

A Study of Indigenous Tourism Product Development

Case Study: The Baduy, South Banten, West Java

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Abstract—This phenomenon occurs in one of the indigenous village of Baduy tribes, where the village is “isolated” from modern development of urban areas. The data have been collected are then combined using two approaches both quantitative and qualitative or known as a “multi-method”. Data obtained through questionnaires was presented by the chart (in the form of quantitative), and described into a sentence. This study found that the Baduy village has a variety of potential that can be packaged as a tourism product, such as: have the cultural and natural attractions that still maintained its authenticity, a location away from the frenetic urban communities began receiving tourism activities. Surveys in this study also found that, variables such as cultural tourism products, local communities and nature is considered very important and can attract urban travelers. This is evidenced by the results of the questionnaire, where tourists visiting Baduy village, dominated by teenagers who mostly still a student and travel in groups. While the motivation of their visit was mostly to leisure in a way out of the urban routine. The effects of tourism activities on the socio-cultural environment, the economy and the environment have not seen significantly. Advice and feedback to the Baduy Tourism Village are to strengthen the rules and regulations village environment so as to anticipate the changes that can occur if the pressure changes constantly occur tourism at the Tourism Village Baduy.

Keywords— *Indigenous Tourism; Product; Development; Baduy, Banten, West Jawa*

I. INTRODUCTION

Tourism as an industry, which is growing in the modern era, has served on various aspects of community life. Socio-cultural character of urban communities exert pressure for the urban community, impacts the growing demand for tourist activities. This phenomenon responded by regions by developing their resource potential as a tourist destination that offers a variety of attractions that characterizes and is considered as “unique”. Tourism activities as part of the behavior or habits of urban people would be worrisome if developed in areas classified as “original” or undeveloped. Tourism is believed to influence both positive and vice versa. This phenomenon occurs in one of the indigenous village of Baduy tribes, where the village is “isolated” from modern development of urban areas.

This study dissected the phenomenon of the tourism activities development in the village, identified the characteristics and motivations of tourists who visit, assessed the effect resulting from the interaction between tourists and the local community, both from the point of view of socio-cultural, economic, and environmental.

II. LITERATURE REVIEW

A. Indigenous Tourism Product

Travel destination is an important element in the tourism system. According Leiper (1990), the destination is a place or a location that provides a wide range of complex tourism activities to meet the needs and desires of a person or group of people for enjoying leisure time. As a provider of components (tourism supply) in the tourism industry, travel destinations consisted of a combination tourist product consisting of attraction, accessibility, amenities, and ancillary service (Cooper, et.al., 1993:81). But in its development, some scholars began to develop components that make up the tourism product formerly known as 4A is currently become 6A (Buhalis, 2000: 98), the attributes of tourist destinations are Attraction, Accessibility, Aminties, Available Package, Activities, Ancillary Service. Further, as awareness of various industries to the issue of sustainability, including tourism, society has become an important actor on the sustainability of a destination or tourism product. So community involvement (CI) has become an important part of the development of the tourism product (Madiun, 2012: 3).

This concept has long been introduced by many countries as a strategy for development in original rural areas that have the characteristics of the traditional agrarian industry. CBT is also one kind of sustainable tourism that is concerned with the welfare of local communities (Gabito, 2013; Okazaki, 2008) with a focus on the participation of local communities actively in tourism activities and share the benefits of this activity (Guzmán et al., 2011; Suriya, 2010). Johnson (2010) added, specifically the concept aims to improve economic, social and cultural rights of local communities. Based on the above, this study used a variable 6A and CI in describing the existing tourism products in the Tourism Village Baduy.

B. Tourism Impacts

Tourism is a phenomenon that meets between tourists and local communities. Such interactions generally involve a variety of elements, including socio-cultural, environment, and economic. These interactions often influence of each element, not only for local people but also for the tourists themselves. That influence can be classified into two categories, both positive (benefits) and negative (costs). The issue also has been studied by various authors as follows:

- i. Socio-cultural aspects; tourism as a means of preserving the art and culture (Howe, 2006; Setyagung et al., 2013; Ismalasari and Suparwoto, 2014), tourism as a form of commoditisation and commercialization of arts, culture and religion (Shepherd, 2002; Greenwood, 1977; Cohen, 1988; Cole, 2008; Lisette, 2013; Kontogeorgopoulos et al., 2015), tourism is a form of culture acculturation (Smith, 2003; Holden, 2005; Berry, 2005), tourism led to the marginalization of local communities (Azhar, 2013; Pandit, 2012), tourism led to a demonstration effect on local communities (Yasothersrikul and Bowen, 2015), tourism led to the development of drugs, alcohol, and prostitution (Smith, 2003; Monterrubio et al., 2011), tourism is causing congestion (Wiersma and Robertson, 2003).
- ii. While the environmental aspect, few studies have examined several focus include: tourism can cause degradation of physical environment and ecology (United Nations Research Institute for Social Development, 1994), tourism causes environmental pollution (Scott, 2008; Tapper et al., 2011), tourism led to an increase in land use (Howe, 2006; Jeff and Belinda, 2009; Pringle, 2004; Windia, 2015),
- iii. Tourism is also increasing over the ownership of land (Sveinsdóttir, 2014), tourism is causing changes in the behavior of the local fauna (Saputra et al., 2014; Pelletier, 2006), tourism contributes to climate change (Scott, 2008). Generally in these two aspects are both socio-cultural and environmental tourism is often seen as the “unfriendly” industry.

But it is different in the aspect of economy, several studies have tended to see tourism as industries that bring benefits, such as: tourism can encourage infrastructure development, increase income and purchasing power, opening up new jobs, to multiplier effect, such as the role of the export and import.

Whereas in the context of tourism development in such original areas like Baduy village, Chang and Huang (2014: 87) argues that the benefit that may arise is the availability of jobs and income. It is understandable that local communities can quickly benefit from an economic point of view, but on the other hand are always concerns about the effect on other elements such as socio-cultural and environmental.

C. Tourist Motivation

Mathieson and Wall (1982) in Cooper et al. (1996:15) noted that there are several perspectives to define the tourism demand, for example, economists consider demand to be the schedule of the amount of any product or service which people are willing and able to buy at each specific price in a set of possible prices during a specified period of time. Differently to, psychologists view demand from the perspective of motivation and behavior. Geographers, on the other hand, define tourist demand as 'the total number of person who travel, or wish to travel, to use tourist facilities and service at places away from their places of work and residence'.

Each approach is useful to give some different information related to the tourist's characteristics. To analyze some variable of tourism demand, this research use socio-demographic approach which provide some information for example; tourist's demographic (Age, Education, Income level, Occupation and other socioeconomic background), travel behavior and tourist's motivation.

Tourist's reason for visiting heritage attractions is very interesting to discover. This survey found some important reasons which motivate tourists to visit Desa Suku Baduy. However, before discussing about what motivate tourist to come to a destination, firstly this part will explain what tourist's motivation definition is. Some experts try to define tourist's motivation, such McIntosh and Murphy in Pitana and Gayatri (2006:58) notes that motivation is

influenced by internal factors (intrinsic motivation) and external factors (extrinsic motivation) which consists of four main components as follow:

- i. Physical or physiological motivation which is formed by motivation to relaxation, health, convenience, sport activity, etc.
- ii. Cultural motivation, which consists of the desire to find out culture, tradition and art from other areas, also includes an interest in heritage sites or attractions (historical monument).
- iii. Social motivation or interpersonal motivations such as visiting friends and relatives (VFR), partners, pilgrimage, do something prestigious, out of routine, etc.
- iv. Fantasy motivation that is formed by a fantasy to visit some place that considered can be satisfy the psychology requirement.

Whereas, Soekadijo (2000) add that suitability between tourist attraction and tourist's motivation is the key factor of tourism phenomenon. Tourist attraction is the complementary component of many kind of tourist's motivation. According to definition above, this survey use some tourist attraction factors into several question, it aims to match between tourist's motivation and attraction characteristic which exist in Desa Suku Baduy.

III. METHODOLOGY

A. Research Area

Baduy or called the Kanekes is an indigenous group of sub-Sundanese located in the district of Lebak, Banten. The area of special settlements for the Baduy residents of approximately 35 hectares with a population of 11.667 inhabitants of 3.402 families, and in 2015 the number of tourists visiting the Baduy village was 6.457. Danasasmita and Djatisunda (1886) in (Yanti, 2010: 44) added that the Baduy are the locals who made mandala (sacred area) formally by the king (Rakeyan Darmasiska), since its population is obliged to maintain a “principal” or authenticity (where ancestor worship), but with a different characteristic from Hinduism and Buddhism. Principal in this region known as *kebuyutan jati Sunda “Sunda Asli”* or *Sunda Wiwitan* (wiwitan defined as original, origin of goods). Because it was the original name of religion they also named *Sunda Wiwitan*.

B. Interview Manuscripts

This study used several variables that written in an interview manuscript, created based on some literatures about Indigenous Tourism Product Development (Cooper, et.al., 1993; Buhalis, 2000; Madiun, 2012), tourism impact perspective (Smith, 2003; Holden, 2005; Berry, 2005), and tourists motivation (Cooper et al., 1996; Pitana and Gayatri, 2006). The outline of the questions are:

- i. What are the main potential Baduy village (both environmental and socio-cultural) that became a tourist attraction for tourists visiting?
- ii. How is the daily life of the community Baduy, seen from the perspective of socio-cultural, in maintaining the local environment?
- iii. What is the difference between the socio-cultural life of Baduy Dalam and Baduy Luar tribe society?
- iv. What are the forms of local community involvement in the development of tourism products in Baduy village?
- v. Are the indigenous people Baduy support or accept their tourism activities? Any influence is felt by the local community of the activity (either positive (benefits) and negative (impact))?

C. Data Collection Methods

Data collection methods used in this study consisted of:

1. First by collecting initial information from the internet, scientific papers, articles, media promotion of travel, related to the tourism product and the indigenous people Baduy tribe.
2. Second, by doing non-participant observation to the study site to observe the interaction between tourists with indigenous Baduy tribe, and the surrounding environment, the research instrument check-list (list of fields of tourism products).
3. Third, do the interview (Sugiyono, 2007) or informal talks with purposive sampling method that is guided by instrument or interview guidelines related to the scope of the study.

4. Finally, questionnaires consisting of a set of questions (with a measurement rating scale) to 100 respondents, with the accident sampling method.

TABLE I. INFORMAN PROFILE

Informan	Explanation
Residents Inside Baduy (I)	I1, male, farmer. I2, male, farmer.
Residents Outside Baduy (O)	O1, male, tribe village service participant. O2, male, local guide. O3, male, tribe tourism organization participant. O4,

D. Data Analysis Methods

The data have been collected are then combined using two approaches both quantitative and qualitative or known as a “multi-method” (Jonker and Pennink, 2010; Sugiyono, 2007). Data obtained through questionnaires was presented by the chart (in the form

of quantitative), and described into a sentence. While the interview data will be put into the interview manuscript which subsequently combined with the results of questionnaires and observations, which was presented descriptively or to describe the data that has been collected and presented through charts or tables (Sugiyono, 2007).

IV. RESULT

A. The Tribe Main Tourism Product

In general, Baduy Village is located in the mountains and valleys surrounding the village. In addition, the Baduy village also has many springs which flow to irrigate the entire village. The spring is also one source of water for the surrounding communities. While the potential that can be packaged as a travel product can be described as follows:

1) Attraction:

Tourist attraction in the village of Baduy can be divided into two, between the natural and socio-cultural. Natural tourist attraction consists of the agrotourism or ecotourism in Baduy Dalam where the way in plantation and agriculture such as cloves, ginger, galangal, turmeric, cocoa, rice and corn still done by Baduy tribes conventionally or do not use chemicals. Besides the condition of forests around the village of Baduy is still considered by many natural populations of flora and fauna, and is decorated with shady trees. Moreover, the existence of a natural bridge made from the roots of trees and their natural lake adds to the appeal of nature around the village of Baduy. While cultural attractions including the residential architecture village community Baduy Dalam is still traditional in which each building does not use nails or modern materials, handicrafts typical woven fabric Baduy are used as souvenirs, art, music and dance, as well as various events of local rituals, such as post-harvest *Ngelaksa* ceremony.

2) Activities:

there are some activities that can be done in the village of Baduy, including educational tours farming ordinance with local communities, trekking and sightseeing.

3) *Accessibility:*

Based on the observation, the access to and around the village of Baduy is still relatively difficult to reach, but the physical condition of the road is quite good. As the access road leading to the village from the highway Baduy be forwarded asphalt road with a dirt road into the center of the village. Additionally, uneven road surface and the road is relatively narrow, making it difficult to pass by medium and large vehicles (buses). To reach the village of Baduy Dalam travelers have to travel \pm 2 hours from downtown Rangkasbitung by private car or public transport, and followed by walking for \pm 4 hours with a hilly road conditions to reach the village of Baduy Dalam. As for public transport vehicles can only reach the location of the village until the village just in front of the driveway or terminal Ciboleger.

4) *Amenities:*

Facilities supporting tourism activities in the village of Baduy including; a) accommodation that utilizes houses (guest house) Baduy tribe as a means of lodging. This is because, based on customs regulations in the village that was not allowed the construction of accommodation such as hotels, inns, and other forms of commercial accommodation; b) souvenir shop in village of Baduy Luar is a shop selling Baduy souvenirs, there are currently \pm 48 stores which is located in the village of Ciboleger with fairly good condition. As for in Baduy Dalam, every society also make crafts such as chains, bracelets, rings, but does not have a shop to sell; c) Transportation to Tourism Village Baduy can use the train to the station Rangkasbitung; d) Means eating available at this time is a simple restaurant with a taste of Sundanese cuisine, located in the village of Ciboleger upon entering the entrance of the village of Baduy Luar. Meanwhile, in the village of Baduy Dalam, traveler can bring groceries and processed in the residence of the local community; e) availability of parking space is available with a length of 100 m and width of

75 m can accommodate 3 bus (60 seats), 20 private cars and 50 motorcycles to the condition of the surface layer of asphalt; f) electricity resource in the village of Baduy is solar power that is available in each house, and only used for lighting the night and that only in the village of Baduy Luar, while in the village of Baduy Dalam prohibited to use electricity or lighting other than incandescent lamps (oil lamps); g) telecommunications in Baduy Luar village is still quite limited, but unlike the case with Baduy Dalam village that does not have the means of telecommunication that can be used, due to customs regulations that prohibit to use the modern tools; g) The health facilities or health centers as health care center is also available in Baduy Luar village, precisely in the Village Ciboleger takes about 4 hours from the village of Baduy Dalam. While the Baduy Dalam village community still believes traditional treatment.

5) *Ancillary Service:*

Baduy Tourism Village is managed by the Baduy village community groups and is directly located under supervision of local government, chaired by Mr. Jaro Saija. From interviews with the manager of the Baduy village, as well as the role of local government Lebak-Rangkasbitung particularly the Department of Culture and Tourism Lebak-Rangkasbitung in the development of tourism village feels very lacking. Local communities in the management or conduct mutual cooperation together.

6) *Community Involvement:*

the level of community involvement in the planning and development of tourism in the village of Baduy is still low, where only some village leaders involved in supervision. While in general the local community Baduy only involved in an operational level, such as guides and porters.

7) *Available Package:*

most of the tourists visiting by offering tour packages offered by several travel agents in cooperation with Baduy village manager.

B. *Tourist*

Respondents in this study are the tourists who are visiting the Tourism Village Baduy selected without specific consideration or on any travelers encountered. The results of these studies show some information on the demographic characteristics of the travelers and their motivations to travel.

1) *Tourist's Characteristic*

Based on the tabulation of demographic data rating, it can be seen that the sexes who visit the Tourism Village Baduy impartial overall among women (52%) and men (48%). In terms of age, the majority (52%) of respondents aged 20-23, and 24% of respondents aged 17-19 years old, 10% of respondents aged 24-26 years old and 14% of respondents aged more than 27 years old. Based on the vulnerable age, the vast majority (66%) still a student or college students, while others are respectively private employees (21%), housewives (8%) and civil servants (5%). However, when seen by his educational background, the majority (70%) of respondents have a background in high school education, 25% of respondents have education background Diploma and Degree (S1), 3% of respondents have an educational background Bachelor (S2-S3), and 2% of respondents have educational background of junior high school. The study also found that most of the student or college students traveling with a group (a tour group or a group of schools) with a percentage of 72%. As for the 21% of respondents who visit with friends or relatives, 4% of respondents visiting with family and only 3% of respondents who visited individually. Meanwhile, if viewed from their respective areas, the majority (45%) of respondents were from the Jakarta area, 15% of respondents came from Tangerang and Bandung, 10% of respondents were from Rangkasbitung, and about 5% of respondents were from Yogyakarta, Bekasi and Malang. It may cause the length of stay of tourists visiting the village of Baduy is low, with

most (94%) of respondents stayed only for 2 days and the remaining 6% of respondents visit the Tourism Village Baduy for more than 2 days, which for the purpose of learning, observation, as well as to conduct research at the Tourism Village Baduy. However, the duration of the second day is considered the ideal time to visit the Tourism Village Baduy. In addition, due to customs regulations in Baduy villages in which only allow travelers to stay just one night.

The interesting thing is that the majority of respondents (75%) were tourists who first visited Tourism Village Baduy. As for the 16% of respondents, is the second time, and by 4% claimed to have visited three times. As well as the remaining 5% of respondents had been more than 4 times a visit. The media information used to determine the Tourism Village Baduy is through the forum of 46%. And 26% of respondents who received information through a friend or a relative, while the internet media by 20% and the rest of 8% is from the television broadcast especially about the Baduy village.

2) Tourist's Motivation on Vacation

The study also identified the respondent's motivation visited Baduy Tourism Village, where they were given 18 types of motives that can be selected with a statement strongly agree to strongly disagree. Respondents were also given discretion in choosing the motives, given based on the theory that tourists in visiting a destination can be due to a motivation or even consist of a variety of motives. The statistically can be seen in the following figure:

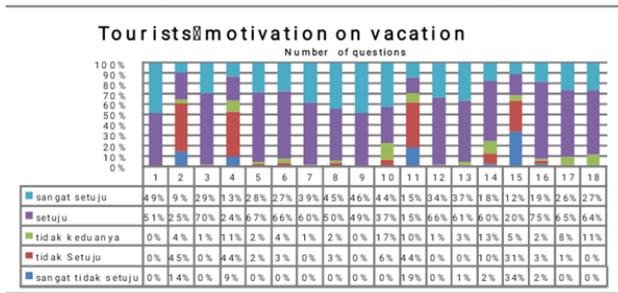


Fig. 1. Tourists' Motivation in Visiting Baduy Village. Source: data processed in 2016

Based on the results of questionnaires, it is known that most of the options motive rated positively by most respondents, which respectively are; with the purpose of (1) relaxation of the mind, where the entire 100% of respondents agreed. While 99% of respondents agreed with the motivation to (3) exploring new places and things, and (7) looking for a quiet place. Around 90% of respondents have motivation (13) see how the lives of the people in the village of Baduy. Neither the motive for (5) out of the daily routine, (8) to increase knowledge, and (9) add to the experience, which otherwise agreed by 95% of respondents. In addition 94% of respondents agreed on the motives for (16) admire and agricultural engineering, 93% of respondents agree with the motive to (6) relaxes physical and (12) to enjoy the natural beauty (90% of respondents agreed). Furthermore, 91% of respondents agree (17) watch performances of traditional

culture, and (18) A taste of the life of society and customs. There also have a motive to (10) using the spare time with friends (81% of respondents agreed), (14) shopping for something unique and not to be sold (78% of respondents agreed). On the other hands, several motives that got a negative response that is consecutive; for (15) perform pilgrimage (65% disagree), (11) just went with the others (63% disagree), (2) develop a sense of the spiritual, only 34% agreed and 59% disagreed and (4) for identity (identity), of which more than 50% of respondents disagreed.

3) Tourists' Perception on Baduy's Tourism Product

Furthermore, this study also identifies respondents' perceptions of tourism products in Baduy Tourism Village, where they were given a choice of 20 variables forming travel products (attraction, accomodation, accessibilities, amenities, activities, community), which can be assessed by the information, is very important to very unimportant. Respondents were also given discretion in assessing all the variables, it is intended that this study get an idea of what variables are expected and considered important by tourists. The statistically can be seen in the following figure 2 below.

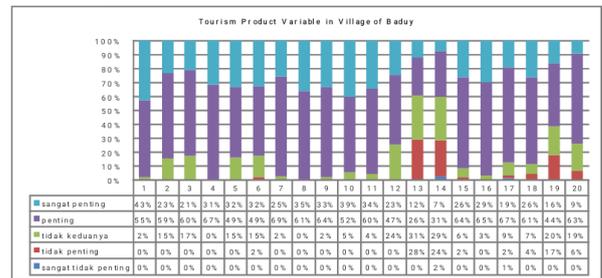


Fig. 2. The Perception of Tourists to The Tourism Product in The Village of Baduy. Source: Data Processed in 2016

Based on the tabulation of the data, it can be seen that most of the tourist product variables assessed positively by the majority of respondents, which respectively are variabel; (1) The village culture, (4) view of nature, (2) Arts (music/dance), (7) landform, (8) The people were friendly, (9) People who are honest and polite, (10) Security and safety, (11) A clean environment, (15) the attitude of the manager, and (16) the life of the local community which is considered very important by more than 90% of respondents. This is understandable, because the variable is is the main attraction at the Tourism Village Baduy. While other variables, more than 80% of the respondents are (17) Field of agriculture without water / terracing, (18) How to manufacture of woven fabrics native Bedouin, (6) Festival / event / rituals, (3) Architecture, and (5) The cultural diversity. Similarly, three other variables that enough is considered very important by the

respondents, of which (20) Procedures Farming Local communities, valued as much as 72% of respondents expressed very important, (12) Access / range (distance), 70% of respondents stated that very important, and (19) The process of taking aren water rated 60% of respondents are very important. However, there are two variables that get significantly different ratings, the variable (13) The accommodation was rated by 38% of respondents are very important, but 28% of respondents said not very important. While (14) Gift shop, rated 38% of respondents are very important, and 28% said the opposite.

V. DISCUSSION AND SUGGESTION

A. Discussion

This study found that the Baduy village has a variety of potential that can be packaged as a tourism product, such as: have the cultural and natural attractions that still maintained its authenticity, a location away from the frenetic urban communities began receiving tourism activities. Surveys in this study also found that, variables such as cultural tourism products, local communities and nature is considered very important and can attract urban travelers. This is evidenced by the results of the questionnaire, where tourists visiting Baduy village, dominated by teenagers who mostly still a student and travel in groups. While the motivation of their visit was mostly to leisure in a way out of the urban routine. The effects of tourism activities on the socio-cultural environment, the economy and the environment have not seen significantly. It can be seen from the response of interviews conducted, where O3 argues, that has not felt the effects of tourism on socio-cultural aspects, because there has been no change in the activity and how to interact with the local community. Although O1 argue that tourism can bring economic benefits, but on the other hand can cause environmental problems, especially about rubbish. In terms of community involvement, O2 states that only the village leaders involved in the management and development of tourism products in Baduy village,

while the local people are generally engaged as a tour guide and porter. Even I1 and I2 argued that farmers still farming conventionally, by utilizing the existing productive land. However, agricultural output has not been absorbed optimally for tourism activities.

From interviews O4 and O5, also found that some of the barriers or obstacles while working at the Tourism Village Baduy namely; a) bringing together different point of view between customs rules and the government, for example in the case of disputes in the forests bare; b) poor accessibility, making it difficult overall supervision of the village. But they also agreed that, tourist activities can bring benefits, such as the commercialization of agricultural products and souvenirs. In addition, tourism facilities and infrastructure can also be used for local public.

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