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THE ROLE OF LOCAL COMMUNITY PARTICIPATION IN THE DEVELOPING CULTURAL TOURISM SUSTAINABILITY

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ABSTRACT

This research objective is to determine the forms, degrees, and variables that encourage and impede community participation in the development of sustainable cultural tourism in the city of Bandar Lampung. This type of research uses a qualitative approach, in which the researcher conducts in-depth interviews with informants who are subject matter experts and direct observation. This form of research adopts a descriptive methodology. Tourism development that involves community participation deserves special consideration, particularly in the context of long-term tourism development. The purpose of community engagement in this planning is to transform the community from an object to a subject in a plan to construct tourist attractions in their region. The definition of planning is moving from merely drafting plans to sustainable planning, which includes not only planning before launching an activity but also preparing future stages of development. The researcher can conclude, based on the description and the outcome of the interview, that the community has participated in the planning, management, and usage phases of the development of cultural tourism.

Keywords: Strategy, Participation, Tourism Development, Community.

Introduction

Development is essential to all aspects of Indonesian state administration, including the growth of the tourism industry. The huge potency of a maritime country must be able to carry out development in the tourism sector. In essence, tourism development involves investigating all aspects of tourism potential, including those represented by natural landscapes, cultural goods, and man-made creative artifacts, all of which need a thorough planning program. Successful tourism development is defined as tourism development through the participation of the community to carry out programs together so that development can benefit the community for economic, social, and cultural benefits at each tourist location (Rasoolimanesh *et al.*, 2016).

The purpose of the community's participation in tourism development is to strengthen community empowerment through tourism development, strengthening roles and participation in community to obtain economic gain, socio-cultural benefit, and tourism. Additionally, provide every community organization with the chance to maintain and protect a tourist site, regardless of gender, age, or other factors. The importance of community participation is recognized because policy execution places too much of emphasis on the function of bureaucratic government, which is characterized by (Top-down) harsh criticism and is insensitive to local needs. Furthermore, the implementation of public policy as a form of development indicator entails giving the community numerous opportunities to direct resources, potential, plan, as well as make decisions and evaluate those decisions in order to empower them (Cetin, 2015).

According to Government Regulation No. 45 of 2017 about community participation in the administration of regional governments, various initiatives are needed to strengthen community participation in the administration of regional governments in order to accelerate the realization of community welfare (PR Indonesia, 2017). As required by Law No. 23 of 2014 respecting PERDA passed in the PERDA Law asserts the roles and authorities of the central and regional authorities, this issue became the primary subject for regulating public involvement in this PP. The division of governmental affairs between the Central Government, Provincial Regions, and Regency/City Regions is confirmed in Article 9 paragraph 3 of UU no. 23 of 2014.

The concept of participation is a broad and important concept, because one indicator of the success of a development is community participation. In other words, participation in a public policy is always related to society as the intended object of a policy, because essentially the policy was born within the framework of, by and for the benefit of society (Carr *et al.*, 2016).. The realization of this community interest is nothing but an expression of respect for the human rights of every individual in society as the subject of development. As explained in Government Regulation number 45 of 2017 concerning community participation in the administration of regional government, it provides an understanding of general provisions regarding community participation in the administration of regional government, hereinafter referred to as community participation, is the role of the community to channel their aspirations, thoughts and interests in the administration of regional government (PR Indonesia, 2017).

There are three reasons why community participation in tourism plays an important role (Zolfani *et al.*, 2015), (Muresan *et al.*, 2016). First, community participation is a means of obtaining or obtaining information about community needs, conditions, and attitudes, because without community participation, development programs and government projects will not be successful. Second, communities will have more confidence in a development program if they feel involved in the planning and preparation process. If the community knows the origin of the project, it will foster a sense of belonging to the work. Third, encouraging participation for people who live in areas so that thoughts will arise that development activities are a manifestation of democracy when community groups are involved in the development or advancement of the region and society. The era of regional autonomy as an implication of the enactment of Law no. 32 of 2004 provides an opportunity for each Regency / City Government to plan and manage the development of their own area, as well as demands for active participation of the community in the development process, starting from planning, implementation, monitoring and evaluation. The community as the main component in the development of community-based tourism has an important role in supporting regional tourism development aimed at developing local potential originating from nature, socio-culture or the community's economy (R. Indonesia, 2004).

Law No. 10 of 2009 concerning tourism has also regulated that communities in and around tourism destinations have priority rights to become workers/laborers and management. So that the development of tourism in the City of Bandar Lampung should be able to bring economic benefits to improve the quality of life of the surrounding community in the form of handicrafts, souvenirs, regional snacks, tour guide services, land and island transportation services, restaurants and others that will increase income. for the local community.

Bandar Lampung City is one of the tourist destinations in Lampung Province which has many tourist objects but needs to be developed and used as an opportunity to increase Regional Original Income. The city of Bandar Lampung has several areas that have the potential to be developed into tourist destinations because it has a topography in the form of hilly areas and lowlands close to the coast, which are intended as tourism support areas. There are 49 tourist objects in Bandar Lampung which are managed by the government and those managed by private parties. Table 1 below is a list of tourist objects in the city of Bandar Lampung.

Table 1. List of Tourist Attractions in Bandar Lampung

No	Type of Tourism	Attractions	Attractiveness
1.		Teluk Lampung, Kec. Panjang, Kec. Teluk Betung Selatan, Kec. Teluk Betung Timur.	Maritime Tourism in Bandar Lampung

2.		Puncak Sukadana Ham, Kelurahan Sukadana Ham, Tanjungkarang Barat	Cityscape of Bandar Lampung
3.		Hutan Raya Wan Abdurahman, Kelurahan Sukadana Ham, Tanjungkarang Barat	Wealth of flora and forest plants
4.	Nature Tourism	Stone Nature Attractions Putu, Jl. Raya Batu Putuk, Telukbetung Barat	Raya Batu Putuk, Telukbetung Barat
5.		Lembah Hijau Tourism	Nature Panorama, Outbound, 5 Waterboom Parks
6.		Wira Garden	Nature Panorama
7.		Duta Wisata Beach, Jl. Laks. Martadinata, Lempasing, Telukbetung Barat	Beach nature panorama
8.		Puri Gading Beach, Jl. Laks. Martadinata, Lempasing, Telukbetung Barat	Panoramic beach views, Sports
9.		Pantai Tirtayasa Beach, Jl. Laks. Martadinata, Lempasing, Telukbetung Barat	Beach panorama and recreation
10.		Kubur Island	Nature Panorama
11.		Pasaran Island	Nature Panorama
12.		Sumur Putri	Nature Panorama
13.		Bumi Kedaton Tourism Park	Natural panoramas and animal attractions
14.		Camp 91 Kedaung Outbound	Kemiling
15.		Duta GS	Jl. Batu Kalam, Langkapura 16 Kemiling
16.		De Berow Village	De Berow Ship Replica in the Village
17.		Dibalaw Keratuan Site	Village Historical heritage of Keratuan kingdom
18.		Reservoir PDAM Way Rilau	Dutch historical heritage
19.		Concrete Bridge	Dutch historical heritage
20.		Diesel Power Plant (PLTD) Dutch Heritage	In South Teluk Betung
21.		Railway Station Jl Kotaraja Tanjungkarang center	Dutch historical heritage
22.		Jajar Intan Kedamaian Traditional House	Traditional architectural forms of Lampung
23.		Marturia Church Jl Imam Bonjol Tanjung Karang	Dutch historical heritage
24.		PTPN VII Office, Kedaton Bandar Lampung	Dutch historical heritage
1.		Japanese Legacy Bunker	Jl. Amir Hamzah Teluk Betung
2.		Jajar Cave	Jl. Juanda/Kesehatan Pahoman
3.		Cepit Cave	Gunung Betung Tanjungkarang
4.	Cultural Tourism	Kelanteng Vihara Thay Hin Bio, Jl. Ikan Kakap, Telukbetung Selatan	Buddhist worship building
5.		Al-Anwar Old Mosque, Jl. Laks.	Architectural forms and their historical value

		Malahayati, Telukbetung Selatan	
6.		Way Lunik Temple Building	Major worship for Hindus
7.		Krakatau Monument (Dipangga Park), Jl. W.R. Supratman, T. betung Utara	Historical monuments and parks
8.		Lampung Museum "Ruwa Jurai", Jl. Z.A. P. Alam Gedung	Museum with a collection of the results of the Meneng culture of Lampung people
9.		Anjungan Lampung, Way Halim	Center for Souvenirs, Culinary, and Cultural Arts Activities, as well as Replicas of Traditional Houses of fifteen regencies/cities
10.	Cultural Tourism	Lampung Traditional House Dalom Olok Gading, Jl. Basuki Rachmat, Teluk Betung Utara	Traditional architectural forms of Lampung
11.		Taman Budaya, Jl. Cut Nyak Dien, Tanjungkarang Pusat	Park for recreation and cultural performances
12.		Lamban Balak Kedaton Keagungan Lampung	Traditional houses, and furniture from the Kingdom of Lampung
1.		Golf Course, Jl. Endro Suratmin, Sukarame	Golf sports activities
2.		Bambu Kuning Traditional Market, Jl. Imam Bonjol, Tanjungkarang Pusat	Daily necessities market
3.		Central Plaza	Shopping center
4.		Mall Kartini	Shopping center
5.		Ramayana	Shopping center
6.		Plaza Lotus	Shopping center
7.		Simpur Center	Shopping center
8.		Chandra Superstore	Shopping center
9.		Mall Bumi Kedaton	Shopping center
10.		Night Entertainment Center (discotheque, billiards, karaoke)	Nightlife center at the center, along the coast of Lampung Bay
11.	Artificial Tourism	Lampung Sweet Center, Jl. Ikan Kakap Teluk betung Utara	Souvenirs and sweets
12.		Taman Lesehan Jl. Kartini, Tanjung karang Pusat	Dining/Lesehan
13.		Taman Santap Malam, Jl. Ikan Tongkol	Places to Eat
14.		Kupu-kupu Park	Butterfly breeding ground
15.		Panjang Port	Sea Toll
16.		Water Boom Citra Garden	Water games, swimming pool
17.		Puncak Mas	Jl. Haji Hami RJP Sukadana Ham Tanjung karang Barat
18.		Camp 91	Kemiling Bandar Lampung
19.		Alung Pool	Swimming Pool
20.		Tirtayasa Recreation Park	Tirtayasa Housing
21.		PT. SUKSES CIPTA GRIYA LESTARI	Jl. Perum Villa Bukit Tirtayasa Bandar Lampung

Source: Culture and Tourism Office of Bandar Lampung, 2021

Based on table 1 above, the city of Bandar Lampung has superior tourism potential such as nature tourism which presents beautiful natural panoramas, cultural tourism (example: museums), tapis craft centers, banana chip culinary sales centers and various cultural arts studios. This leading tourism development has been packaged quite well and is expected to become a tourist destination. Available facilities and infrastructure, such as taxis, intra-city and inter-city buses, trains, restaurants, lodging, and shopping centers, as well as the natural and cultural potential that exists can be utilized to support tourist destinations. The problem that is often encountered in developing sustainable tourism is the lack of support and participation from the community.

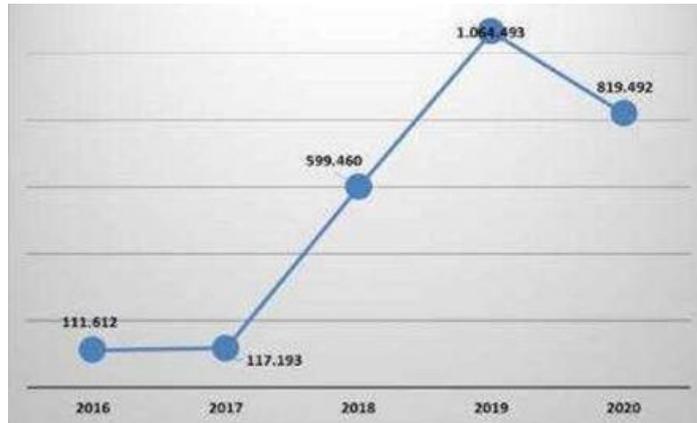


Figure 1. Number of domestic tourists in Bandar Lampung

From Figure 1 above, it is known that the realization of domestic tourist visits recorded at the Tourism Office has continued to increase since 2017, where in 2018 it increased by 412% or 599,460 tourists. In 2019 the number of tourists rose by 78% to 1,064,493 tourists, but fell by 30% in 2020 to 819,492 tourists..

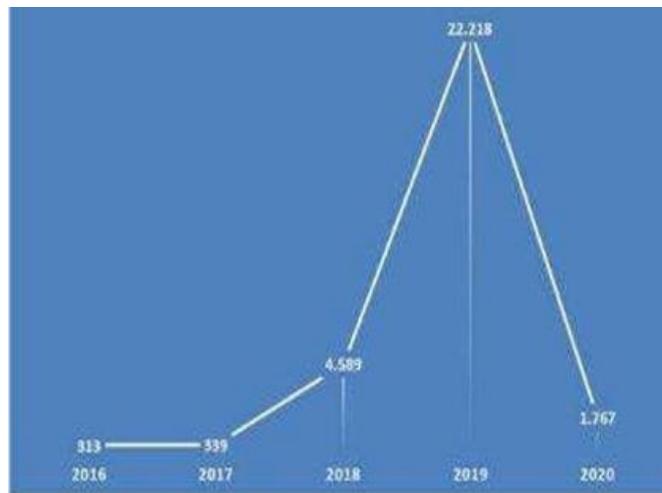


Figure 2. Number of Foreign tourists in Bandar Lampung

Realization of foreign tourist visits recorded at the department of tourism and culture has also continued to increase since 2017 as domestic tourists, which in 2018 has increased by 1,254% to 4,589 tourists. In 2019, it rose again by 384% to 22,218 tourists, and fell by 92% in 2020 to only 1,767 tourists.

Lampung cultural tourism potency has promising prospects in the future. However, at this time Lampung culture is rarely found. This is because the younger generation does not want to continue learn it. Nevertheless, Lampung cultural tourism in Bandar Lampung City has now experienced many developments compared to the last decade.

Literature Review

a. Community participation

Community Participation is the involvement of the community in a state of good mentally (thoughts), emotions and feelings so that the community can participate in the process of selecting making decisions about how to find solutions to deal with problems and evaluate changes that occur in society (Place, 2016).

There are 3 types of classification in community participation, namely:

- a) Spontaneous Community Participation, it refers to the voluntary and unplanned engagement of individuals in activities that contribute to the well-being of their community without prior planning or organization. It involves people taking initiative and getting involved in their community without being prompted or directed by formal institutions or structures. Spontaneous community participation can take many forms, depending on the needs and interests of the community and the individuals involved. It can include activities such as organizing neighborhood clean-ups, starting local gardening or beautification projects, hosting informal gatherings or events, forming impromptu volunteer groups to help with community needs, or engaging in acts of kindness towards fellow community members.
- b) Induced Community Participation refers to a process/approach that encourages or motivates community members to actively participate in decision making, problem solving, and development initiatives, which involves creating opportunities for community members to engage, collaborate, and contribute their perspectives, ideas, and skills to solving community problems or pursuing community goals. External factors such as the government, NGOs, or other groups can launch induced community engagement, or it might originate from within the community itself. The purpose of community-induced engagement is to empower community members, improve their ownership and interest in community projects, and promote inclusive, participative, and sustainable development. Community meetings, workshops, focus groups, participatory planning procedures, participatory budgeting, and other approaches that foster debate, cooperation, and shared decision-making are all examples. Induced community engagement can occur at several stages of a project or program, beginning with issue identification and planning and progressing through execution, monitoring, and assessment.
- c) Coercive Community Participation is a procedure or strategy in which people of a community are compelled to engage in decision-making, problem-solving, or development projects without their complete and informed permission. Community coercive participation can take many forms, such as top-down decision-making, forced participation in programs or projects, or using power or authority to elicit participation from community members without giving them a choice or a genuine voice, but it is often viewed as a negative approach, as it disregards the principles of inclusivity, empowerment, and ownership that underpin genuine community participation. It can lead to a lack of ownership, low motivation, and resistance from community members, resulting in unsustainable outcomes and community disengagement. Coercive community participation can also perpetuate power imbalances, social injustices, and violations of human rights, as it may disregard the autonomy, dignity, and rights of community members.

b. Participation ideas

Participation is important for an effective leadership. Participation has good potential in teamwork, but it is difficult to practice if it is not implemented properly. The form of the idea of community participation as follows:

- a) Mental and emotional involvement is the most important part of participation compared to physical activity. Someone who often participates in community activities will be more involved in his ego than involved in the task, because this involvement is psychological rather than physical involvement.
- b) Contribution Motivation is one's participation in providing motivation to others to make a contribution. They are given the opportunity to channel their initiative and creativity to achieve organizational goals.
- c) Accepting responsibility is how to encourage people to accept responsibility and help them become a group that is not just doing things without having a sense of responsibility.

c. Types of participation

According to Salim (2022), there are four types of participation, namely:

- a) Participation in decision-making aims to foster community participation, so it need a forum that allows the community to directly participate in the decision-making process.
- b) Participation in activities can be interpreted as community dedication in the form of labor, cash, and forms of loyalty that are of the same value as what will be obtained. In addition, participation in activities can also be seen during project maintenance or in programs that have been successfully completed.
- c) Participation in evaluation monitoring aims to collect information related to the development of activities and behavior of officers involved in the project or program concerned.
- d) d. Participation in the utilization of results is the participation of the community in utilizing the results of a project or program that will foster interest in other communities to always participate in programs that will be implemented in the future.(Ginting *et al.*, 2020).

d. Participation Level

According to (Tosun, 2006), there are five levels of participation, namely:

- a) The community provides information as input material in an activity
- b) The community can carry out consultations, namely by expressing opinions and exchanging ideas to provide feedback, but the community is not involved in the implementation of these ideas
- c) The community provide support for ideas, choices and able to develop opportunities to make joint decision
- d) The community does not only participate in decision making but also involved and establishes partnerships in implementing activities.
- e) The community provide support by offering funding, advice and other things to develop activities.

e. Advantages/ Importance of Participation

There are two reasons why community participation is very important (Hamzah, 2015);

- a) Communities can obtain information about conditions, needs and attitudes of local communities
- b) Increase community trust by involving the community directly in the process of preparing and planning development projects in their own area.

f. Obstacles to Public Participation

Obstacles to participation depend on the local situation, there are important obstacles to participation (Amir *et al.*, 2015), namely:

- a) The community will spend their time on the project if they feel that the project is useful
- b) Composing and making their own views means that it will be obstacles if the community does not have the power.
- c) Unprofessional attitude of executor (assistant and government officials) who do not take sides and believes with the community's ability.

g. Object Development

Development is a strategy used to promote, improve and enhance a tourist attraction so that it can be visited by tourists in order to provide benefits to the local community or the government. The development of a tourist spot through the provision of infrastructure facilities should pay attention to various aspects such as cultural, historical and economic aspects of the tourist attraction area. With the development of these tourist objects, it is expected that the standard of living of the people will increase.

h. Culture tourism

Cultural tourism which is commonly referred to as heritage tourism is the utilization of cultural heritage as a tourist attraction object. This includes, tourist trips made to find out about culture, way of life, social, history, customs, arts and culture, for example: music, dance, language, religion, culinary, artistic traditions and festivals

(such as the cultural environment including monuments, cathedrals, museums, historic buildings, castles, archaeological ruins and relics) (Streimikiene *et al.*, 2021).

Cultural tourism that can maintain its existence is called sustainable cultural tourism. Good cultural heritage management aims to maintain the existence of cultural tourism. The growth of sustainable cultural tourism models or sustainable cultural tourism appears to be a reaction to the negative impacts of tourism which overemphasizes economic goals which basically aim to ensure that the existence of existing culture is always strived to remain sustainable (Nocca, 2017).

i. Sustainable Tourism

Sustainable Tourism is a travel concept that can have a long-term impact and aims to make a positive impact on the environment, socio-culture, economy and aesthetics while ensuring the sustainability of local culture, natural habitats, biodiversity and other important support systems. So several initiatives were taken by the public sector to manage tourism growth to be better for tourism not only for now but also for the future (Barusman *et al.*, 2021).

j. Regional Government

Based on Law No. 32 of 2004 regional government is the implementation of government affairs by regional governments and DPRD according to the principle of autonomy and co-administration with the principle of broadest autonomy in the system and principles of the Unitary State of the Republic of Indonesia as referred to in the 1945 Constitution of the Republic of Indonesia.

The implementation of regional government functions carried out by local government institutions, namely the Regional Government and the Regional People's Representative Council (DPRD) whose role is to serve and regulate the community emphasizes prioritizing the public interest, facilitating public affairs and providing satisfactory service to the public. In order to increase the efficiency and effectiveness of the implementation of regional autonomy, regional governments need to pay attention to the relationship between the composition of government and regional governments, the potential and diversity of regions.

Tourism can be used as a learning medium for tourists and to achieve the goals of the Republic of Indonesia in the long term, but tourism can also have negative impacts on society and the natural environment. Therefore, local governments must develop development policies that can educate tourism managers and tourists to help preserve local culture and support environmental protection efforts. If these efforts can be achieved then the concept of sustainable development has been successfully formed, but this is not easy to materialize in Indonesia as a developing country. In addition, tourism can also be used as a means to introduce and promote goods and services produced domestically (such as: lodging, transportation, tour guides, culinary, handicrafts, etc.). (Nugraha *et al.*, 2022).



Figure 3. Research framework

Methodology

This study uses qualitative research methods by conducting direct observations and interviews with respondents related to the problems studied. The type of research used is phenomenology which aims to provide a clear picture of the problems being studied based on the experiences of the respondents and collect data from as many respondents as possible and then draw conclusions about what community participation is in tourism development. There were 9 informants and 3 objects in this study, namely managers and community leaders at cultural tourism sites, namely the Culture Park, the Lampung Traditional House in Olok Gading, and the Lampung Museum.

Result and Discussion

General Description the Research Object

a. Lampung Museum

The Lampung Museum functions as a place for storage, maintenance, security and utilization of material evidence objects of human culture as well as nature and the environment. In addition, the Lampung Museum is also a historical tour which is a means of education, research and recreation to support efforts to protect and preserve the nation's cultural wealth, especially Lampung.

a) Community Participation in Tourism Development Lampung Museum

Tourism development with a community participation approach needs attention, especially in the concept of long-term tourism development. Tourism has not yet been explored optimally, even though this sector has received many benefits, both from the domestic and the international market.

1. Participation in the planning stage is carried out so that the community does not only act as an object but as a subject who initiates plans to develop tourism objects in their area
2. Participation in the management stage, namely community participation in managing infrastructure facilities by providing services for tourists
3. Participation in the utilization stage, namely the community gets benefits (such as increased income from selling around the museum and employment of parking workers and cleaners).

The development of historical tourism objects (Lampung Museum) can be measured from the interest of all levels of society to visit to see museum collections and learn about the history of Lampung Province, as conveyed by Lampung Museum staff, namely Mr. Budi Supriyanto:

"Making museums a learning resource that can support education in schools is currently something that needs to be considered by the provincial state museum managers. The phenomenon of the largest number of visitors from among students can be a rationale for developing museums that apply constructivist educational theory to their exhibitions."

Based on the results of the interviews above, it can be concluded that in developing community participation, local orders carry out activities in schools so that the Lampung Museum is known by the wider community, and the government carries out promotions in local media so that the Lampung Museum can be recognized by local and foreign tourists. In fact, the Ruwa Jurai Lampung Museum won the Purwakalagrha Indonesia Museum Awards in the smart museum category, in Bandung.

"The award is an appreciation of the performance that has been carried out. In the future, of course, our performance will continue to be improved so that in the future the existence of the museum as a smart

museum can be maintained and even improved.” (Interview with the Head of UPTD Museum Ruwa Jurai Lampung, Kherustika Zuraida).

Based on the results of interviews with the informants above, it can be seen that the Lampung Museum is well known to the national community. However, the local government, administrators and the community must continue to jointly improve and maintain their existence by maintaining and introducing the Lampung Museum to all levels of society.



Figure 4. The Collection of Museum Lampung

Table 2. The kind of Collection

No	Collection Type	Total
1.	Geological	69 pieces
2.	Biological	92 pieces
3.	Ethnographic	2190 pieces
4.	Archaeological	305 pieces
5.	Historical	53 pieces
6.	Numismatic and Heraldic	1342 pieces
7.	Philological	43 pieces
8.	Gramological	629 pieces
9.	Without Rupa	8 pieces
10.	Technological	23 pieces
Total		4754 pieces

Source: Museum Lampung, 2019

b. Dalom Olok Gading Traditional House

The Dalom Olok Gading Traditional House is used as a traditional meeting hall where purwatin (the oldest male descendant of the clan) hold traditional meetings (deliberation), because of that this hall is also called Sesat Balai Agung. The parts of this building are called Ijan Deladak (entrance strairs equipped with a roof), the roof of the building is called Rurung Agung. Inside this buiding there is a Anjungan (a pavilion building used for small meetings), Pusiban (room in the official deliberation place), Tetabuhan Room (a place to store traditional musical instrument) and Gajah Merem room

(resting place for the purwatin). Another thing that is unique in this house is the decoration of large umbrellas on the roof (rurung agung), which are white, yellow and red, which symbolize the level of balance for the traditional people of Lampung Pepadun. Physically, the Dalom Olok Gading Traditional House is in the form of a stilt house with pillars, most of the material is made of wooden planks. In the past, the house of the Dalom Olok Gading Traditional House had a thatched roof, with the time, now the roof of this traditional house already uses tiles. The architecture of the typical Lampung stilt house has its own philosophy, the shape of this building reflects the spirit of openness, strength, comfort and beauty. The inside of this traditional house is the same as other traditional houses using royal furniture at that time or ancient times. Visitors who want to enter the Dalom Olok Gading Traditional House must climb the stairs in front and on the side.



Figure 5. Dalom Olok Gading Lampung' Traditional House

Apart from the carvings, what makes this house unique is that at the bottom of the building there are pillars that serve as supports for the building above it. The arrangement of wooden planks is used as the floor, as well as the walls. Besides that, the arrangement of the boards in this traditional house can minimize damage and be able to survive in the event of an earthquake. Until now, the Dalom Olok Gading Traditional House is still in good condition from the inside to the outside. To visit the Dalom Olok Gading Traditional House, you only need to ask permission from the traditional house guard.

b) Community Participation in Tourism Development the Dalom Olok Gading Traditional House

Lampung Ethnic still dominate the bulk of the people of Dalom Olok Gading Traditional House. The remainder is made up of numerous ethnic groups like as Sundanese, Javanese, Batak, and others. The demographic composition became the initial capital for the village to preserve its culture and customs, not only on a philosophical and normative level, but also in its physical surroundings. There are 4 main level in Community participation, namely:

1. The preparatory stage, namely the community participates in protecting the surrounding settlements in ivory fun
2. The planning stage of the community is active in carrying out activities carried out in the village hall
3. The activity implementation phase, the implementation of activities to discuss the determination of workforce, plans for procurement of goods, local cleaning and the formation of a team for procurement of goods and service
4. Evaluation of activities is carried out openly, every member of the community may attend when an evaluation meeting is held.

The preservation of traditional Dalom Olok Gading Traditional House tourism must be carried out by all circles. as stated by Mr. Junaidi Irawan:

“There must be many members from the community itself so that the community is active in activities not only getting mandates but also having duties and responsibilities. The participation of women when there are village meetings or during physical development activities is because they provide drinks and food so that the community can eat together.”

Evaluation of activities carried out in an open manner,

“The community may supervise every deliberation because the community becomes active and not just silent. the fact is that there is a lot of community participation around Dalom Olok Gading Traditional House”

Based on the interview above, the form of community involvement in the Dalom Olok Gading Traditional House sub-district is quite enthusiastic in making decisions or participating in village meetings, providing suggestions for development.

c. Lampung Culture Park

Lampung Culture Park is an institution created by the government that functions as a forum for fostering regional/traditional arts, increasing the potential of artists, appreciation for artistic creations and their artists, which has been established since 1984. Taman Culture Lampung is an institution created by the government that functions as a forum for fostering regional/traditional arts, nurturing, increasing the potential of artists, appreciation for artistic creations and artists that has been established since 1984. The Lampung Cultural Park building consists of nine buildings starting from Secretariat Building, Arts Sports Building, Exhibition Building, Functional Building, Wisma Seni Building, Prayer Room, Security Post, Waiting Room, Open Theater Building (Stage, Gazebo and Spectators Courtyard), Parks, Complex Roads. In addition, this institution is also used as a place for artists to express themselves and carry out activities in the context of developing art, so that students, students, and art galleries in Lampung can take advantage of the facilities available for training venues free of charge. Currently, the Lampung Cultural Park is also one of the sources of regional original income (PAD) where existing facilities, (such as the Theater Building, the Arts Center Building, the Exhibition Hall) can be rented out for various events (for example, school farewell events).



Figure 6. Lampung Culture Park

Discussion

Based on the results of observations, it is known that not only the collection and history of a cultural tourism object, but complete infrastructure and good quality of service are also an attraction for tourists to visit. Nowadays, tourism is one of the most important things because it can increase economic growth in terms of employment opportunities, income, a better standard of living for local communities around tourist attractions and can activate the production sector.

Based on the results of interviews with respondents, it can be concluded that tourism marketing development is formulated with the objective of increasing creative, innovative and effective marketing. This development is then realized with various activities carried out by cultural tourism managers. The level of tourist visits affects the amount of income that will be generated by tourist objects, so that an increase in the number of tourist visits will increase the total income of tourist attractions. However, this must be aligned with the number of increases in tourist arrivals from the previous year, now and in the next. If the increase in the number is significant, it is certain that the amount of income will also increase. The opposite also applies, if there is a significant decrease in the number of tourists, it is certain that income will remain constant or even decrease. This happens because of various factors that affect both external and internal which were not examined in this study.

Based on the interviews it is known that development is not an effort of one side only, but must be an effort of all circles such as the government, tourism managers and the community. This is expected to provide prosperity and welfare for all circles. The government must foster trust and provide opportunities for the community because they are important objects of development, but community participation is also influenced by the will and ability of the community itself.

Conclusion and Recommendations

Conclusion

Based on the description and results of the research and discussion that has been carried out, the researcher can draw conclusions including:

1. The community has participated in the development of cultural tourism, both in the planning, management and utilization stages. Community participation in planning related to the development of cultural tourism can be seen from their presence and activeness in socialization and deliberation activities as well as the activeness of the community in providing criticism and suggestions or input during tourism object development activities. In addition, it can be seen from the participation of the community in the development of facilities and infrastructure and their management, their participation in providing services for tourists and participation in promoting tourism objects. The benefits of participation felt by the community in the development of cultural tourism are that the community's economy, especially in Bandar Lampung City, has increased, the environment and cultural tourism objects are well maintained and people's insight has increased.
2. There are driving factors and inhibiting factors that influence participation in the development of cultural tourism in Bandar Lampung City. The driving factors include:
 - 1) Communities are given the opportunity to aspire ideas about the development of cultural tourism.
 - 2) There is an environmental obligation to cooperate with each other
 - 3) The attitude of mutual respect between the community and the government, and
 - 4) Benefits that can improve welfare

The inhibiting factors include:

- 1) The differences in work backgrounds can affect working time in the tourism development process
- 2) Lack of knowledge and insight about tourism development caused by educational level
- 3) Lack of mastery of foreign languages so that it becomes difficult to communicate with foreign tourists.

Recommendations

Based on the results of the research that has been carried out, there are several suggestions including:

1. In the context of developing tourism, managers and the community are required to establish more collaborations such as collaborating with various circles such as the government and private companies so that they can further develop the quality and benefits of cultural tourism in the City of Bandar Lampung
2. Managers and the community need to increase their knowledge by participating in trainings held by administrators related to the development of cultural tourism, not only to increase the capacity of human and natural resources, but to be able to increase creativity in order to display tourism products owned by the community can be used as a tourism potential in the city of Bandar Lampung
3. The organizers and government must facilitate and provide the necessary facilities to realize the ideas of managers and the community in terms of developing cultural tourism so that the ideas of managers and the community in terms of developing cultural tourism can run well
4. Creativity is really needed by administrators and members of the development of cultural tourism to continue to develop achievements, because with creativity it can easily face obstacles that will occur in the future. So, by involving all circles to align perceptions about the goals of developing cultural tourism can improve people's lives in development.

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