurinani & Kamilah, 2023).

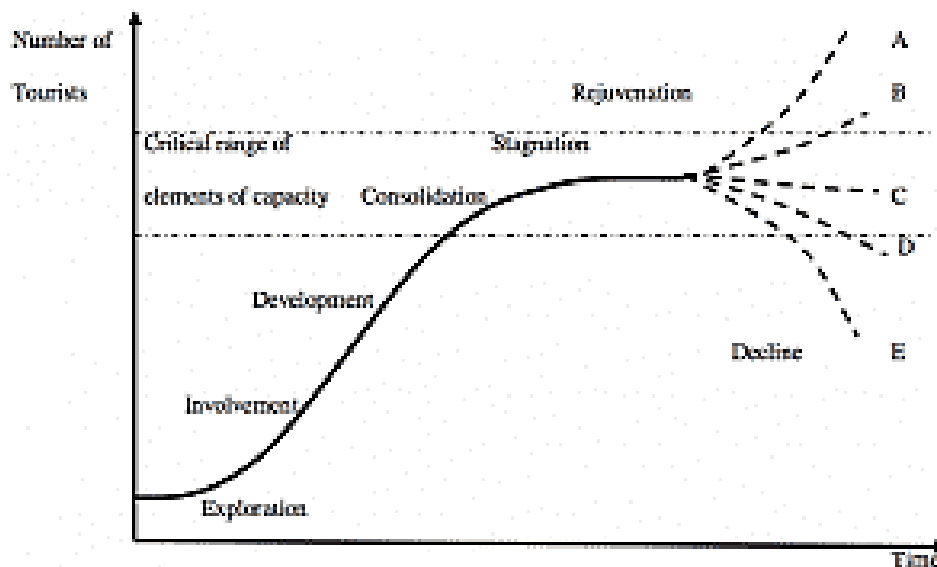


Figure 1. Tourist Area Life Cycle (TALC)
Source: Richard Butler (1978)

To empower the community in managing tourism villages, it is necessary to develop a tourism village. In developing a destination, there is a theory of stages and processes developed by Butler. Butler in (Juhara & Marsoyo, 2023) explains the Tourist Area Life Cycle (tourism life cycle) in developing a destination, many aspects must be considered starting from socio-cultural factors of the community, ecological environmental impacts, destination marketing, branding, infrastructure and regional planning to policy. In this case, it can be seen that tourism is a complex multidisciplinary science.

The stages of the tourism life cycle found in the Gunung Muda Tourism Village of Air Abik Hamlet are still relatively new and small in scope. The wealth of natural resources and local wisdom owned by the indigenous people of Air Abik Village has shortcomings in the process of packaging tourist attractions offered to visitors or tourists. Therefore, this study aims to identify the extent of the stages of the tourism life cycle in the Gunung Muda Tourism Village managed by the Gebong Memarong Pokdarwis.

2. LITERATURE REVIEW

2.1 Tourist Area Life Cycle

The concept of tourism life cycle introduced by Butler (1978) explains the evaluation of tourist areas over time. The tourism life cycle, tourism destinations experience 6 stages (phases) including *exploration*, *involvement*, *development*, *consolidation*, *stagnation*, *rejuvenation* & *decline*. The tourism life cycle process can be seen in the following table:

Table 1. Tourism Life Cycle Stages

Stages (Phases)	Description
Discovery (<i>exploration</i>)	A new region will begin to develop its area into a tourist destination. Where the destination has the potential to be developed into a tourist attraction or an area can be developed into a tourist attraction.
<i>Involvement</i>	The availability of services by the local community, limited infrastructure development by the local government so that there are already tourist visits at any given time.
<i>Development</i>	Investors have come in and taken a role in the development of tourist attractions, so local companies are required.
<i>Consolidation</i>	Tourist visits in a tourist destination show a positive increase.
<i>Stagnation</i>	A tourist destination achieves the highest level of tourist visits while at the same time it is inevitable that some periods of tourist visits are stagnant. It is difficult to bring in new tourists despite intensive promotion so that tourists are repeater tourist types. At this stage there is a disturbance in the carrying capacity of the environment which has a negative impact on the environment, social and culture.
<i>Decline</i>	At this stage, tourism facilities change function, where destinations are only visited at certain times. The possibility of tourist destinations being abandoned by tourists
<i>Rejuvenation</i>	Destination utilization is carried out by targeting new markets, developing more attractive tourist attractions in the form of artificial tourist attractions.

Source: LY (2018)

The stages of the tourism life cycle proposed by Butler, does not always indicate that the next stage is better than the previous stage. Explained by (Abdillah et al., 2015) the perception of the quality of life of local communities towards tourism development in Pangandaran and Pelabuhan Ratu, stating that the score shown by Pangandaran is higher than Pelabuhan Ratu. In addition, in the research of (Zurinani & Kamilah, 2023) which discusses the development of Polowijen Cultural Village, it is said that by using the *Tourism Area Life Cycle* theory, it is known that Polowijen Cultural Village is still in the exploration stage and has not yet reached the existing cycle. In the Samiran Boyolali tourist village (Dewi Sambu), using the *Tourism Area Life Cycle* theory, it is also seen that the tourist village is in the merging phase so that further development can be planned in the future (Andriani et al., 2021).

(Damanik et al., 2018) conducted a study by collecting data on tourist visits in a span of 10 years and analyzing several provinces in Indonesia through the theory of the tourism life cycle can be influenced by aspects of promotion and structure development, it appears that the development stage is a relatively strong stage and is the opposite of the weak exploration stage. An Okokan cultural tradition in Bali as a tourist attraction is in the growth stage (Windutama et al., 2020). This is further supported by the increasing number of tourists who know Okokan not only limited to Balinese people. The tourism life cycle theory is not only limited to destination studies, according to (Narottama & Moniaga, 2021) the application of the theory is at the consolidation stage with a positive relationship between expatriates and the community.

2.2 Local Wisdom

Local wisdom is a set of knowledge and practices both from previous generations and from experiences in dealing with the environment and other communities. Local wisdom comes from customary values, religious values and local culture that are naturally formed in a community group to adapt to the surrounding environment (Vitasurya, 2016). Local wisdom becomes a characteristic of each region that has the potential to support the development of a region. The potential of culture and local wisdom in tourism development is part of a product of human creativity that has economic value.

Recognizing change as a necessity and the ability of humans to deal with their environment and culture, local wisdom can find its place as part of that cultural strategy. Conceptually, local wisdom is an element part of the cultural tradition of the people of a nation, which emerges into parts that are placed in the physical order of buildings (architecture) and areas (urban) in the geography of a nation. The definition of local wisdom can be freely interpreted as good cultural values within a society. This means, to know a local wisdom in a region then we must be able to understand the good cultural values that exist in the region. Actually, these local wisdom values have been taught for generations by our parents to us as their children. The culture of mutual cooperation, mutual respect is a small example of local wisdom.

In a multicultural society such as Indonesia in the era of globalization, the paradigm of dialogal relationships or mutual understanding is needed, to overcome the negative things from a problem of national disintegarsi with the entry of outside cultures must seek cultural filtering. Therefore, multiculturalism is not just recognizing the different and is more of a symmetrical distinction by recognizing the plurality of identities in society. Community empowerment strategies based on local wisdom in the era of globalization, namely by strengthening the values and norms of ancestors in the community so that local wisdom is maintained intact; maintaining existing culture in society by acting rationally as a result of globalization; filtering culture from outside (globalization) by assessing the good and bad influences in the fields of technology and communication, transportation, mass media development, lifestyle changes, education, culture, politics, religion, law etc.

3. RESEARCH METHODS

The research method used is descriptive qualitative method by understanding phenomena that occur directly in the field with the researcher as the main instrument (Sugiyuno, 2018). The research data was conducted by direct interview to the head of the mapur customary institution, added with a literature review and combined with the search for primary data. Research data is based on literature studies obtained from books, journal articles related to the tourism life cycle. Research activities were conducted in 2023 and continued in 2024 in January. In general, the sequence of activities in the research was carried out by field observations; discussions with the mapur customary institution and the Gebong Memarong Pokdarwis; field observations and document studies; followed by research results based on the results of the study and making links with the literature.

4. FINDINGS AND DISCUSSION

This research was conducted in the young mountain tourism village of Air Abik hamlet, Belinyu sub-district and in the stages of the tourism life cycle in general is divided into 6 phases or stages that occur in the young mountain tourism village. In the

development of tourism used tourist attractions in tourist villages used descriptive qualitative analysis techniques using the Tourist Area Life Cycle approach (Butler, 1978).

This section explains the analysis and original research findings. It is highly recommended to discuss the theories, regulations and references used by dialoguing with the research results obtained, thus obtaining new findings.

a. Exploration Stages

This stage is the initial stage or a new phase starting to develop the area into a tourist destination in this case, namely the young mountain tourism village. This stage begins with the indigenous tribesmen who see the potential of the Air Abik Hamlet of Gunung Muda Tourism Village towards the attractions owned by the data tribesmen. Gradually began to formulate an organizational structure for the management of pokdarwis. Suwena & Widyatmaja (2017) say that the exploration stage is called the discovery stage which has a very minimal development impact. The stages owned by the young mountain tourism village as seen in Figure 1, become a stage in the condition of a tourist village that is still arid and still needs governance as told by the Pokdarwis Chairperson and the Lum Tribal Chief.

The residents of Air Abik Hamlet, which is the oldest tribal settlement in the Bangka Belitung Islands, have an initiative to preserve their culture so that it does not become extinct, so the Gebong Memarong Traditional Village was formed. According to Abok as the Chairman of the Mapur Customary Institution, the villagers had initially built a Traditional Village, but only had one Memarong. The first Memarong was built in 2019 on a self-help basis and serves as the Mapur Cultural Museum. The museum represents the residences and activities of the Mapur people along with tools and household equipment. This indicates that the community already knows the tourism potential that can be developed into a tourist attraction.

The community, local government and PT Timah Tbk collaborated to maintain and preserve the culture of Orang Lum. PT Timah Tbk built infrastructure, namely building seven Gebong Memarong which are currently named as Kampung Adat Gebong Memarong. The construction of gebong memarong is commensurate with PT Timah Tbk's PPM program 2019-2029 whose policy direction, strategy, and implementation framework, guiding principles and community development and empowerment programs are made, in synergy with government policies. Gunung Muda Tourism Village fully cooperates with PT TIMAH Tbk regarding the construction of gebong memarong to the provision of supporting facilities used such as procurement of goods regarding mattresses, cabinets, toilet equipment and the needs required by Gebong Memarong.



Figure 2. Gebong Memarong
Source: Personal Documentation (2023)

b. Stages of Engagement

The stage after exploration is the involvement stage. At this stage the community is involved in developing tourism potential in Air Abik Hamlet. PT Timah, through collaboration with PT Timah, the community was involved in the construction of Gebong Memarong. The concept of community development and empowerment by PT Timah is to involve the people of Air Abik Hamlet, starting from preparing building materials, labor, administration, so that the construction process can be carried out quickly. Within 60 days from July to August 2022, the team was able to build six units of "memarong" or halls, namely one traditional hall with a size of 9X9 meters, one gallery with a size of 7X7 meters, and four traditional houses that are used for lodging measuring 5X5 meters.

Local governments and universities have also begun to provide training to the local community. This training aims to be able to improve the skills of the people of Air Abik Hamlet so that it can have a positive impact on the community's economy. The training provided includes *tour guide* training, handicraft making training, *ecoprint* batik making training, and so on. Through the trainings that have been given, people in Air Abik Hamlet are currently able to make various kinds of crafts such as bracelets, tissue holders, bags, flower vases, and others. The results of these crafts become *souvenirs* that can be purchased by tourists visiting the Gebong Memarong Traditional Village.

Activities involving indigenous communities have been ongoing since the exploration stage until now. This stage of involvement was also accompanied by the formation of Pokdarwis Gebong Memarong. Pokdarwis Gebong Memarong is tasked with managing the Gunung Muda Tourism Village. The entrance fee to Gebong Memarong Traditional Village is Rp 5,000/person and the local guide service is Rp 10,000. Although tourist visits are not yet relatively large, there are currently two tour packages, namely the Buluh Perindu package and the Bubung Tujuh package. Until now, most tourists who visit are students and college students. This is in line with the package offered by Gunung Muda Tourism Village, which is an educational tour package that aims to learn about the culture and local wisdom of indigenous peoples in Air Abik Hamlet.



Figure 3. Souvenir making by Indigenous People
Source: Personal Documentation (2023)

c. Stages of Development

This stage occurs in tandem with the engagement stage. This stage has main characteristics such as product diversification, community network development so that it allows for high development (Wiweka et al., 2021). At this stage, there has been a large number of tourist visits and the government has dared to invite national or

international investors to invest in the tourist area to be developed. (Retno et al., 2022).. Based on the assessment indicators in the tourism life cycle, Air Abik Tourism Village has not yet passed this stage. Gunung Muda Tourism Village is a tourist village that was only inaugurated on September 4, 2023, so tourist visits are still relatively few and only in certain segments, namely students and students.

d. Consolidation Stages

This stage is characterized by the number of tourists continuing to increase, organization according to regulations, the role of ministries and government to improve services to tourist guests. In general, the consolidation stage has characteristics such as economic factors that are starting to dominate, tourist demand is getting to its peak, there is a need to reorganize the management of tourist destinations. (Darma et al., 2022). Gunung Muda Tourism Village has not gone through this stage as well as the development stage.

e. Stagnation Stage

The stagnation stage is characterized by the number of tourists reaching a peak and tending to stagnate. Tourist destinations become something that is no longer attractive to tourists, even though the number of visits is high. Gunung Muda Tourism Village has not gone through this stage, as is the case in the previous stages.

f. Drop Stages

Destinations at this stage experience a decrease in the number of visits, because the destination is no longer attractive to tourists. Destinations are only visited by domestic tourists on holidays and weekends. Gunung Muda Tourism Village is a newly formed Tourism Village, so this village is still exploring tourism potential and building tourism facilities. Based on this, Gunung Muda Tourism Village is not included in the decline stage.

g. Rejuvenation Stages

This stage is characterized by the emergence of new innovations and the tourist area is reorganized so as to provide new colors. The main characteristics of the decline stage include a decrease in tourists (not because of quality, but rather regulations and conditions), facilities that change functions and quality begins to decline.(Darma et al., 2022). This rejuvenation stage has the main characteristic of finding alternative attractions that are different according to the needs of tourists (Butler, 1980). Gunung Muda Tourism Village has not yet reached this stage, and is still focused on equalizing empowerment to explore tourism potential.

5. CONCLUSION

Based on the analysis that has been carried out, it can be concluded that Gunung Muda Tourism Village according to the *Tourism Area Life Cycle* is at the involvement stage. After knowing the position of Gunung Muda Tourism Village, several things need to be considered by *stakeholders such* as the Bangka Regency Tourism Office, namely improving tourist facilities such as the tourist routes offered (tourism maps), tourism promotion through various media, and increasing local community involvement. In addition, in planning the development of future tourist destinations, visitor capacity needs to be considered so that existing facilities can be maintained and do not have a negative impact on the environment. Furthermore, for the community of Gunung Muda Tourism Village, it is hoped that they can continue to increase their knowledge and insight so that they can support progress in Gunung Muda Tourism Village and can develop their tourism village independently.

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