

ANALYSIS OF COMMUNITYBASED ASPECTS AS SOCIAL EDUCATION FOR SUCCESSFUL MANAGEMENT OF CULTURAL TOURISM OBJECTS AFTER THE COVID 19 PANDEMIC IN BIREUEN REGENCY, ACEH PROVINCE

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ABSTRACT: This study seeks to examine community-based aspects as social education for the success of managing cultural tourism objects after the COVID-19 pandemic. The type of research used is descriptive qualitative research. Informants in this study are key informants, namely managers of cultural tourism objects, geucik, visitors and the community around cultural tourism objects. Informant retrieval technique using snowball sampling technique. Data collection techniques include observation, interviews, and documentation. Data analysis uses data reduction, data display, and drawing conclusions. The results of the study found that the community-based aspect as a successful tourism object management strongly supports the sustainability of tourism in Bireuen district both in terms of the role of outsiders, justice, conflict resolution, empowerment, knowledge and awareness, and sustainable use. In addition, the need for collaboration in the development of cultural tourism objects that are effective in advancing a common vision in the development of cultural tourism objects in a sustainable manner. One of the recommendations is that the authorities should pay more attention to the implementation of better tourism policies and services and maximize the benefit of local communities.

Key Word: Cultural Tourism Objects, Community Based, COVID-19 Pandemic

1. INTRODUCTION

Indonesia's wealth of natural resources includes a group of islands from Sabang to Merauke and the cultural diversity possessed by each region is an important capital to increase economic growth and community welfare. One alternative policy that can be taken to achieve this goal is to develop the tourism industry as a driver of the national economy. Tourism is a very complex activity because it is multi-dimensional in nature, both physical, social, economic, political, and cultural. The development of tourism activities is considered very important because tourism has links with other sectors such as the agricultural sector, services, trade, and the transportation sector [1].

The development and utilization of tourism optimally can increase economic growth, create jobs, increase people's income and regional income. Law No. 10. The year 2009 concerning tourism gives the authority to manage and manage the wealth of resources owned so as to trigger the spirit of local governments to optimize every existing potential in order to increase the amount of local revenue, including those from tourism activities. According to [2] tourism activities are closely related to the level of economy achieved by a country. The higher the level of the economy achieved, the tourism activities in the country are

also relatively higher compared to countries with lower economic levels. This is reinforced by the opinion [3] which says that the greater a person's income, the greater the portion set aside for tourism.

However, the ongoing COVID-19 pandemic around the world has hampered the global tourism industry. The coronavirus is having a huge impact on the travel and tourism industry. Since the outbreak of the disease due to COVID-19 in various countries, many tourists have been forced to cancel or postpone their travel plans [4]. The tourists do not want to suffer losses due to the pandemic because the tourism business is the most important thing [5]. The United Nations World Tourism Organization declared that the worldwide outbreak of Coronavirus has halted the world and claimed that tourism has been the hardest hit of all major economic sectors [6]. The risk of the COVID-19 pandemic is marked by a decline in tourism demand, which has an impact on jobs and livelihoods [4]. As a result of the global health crisis, the COVID -19 pandemic has resulted in the travel and tourism sector facing collapse and is struggling to survive [7]. Therefore, tourism development requires the participation of all components, including: a) the government, b) the private sector, c) the community. The government

plays a role in facilitating the development of tourism. The private sector acts as the main actor and character (spearhead) in tourism development. Communities act as active actors and participate in tourism development in their respective regions [8].

One aspect of tourism development is the existence of tourism awareness. Tourism awareness is community participation in creating tourist attraction areas in accordance with the elements of *sapta pesona* [8]. Based on the observations of researchers found problems in the management of cultural tourism objects such as; a) lack of community participation in creating elements of *sapta pesona* in the tourist attraction environment, b) limited knowledge and information in promoting cultural tourism objects, c) limited human resources in providing counseling and training for community-based tourism object managers, d) low visits tourists who visit cultural tourism objects. [9] Referring to the trend towards green tourism helps to increase competitive advantage and enhance the sustainability of the tourism industry during the COVID-19 Pandemic which should receive more attention. Sustainable tourism is the most important aspect in the development of the tourism sector after the COVID-19 pandemic [10]. The

shift in the direction of tourism and the demand for environmentally friendly attractions will continue as a result of concern for the environment. Cultural tourism objects are a form of tourism activities that are expected to become more popular after the COVID-19 pandemic because of their sustainability and ecological harmony [11]. Based on the above, this study aims to examine community-based aspects as social education for the successful management of post-COVID-19 cultural tourism objects.

2. RESEARCH METHOD

This study uses a qualitative approach. Qualitative research produces descriptive data on a concept or symptom and answers questions about the subject [12], [13]. Informants in this study used key informants, namely managers of cultural tourism objects, village head, visitors, and the community around cultural tourism objects. Informant retrieval technique using snowball sampling technique. Data collection techniques were obtained through observation, interviews, and documentation. The data analysis technique uses data reduction, data display, and drawing conclusions.

Table 1. Aspects, Phenomena, Required Data, Methods, Data Types, and Data Sources Research on The Community based Aspects as Social Education for Successful Management of Cultural Tourism Objects

Aspect	Phenomenon	Required Data	Method	Data Type	Data Source
Community based management of cultural tourism objects	The role of outsiders	Who? How?	Interview	Primary	Informant
	Empowerment	Delegation. Authority. Accompanimen. Training.	Interview	Primary	Informant
	Conflict Resolution	What conflicts? Mechanism	Interview,	Primary	Informant
	Knowledge and awareness	Local culture Knowledge Ecology	Interview	Primary	Informant
	Sustainable use		Interview	Primary	Informant

3. RESULTS AND DISCUSSION

Community-based tourism management is placing the community as the main actor by empowering the community in various tourism

activities so that the maximum use of tourism is intended for the community. The manifestation of the concept of Community Based Tourism is the development of tourist villages, where rural communities are involved in recognizing and developing their potential, both in the form of natural resources, culture, and human resources. Community Based Tourism (CBT) as a tourism activity that is wholly owned, run, and managed by the community so as to contribute to improving the welfare of the community through sustainable livelihoods and protecting valuable socio-cultural traditions as well as natural resources and cultural heritage [14]. The success of tourism object management is influenced by public awareness to participate in developing regional tourism objects. Community-based aspects as success in managing cultural tourism objects can be viewed from:

3.1 The Role of External Parties.

The success of a cultural tourism object management program depends on the strong will and determination of the people who inhabit the tourist attraction area. However, the role of outsiders is very important in supporting the successful development of tourism objects. Likewise, the management of cultural tourism objects in Bireuen Regency such as the cultural attractions of the Syuhada Lapan Tomb, Habib Bugak Tomb, Juempa Museum and Aceh traditional houses cannot be separated from the role of outsiders as external change agents. The external party plays the role of a facilitator who helps define problems, provide advice, new ideas, technical expertise, provide training and technical assistance, guide problem solving and decision making, and help develop management plans [15]. Several outside parties who helped develop cultural tourism objects in Bireuen Regency were the Bireuen Regency government and the mass media.

a. Bireuen Regency Government.

The importance of local governments in supporting the tourism sector so as to create job opportunities and livelihoods for the community in maintaining survival. The scale of the impact of COVID-19 on tourism requires strong measures to ensure the viability of sustainable tourism in both the short and medium term [4]. Tourism sector activities require more meaningful and substantial government support, due to the expectation that the post-COVID 19 tourism industry will experience a late recovery [16]. The role of the government in this case the Bireuen Regency Youth, Sports, Culture and Tourism Office is very vital for the sustainability of cultural tourism objects to provide moral encouragement and support so that residents move and pioneer the development of cultural tourism objects. The Bireuen Regency Tourism Office supports cultural tourism object areas such

as the Tomb of Syuhada Lapan, Tomb of Habib Bugak, Mesium Juempa and Traditional Aceh Houses as cultural tourism objects. To expedite the steps for managing cultural tourism objects, the Tourism Office encourages the legality of cultural tourism management organizations.

b. Mass media.

The mass media is a fundamental component of many tourism promotion strategies designed to change the behavior of tourists to visit. Mass media such as social media have the capacity to reach and influence millions of people simultaneously [17]. The success of developing tourism objects in Bireuen Regency with a cultural tourism approach, of course, cannot be separated from the role of the mass media. Because, the main income depends on the number of tourist visits. To increase tourist visits, it is carried out in the form of reporting on various mass media, both print, electronic, and cybernews so that tourist visits remain stable and increase. Thus income for the village also increases. Apart from being a means of promotion, mass media is a means of advocacy for cultural tourism objects in Bireuen district to get support from other parties because mass media is a powerful tool to encourage someone to do something. Harmonious relationship with the mass media is one of the keys to the success of developing cultural tourism objects in Bireuen Regency.

3.2 Justice

The management of community-based cultural tourism objects in Bireuen Regency such as the Tomb of Syuhada Lapan, Mesium Juempa and Aceh traditional houses provide socio-economic benefits for rural communities. The economic benefits derived from management activities are directly or indirectly enjoyed by the village community. These management activities create employment opportunities and additional income to support people's lives. Direct economic benefits from tourism income are received by daily workers involved in the field. The direct beneficiaries of the management of cultural tourism objects are village communities who open stalls at tourist sites, owners of cultural tourism objects, and land owners whose land is included in the tourist zoning.

The distribution of profits from the management of cultural tourism objects in Bireuen Regency is not only received by the people who are directly involved in the management, but also indirectly by all villagers. Revenue sharing from tourism object management received by all residents is profit sharing for the construction of village mosques, village treasuries which are used for the construction of facilities and infrastructure, as well as social funds given to residents. According to [18], the paradigm shift of natural

resource management by local governments to community-based management helps marginalized and forgotten people thereby increasing their role in obtaining income from natural resource management. The aspect of justice in the management of cultural tourism objects in Bireuen Regency is not only on economic benefits, but also includes the authority and responsibility of the community. The authority to make decisions and control cultural tourism objects in the village area is fully the responsibility of the community through the management organization. The community fully participates in the management of cultural tourism objects.

3.3 Empowerment

The management of community-based cultural tourism objects in Bireuen Regency makes the community more empowered both politically and economically. The shift in tourism management strategies that are top-down where local governments play a full role to community-based management is an effort to empower local communities and institutions. Thus, local communities at the village level have legal authority to participate in decision-making and monitoring. The local government, in this case the Bireuen Regency Tourism Office, delegates some of its authority to village communities to manage tourism resources. The Regional Government of Bireuen Regency takes the role of a facilitator who encourages and assists the community to fully participate in the management of tourism resources. However, local governments have limited human resources to oversee the processes of managing existing cultural tourism objects. To overcome these limitations, the Postgraduate Social Science Education Masters Study Program at Almuslim University made a joint agreement with the manager of community-based cultural tourism objects. With an agreement with the managers of cultural tourism objects, they can reorganize tourism objects through teaching, research and community service programs. The community is expected to be able to explore their potential and rearrange plans and strategies for managing cultural tourism objects through social education on managing cultural tourism objects. The community as a tourist attraction manager becomes more empowered, in the sense of having the power and power to manage natural resources and the authority to make decisions. This condition is in line with the statement [19] which defines empowerment as the acquisition of power and access to resources to earn a living, including in a political perspective as the power and ability to influence others.

The management of cultural tourism objects in Bireuen Regency such as the cultural attractions of the Syuhada Lapan Tomb, Juempa Mesium, and

Aceh traditional houses provide access to make a living from managing tourism resources for residents, especially day workers and traders. They generally work as small-income traders. They become more economically empowered, thus providing a positive domino effect to further improve human resources and become more politically empowered. To support the successful management of tourism objects, competent human resources are needed in providing training to empower the community. One of the trainings carried out is social education on the management of cultural tourism objects. The training aims to improve the knowledge and skills of tourism object managers in developing their own tourism objects.

3.4. Conflict Resolution

The management of cultural tourism objects in Bireuen Regency cannot be separated from conflict, but it can be managed properly. There are several conflicts that arise such as distrust of residents in the management of tourism products, jealousy of residents who do not benefit directly from tourist villages and inconsistency of government support that threatens the sustainability of the development of cultural tourism objects. Conflict resolution that is no less important is the transparency of village government and tourism object managers. Transparency in the form of good administration and regular reporting of revenue and use of tourism products, strengthens accountability, credibility, and community support for cultural tourism managers. Lack of local government attention in supporting the sustainability of cultural tourism objects so that some cultural tourism objects in Bireuen Regency are less attractive to visitors.

Conflict resolution efforts in reducing dissatisfaction and accusations about the monopoly of tourism management by a handful of residents, then the community has the opportunity to be actively involved in managing and taking advantage of opportunities that arise after busy tourists visit. The village government encourages the development of other businesses managed by residents outside the tourism management. The business is in the form of managing a stall which is handed over to a separate unit with an open membership. This means that interested residents are allowed to open a kiosk at a tourist attraction with their own capital. Managers and village officials provide land and designs for stalls by the side of the road so that they are uniform.

Thus, community involvement gets the same opportunity. In addition, personnel changes or the need for additional personnel in core organizations such as the cultural tourism object of the Lapan Martyrs' Cemetery. Management of the Cultural

Tourism Object of the Lapan Martyrs' Grave has a positive contribution to conflict resolution in the management of tourism resources. As explained by [18] the handling of disputes between local communities and the interests of larger natural resources at the local, regional, and even national levels is one aspect that can be targeted through management with a community-based approach.

3.5 Knowledge and Awareness,

Integrated tourism object management planning seeks to ensure that good management considerations are fully integrated into the development process of all resources so that they can be sustainably conserved and benefit local communities living near cultural tourism objects. The involvement of all affected parties is very important in the development of tourism areas which must involve the communities affected by the management of tourism objects. For this reason, community participation in the management of tourism objects must be carried out as early as possible in the process and continue [20].

3.6 Sustainable Utilization

Collaborative management of tourist attraction areas refers to partnerships as stakeholders in the management of tourism objects so that they have responsibility in developing tourist objects. Community participation in decision-making in tourism development policies facilitates the achievement of targets [21]. The collaborative approach is seen as leading to an efficient agreement between the parties, causing a change in attitude caused by cooperative behavior. Collaboration is not only theoretical, but also practical [22]. Stakeholders in the development of regional tourism objects are able to work together to make decisions in resource management independently [23]. In the collaborative management process, different stakeholders develop relevant partnerships to define and ensure the functioning of the perspective; right; responsibility for the tourist attraction area.

In sustaining the development of cultural tourism objects in Bireuen Regency, such as Blang Tambue Village and Mesium Juempa, they made a joint agreement with the Postgraduate Social Sciences Education Masters Study Program at Almuslim University in teaching, research, and community service programs. One of the collaborations in the field of teaching is to provide training for cultural tourism object managers which aims to improve the knowledge and skills of cultural tourism object managers in developing cultural tourism objects so as to provide considerable economic benefits for rural communities. In addition to providing jobs for the community, it also contributes to village development. The sustainability of the use of

cultural tourism objects in Bireuen Regency such as the Syuhada Lapan Tomb, Juempa Museum, and Aceh Traditional Houses as cultural tourism objects is closely related to the protection of cultural heritage.

4. CONCLUSION

Community-based aspects as a successful management of cultural tourism objects have a positive impact on the tourism sector. The sustainability of the post-COVID -19 management of cultural tourism objects in Bireuen Regency requires community contributions in terms of the role of external parties such as more meaningful and substantial local government support. The role of mass media in promoting cultural tourism objects through various mass media reports, both print, electronic, and cybernews. The management of cultural tourism objects in Bireuen Regency, such as the Tomb of Syuhada Lapan, Mesium Juempa and traditional Acehese houses through tourist villages provide socio-economic benefits for the community. In addition, the need for sustainable use in the management of cultural tourism objects through training and collaboration between managers of cultural tourism objects, village governments, and the community in improving tourism services that are better and benefit local communities to the maximum.

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