

Tourism Potential Analysis through Community-Based Tourism Approach: Talang Mamak and Melayu Tua Tribe Communities in Rantau Langsat Village

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Abstract The purpose of this study is to identify the tourism potentials of the Talang Mamak and Melayu Tua who live in the Taman Nasional Bukit Tiga Puluh (TNBT) area of Rantau Langsat village to be developed through a Community-Based Tourism (CBT) approach. This study employs a rationalistic methodology of the qualitative descriptive variety. This study used analytical techniques with two main stages, namely content analysis and qualitative descriptive study, to achieve the research objectives. The results obtained are the three existing attractiveness factors, both natural beauty, community culture, and tourism activities, that have the potential to be developed through the CBT approach. This research can provide in-depth information about the possibility of the Talang Mamak and Melayu Tua people who live in the TNBT area of Rantau Langsat village. Then the results of these findings can become the basis for research in the development of CBT by the community and stakeholders.

Keywords: Tourism Potential; Community-Based Tourism; Cultural Learning; Improved Rural Economy

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1. Introduction

Community-Based Tourism (CBT) is frequently considered as a viable alternative approach for promoting economic growth, particularly in developing nations (Lee & Jan, 2019). CBT contributes to the preservation of natural resources, traditional values, and culture by increasing the role of the community in local tourism management (Manaf et al., 2018; Pham Hong et al., 2021). Benefits for local communities CBT can be a means of overcoming poverty by

utilizing the resources they have (Yanes et al., 2019). Then it can also preserve indigenous cultural values and develop existing natural potential (Salazar et al., 2012). Local resources that have diverse potential, one of them is the Taman Nasional Bukit Tiga Puluh (TNBT) area located in the Langsat Rantau village.

TNBT possesses a wealth of natural resources, picturesque landscapes, and distinctive flora and fauna species and is also a place of residence for the Talang Mamak and Melayu Tua people (Pribadi et al., 2020). However, the low level of welfare is the main problem in the Talang Mamak and Melayu Tua

communities (Herman et al., 2022). Regarding the implementation of community-based tourism in the region, the Talang Mamak and Melayu Tua communities have begun introducing local culture and traditions to tourists to improve people's welfare.

Local community involvement is a crucial element for tourism sustainability. The CBT approach in planning, managing, and conveying opinions is essential in developing tourism destinations (Goodwin & Santilli, 2009). Researchers have also researched to ensure sustainable tourism development through the involvement of local communities (Pawson et al., 2017), thereby creating better opportunities for local communities to gain more significant benefits from tourism development in rural areas (Park et al., 2018).

Several researchers have supported the view that developing tourism potential through the CBT concept can improve the welfare of local communities (Bittar Rodrigues & Prideaux, 2018). His argument was reinforced by previous researchers as conveyed by Manyara & Jones (2007) who argued that tourism resources that are managed independently by increasing community empowerment, encouraging effective community leadership, the impact of CBT on economic development and poverty alleviation will be very significant. Likewise, it was stated by Boonzaaier & Philip, (2010) that the involvement of local communities in tourism development following CBT principles, both on a small business scale, also generates benefits for the economy. The implementation of CBT in tourist

villages has become an alternative to local economic growth implemented in various regions (Tyas & Damayanti, 2018). However, the findings of Blapp & Mitas, (2018) reveal conditions for success in developing CBT in the context of creative tourism, concluding that creative tourism in rural areas is promising under certain conditions.

Concerning benefits for local communities' welfare, CBT also impacts sustainable tourism. CBT is frequently presented as an alternative to mass tourism and a method for making tourism more sustainable (Dodds et al., 2018). As stated by previous researchers by Arintoko et al. (2020), the concept of CBT in developing tourism villages is essential as part of a sustainable tourism development strategy. It can optimize village potential with the support of existing resources. Similarly, Sène-Harper & Séye, (2019) argue that resource managers often promote CBT around national parks in sub-Saharan Africa as a strategy for sustainable local development and biodiversity conservation.

Various studies discussing tourism potential developed through the CBT approaches have been conducted, such as Vanagas & Jagminas, (2011) suggesting that extensive local tourism resources indicate significant potential for community-based tourism development. With the concept of community-based tourism, traditional activities can become a cultural tourism attraction that contributes to the economic development of the local community (Prasta, 2021). Although the concept of Community-Based Tourism (CBT) has been widely developed in

Indonesia, research that specifically examines the potential of cultural tourism through the CBT approach is still relatively small. As a country with rich cultural diversity, Indonesia has a lot of cultural tourism potential that can be developed through the CBT approach. The Talang Mamak and Melayu Tua tribe, for example, is one of the tribes that has a unique cultural wealth and is not yet explored in the development of tourism through the concept of community-based tourism.

Undertaking this type of research is crucial to obtain comprehensive about the potential of the Talang Mamak and Melayu Tua people living in the TNBT area of Rantau Langsat village. Then the results of these findings can become the basis for research in the development of CBT by the community and stakeholders. Therefore, this study aims to identify the tourism potentials of the Talang Mamak and Melayu Tua who live in the TNBT area to be developed through the CBT approach.

2. Method

This research uses a rationalistic approach that combines theory and empirical truth (Keohane, 2020). The theoretical analysis approach refers to any tourism potential that can be developed through the CBT approach and to empirical facts that occur in the research area.

Data collection was carried out using in-depth interviews involving the local village community consisting of village heads, traditional heads, and youth who participated in developing tourist destinations in Rantau Langsat village. The interviews were conducted

between November and December 2022 and lasted between 30-60 minutes each (Jacob & Furgerson, 2015) in order to obtain a complete picture of the information from the informants and to facilitate qualitative data analysis by the author. The primary focus of the research interview is the potential for Rantau Langsat village to enter the TNBT region by becoming a new tourist destination and utilizing a CBT approach to help improve the well-being of the Talang Mamak and Melayu Tua people.

Field observations also provide an overview of relevant conditions at research sites in the process of analyzing tourism potential that can be developed through the CBT approach. Secondary data through the results of scientific publications and data issued by the local government is also the essential information to support this study's arguments.

This research covers one Rantau Langsat area, which is included in the TNBT area. This study identified the potential of Rantau Langsat village to be developed through the CBT approach. In identifying this tourism potential by looking at the extent to which this potential has been able to produce activities or services that can be offered to tourists as well as future development opportunities based on the results of interviews with stakeholders and the effects of field observations.

This study used analytical techniques with two main stages, namely content analysis and qualitative descriptive study to achieve the research objectives. To ensure the validity of the data, triangulation of data

sources was carried out by cross-referencing the results of interviews with the results of field observations and literature review.

3. Results and Discussions

Analysis of Tourism Potential in Rantau Langsat village which has the potential to be developed based on existing attractions

Based on the results of this analysis, it is known that there is a potential tourist attraction to be developed through the CBT approach. Three tourist attractions can be developed through the coding process of interview transcripts that researchers have carried out. The following describes the data validity test by comparing the results of observations, interviews, and literature studies.

Natural Tourism Attraction

Nature Tourism is an essential factor influencing the increase in demand for tourist visits because it determines tourists' choice of destination (Sulistyadi et al., 2018). Having a natural tourist attraction is one of the driving factors for traveling. In addition, to support CBT, it is necessary to focus on social and cultural sustainability that is managed and owned by the community.



Figure 1. Waterfall Membayang

The available natural beauty varies from hills, plantations, farms, beautiful forests, waterfalls, and clean rivers. Local youth are starting to take advantage of the natural beauty that exists, even though it has not been optimally managed. Therefore, the natural beauty available in Rantau Langsat village can be developed through the CBT approach.

Tourism Activities

Activities carried out in natural tourist destinations with supportive natural conditions attract tourists. The existence of tourism activities can impress tourists, both in the form of a sense of satisfaction and comfort, by seeing or participating in implementing them. The involvement of tourists gives rise to interactions between tourists and local communities.



Figure 2. handicraft Sapu Aren

The activities of the Talang Mamak and Melayu Tua people in Rantau Langsat village are pretty diverse, such as cutting rubber, harvesting garden and rice fields, making handicrafts, doing daily community activities, and other activities. Some of these community activities can be developed into tourism

activities that can attract tourists to visit to help improve the welfare of the Talang Mamak and Melayu Tua people. Based on this elaboration, the activities available in Rantau Langsat village can potentially be developed through the CBT approach.

Socio-Cultural Tourism Attraction

One of the components of CBT is the existence of a culture unique to the local area. In addition, the focus should be on community-led social and cultural sustainability to support CBT implementation. This artistic potential is undoubtedly a supporting factor for tourists to visit and spend time during society and, at the same time, enjoy the cultures that are considered attractive to tourists.



Figure 3. Sabung Ayam

In Rantau Langsat village, hereditary traditions are such as game cockfights, dances, and other cultures. There is a tradition that is still carried out in Rantau Langsat village which also has the potential to be developed, especially since the community has a culture of hospitality, kinship that is still

attached and the traditions of the ancestors of the Talang Mamak and Melayu tua tribes which are still being preserved.

Identification of Tourism Potential that can be Developed through the CBT Approach

After being grouped into three attractions that can be developed, the next step is to categorize the three tourist attractions into a component. Natural beauty is grouped into physical components, community culture is grouped into socio-cultural components and tourism activities are grouped into supporting tourist attraction components. Identification of tourism potential is carried out based on the results of stakeholder interviews. The following describes the results of identifying tourism potential that can be developed through the CBT approach.

The results of the study show a wide range of potential that can be developed through the CBT approach consisting of the components Natural Tourism Attraction, Tourism Activities, and Socio-Cultural Tourist Attraction. With the development of tourism potential through the CBT approach, it is expected to be able to provide alternatives in improving the economy and sustainability of the Talang Mamak and Melayu Tua in the Langsat Rantau village. CBT is an approach to tourism development that involves the active involvement of local communities in all phases of tourism development, from planning to implementation and management (Ganda et al., 2023).

Table 1. Identification of the Tourism Potential of Rantau Langsat village to be developed through the CBT approach

Component	Attraction Potential	Chances are			
Physical/Natural	Plantation	Durian, Mangosteen, Mango, Rambutan, Duku and Langsat fruit	Fruit picking attractions		
		Rubber	Rubber latex processing attractions		
		Red ginger	Cultivation of red ginger plants to become one of the attractions of agro-tourism		
		Aren	Sugar palm cultivation to become one of the attractions of agro-tourism		
		Coffee	Cultivation of coffee plants to become one of the attractions of agro-tourism		
Component	Attraction Potential	Chances are			
		Jerrang	Cultivation of Jernang plants to become one of the attractions of agro-tourism		
		Agriculture	Paddy	The attraction of planting and harvesting rice	
			Corn	Cultivation of corn plants to become one of the attractions of agro-tourism	
		Landscape	hills	Camping and Outbound	
			Waterfall	Outbound	
			River	Fishing activities and ready-to-eat food processing	
		Farm	Goat	Fertilizer Making Attraction	
			Chicken	Fertilizer Making Attraction	
		Socio-cultural	Traditions of the Ancestors of the Talang Mamak and Melayu Tua Tribes	Tarian Kumantan	Atraksi Budaya dan Wisata Edukasi
				Sabung Ayam	Cultural Attractions and Educational Tourism
Sirih Layang	Cultural Attractions				
Musik gambus	Cultural Attractions				
Pengobatan (balolik)	Cultural Attractions and Educational Tourism				
Gawai	Cultural Attractions				
Menyirih	Cultural Attractions				
Mandi Sampit	Cultural Attractions				
Cuci Lantai	Cultural Attractions				
Silat Pangean	Cultural Attractions				
support attractiveness	Talang Mamak and Melayu Tua Crafts			Ambung	Cultural Attractions and Educational Tourism
				Tikar Balambak	Educational Tourism
		Balai Adat	Educational Tourism		

Source: 2022 Analysis Results

Boonzaaier & Philip, (2010) revealed that CBT one of the alternatives to improve the economy. Also Van Tuyen et al., (2023) revealed that CBT has a direct and significant positive impact on the environment and natural resources in Thua Thien Hue. However, previous research by (Trejos & Chiang, 2009) stated that community-based tourism cannot be considered as a single solution in addressing economic and social problems in developing countries. However, the lack of understanding and knowledge of Talang Mamak and Melayu Tua about CBT among local communities can be a barrier in the development of tourism in the region. In an explanation by Lee & Jan, (2019), if local communities better understand CBT, then they can play an active role in the development of sustainable tourism. This can increase the attractiveness of tourists to the area and ultimately increase the income and well-being of local communities. In addition, CBT can also help in the preservation of local culture and the environment, as the development of community-based tourism typically prioritizes cultural values and environmental conservation in tourism development (Lo & Janta, 2020). Therefore, the support and cooperation of various parties, both governments, private public bodies, as well as tourism actors, is needed in developing sustainable community-based tourism in the region.

4. Conclusions

Based on the results of the analysis and discussion that has been carried out, it can be concluded that the tourist attraction of Rantau Langsat

village, which has the potential to be developed into CBT, is the natural beauty and culture of the community. Tourism potential that can be developed with the involvement of the Talang Mamak and Melayu Tua communities, includes physical/natural components including plantations, agriculture, landscape, animal husbandry, socio-cultural components, namely the traditions of the Talang Mamak and Melayu Tua Ancestral Tribes and supporting attraction components namely Tribal crafts Talang Mamak and Melayu Tua.

This research expands knowledge about tourism potential that can be developed through CBT approaches in rural areas, which have been widely studied in other rural areas to improve the welfare of local communities. This study recommends the need for further research related to the extent of local community involvement and government support in the development of Rantau Langsat tourism through the CBT approach, which can improve the welfare of the Talang Mamak and Melayu Tua people in Rantau Langsat village.

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