



Analysis of Strengths and Weaknesses of Locally Wisdom-Based Tourism Village: A Study of Sering Village, Pelalawan Regency, Riau Province, Indonesia

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Abstract: Analysis of potential and problems is necessary for developing the tourism concept. The potential and problems in Sering Village need to be mapped to obtain a comprehensive conclusion that is further required in the decision-making process. The analysis of this research can be processed through various decision-making techniques. This study aims to map the potential and problems in Sering Village in terms of government support, marketing potential of attractions and flagship products, and the human resources of the community as supporting factors. This type of research is qualitative descriptive research. The case study is focused on Sering Village, Pelalawan Regency, Riau Province, Indonesia. Data collection techniques involve interviews with village officials and 20 local residents. Solutions offered come from relevant literature reviews. Data analysis is descriptive, and the data obtained from local residents are analyzed descriptively with the help of charts. The results of this research show that the village's potential includes the attraction of local wisdom, Lake Sengkulim, close access to the winged palace, and the paper and pulp industry center, where access to the winged palace can be reached by land or river routes. Community involvement has been included in decision-making. There is already government cooperation with the industry to support environmental sustainability. The identified problems are the lack of specific regulations for tourism villages and the need to improve human resources related to tourism and marketing. Solutions that can be implemented include strengthening synergy with the government to expedite the approval of tourism village regulations and providing periodic training to improve the skills of the population related to tourism, product development, and marketing.

Keywords: Environment; Local wisdom; Sustainability; Tourism village

Introduction

The development of tourist villages is one effort to improve the local economy. Tourist villages fall into the category of alternative tourism, which is defined as a form of communication and understanding between tourists and local residents with the principles of: 1) based on a dialogue with local residents by informing

them of its impacts; 2) environmentally friendly and respecting local culture; and 3) the tourism scale must be adjusted to the capacity of the local area (Triarchi & Karamanis, 2017). Alternative tourism is related to terms such as ecotourism, cultural tourism, and creative tourism. This form of tourism is rapidly growing in developing countries. The increased interest of tourists

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in local culture leads to dynamic growth in alternative tourism.

Tourism, on one hand, has an impact on the environmental economy; however, sometimes the improvement in the economy is not supported by an increase in environmental preservation. Alternative tourism is seen as a way to address the imbalance between economic and environmental aspects. Alternative tourism contributes to the enhancement of natural and cultural conservation with minimal impact. Alternative tourism emerges from the concept of sustainable tourism development where it is expected to preserve nature, the environment, and culture while simultaneously boosting the local economy.

Alternative tourism as a development concept for sustainable tourism has several approaches. According to Putra et al. (2022), these approaches are as follows: 1) holistic approach: integrating all development elements collectively and participatively, 2) participatory: management and development carried out by the local community in synergy with the government, 3) empowerment management through strong performance-oriented institutions, 4) tangible actions in management and development, and 5) synergy and networking in tourism development.

Tourism based on local wisdom is one form of alternative tourism. Currently, the tourism trend is shifting towards special interest tourism, highlighting cultural, natural, and environmental attractions (Khaerunnisa et al., 2021). Tourism villages offer tourists the opportunity to see, feel, and interact directly with the local residents, providing a unique experience. This type of tourism can offer a different experience, providing better satisfaction to tourists, boosting community economic development, and preserving the environment and culture (Mondal, 2017).

The initial stage in developing a tourism village is to identify factors hindering tourism. This involves activities such as problem identification, comparisons, and recognizing the selling points of the tourist destination (European Union, 2019; Ahmad & Radji, 2022). Various studies related to tourism village development will identify the potential and problems that need to be addressed in developing the tourism village. Khaerunnisa et al. (2021) identify the potential of tourism villages before developing the tourism village concept. Syaripuddin (2020) first identifies problems to formulate appropriate solutions and strategies. Mondal (2017) and Rojabi et al. (2023) conduct SWOT analysis as a basis for formulating tourism development strategies. In addition, Cvetković et al. (2021) and Sayyed (2013) conduct SWOT analysis for ecotourism development, which is then analyzed using decision-making methods such as AHP (Analytical Hierarchical Process).

Decision-making methods such as Analytical Hierarchy Process (AHP), especially in alternative tourism development, are commonly utilized (Pratiwi & Pribadi, 2019). A more complex form of AHP development is the Analytic Network Process (ANP). Both AHP and ANP analyze tourism development strategies based on opinions from various relevant sources, providing assessments. According to Cvetković et al. (2021), multi-criteria decision-making methods like AHP and ANP involve selecting one alternative from a set of available alternatives based on different criteria and levels of importance. Solutions and strategies processed through the ANP and AHP methods often stem from the analysis of opportunities and constraints, with many studies using SWOT analysis. This initial research serves as a foundation for formulating the most appropriate solutions.

Research on developing a tourism village model typically starts from the stages of analyzing opportunities and constraints, as well as conducting a SWOT analysis. This analysis is useful for mapping the potential that serves as tourist attractions and identifying issues in the research area. Information processed from this initial analysis serves as a basis for determining the most suitable solutions and strategies. The importance of this analysis makes it an initial step in starting the development or creating a model for tourism village development. The goal of this research is to identify the initial conditions of Sering Village (potentials and constraints) concerning human resources, market potential analysis, and government support in realizing a locally oriented industry-based wisdom tourism village, as well as identifying possible solutions based on literature reviews.

Method

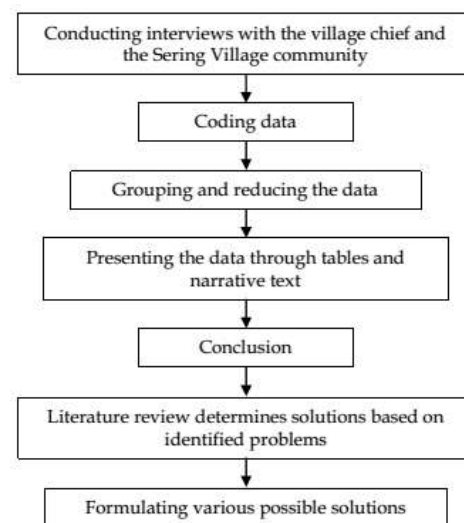


Figure 1. The stages of research

This research is a qualitative descriptive study. The case study was conducted in Sering Village, Pelalawan Regency, Riau Province, Indonesia. Data collection techniques employed in this research include interviews and documentation. The interview instrument used covers aspects related to the analysis of government support, marketing potential, availability of human resources, industry and tourism partnerships, and environmental sustainability potential. The data analysis technique applied employs the Miles and Huberman model, which consists of data collection, data reduction, data presentation, and drawing conclusions. The research stages are presented as depicted in Figure 1. The interview questions provided consist of four indicators: government support, marketing potential, availability of human resources, and environmental sustainability. The interviewees for these questions are village officials. However, regarding human resources and environmental sustainability, in addition to the village officials, the same questions are also asked to 20 respondents, with different questions compared to those given to the village officials. The sub-indicators for each indicator in the interview questions for village officials are presented in Table 1.

Table 1. Interview Question Indicators to the Village Authorities

Indicators	Sub-Indicators
Government Support	Government's Perception of the Attractiveness of Sering Village Policies and Regulations Budget and Financial Support Facility and Infrastructure Support Community and Traditional Stakeholder Involvement
Marketing Potential	Owned Products and Services Tourists Marketing Support and Promotion Human Resource Development Training Partnerships and Business Networks
Human Resource Availability	Training Capacity Availability of Labor Existence of Cooperatives Community Education Level
Environmental Sustainability	Conservation of nature Utilization of natural resources Civic involvement in decision-making Waste management Supervision and regulations

Meanwhile, the interview questions for the local residents are focused on two indicators: the availability of human resources and environmental sustainability. The indicators and sub-indicators of the interview questions for local residents are presented in Table 2. The information generated for the sub-indicator of traditional skills is mapped using a graph. The analysis for other sub-indicators is conducted descriptively.

Table 2. Interview Questions Indicators for Local Residents

Indicators	Sub-Indicators
Availability of Human Resources	Traditional skills Training capacity Cooperative membership Experience in tourism and marketing
Environmental Sustainability	Conservation of nature Community involvement in decision-making Waste management

Result and Discussion

This research involves an initial analysis of the potential and development of industry-oriented local wisdom tourism. The gathered information includes an analysis of government support, marketing potential, availability of human resources, industry and tourism partnerships, and environmental sustainability potential. The results of this research are outlined as follows.

Analysis of Government and Private Sector Support

The analysis of government support is assessed through five statements. These statements encompass the village's perception of the potential of Sering Village as a local wisdom tourism village, policies and regulations, budget and financial support, support for facilities and infrastructure, promotion and marketing, as well as community and stakeholder engagement. The interview results with the village officials are summarized in Table 3.

According to the village government, represented by the village officials, Sering Village has the potential to be developed into a tourism village. The village regulations or policies oriented towards accelerating the development of the tourism village are already incorporated into the RPJM (Medium-Term Development Plan of the Village). Currently, the status is still in the process (Husen et al., 2022; Simandan, 2020)

Sering Village possesses local wisdom potential that is currently preserved by its community. The local wisdom includes the distinctive stilt houses owned by the people of Sering Village, traditional fishing using simple tools, selecting specific fish seeds for cultivation, making salted and smoked fish, as well as weaving pandan leaves. This local wisdom holds high commercial value and could significantly contribute to the community's economy if managed and promoted effectively, such as in the production of salted and smoked fish and pandan weaving. Additionally, there is Lake Sengkulim and access to the Winged Palace (a heritage palace of the Pelalawan Kingdom) that can be reached by both land and river routes.

Table 3. Interview Results for Government Support Indicators

Indicator	Information
Government Perception of the Attraction of Sering village	The potential of Sering village lies in its nature and culture. Sering village has a lake (Sengkulim Lake) and local wisdom, as well as handmade craft products preserved from generation to generation.
Policies and regulations	There is already a regulation in the RPJM, but it is still in the process.
Budget and financial support	There is no direct budget or support in the form of funding, but in the form of training implementation or supporting facilities.
Facility and infrastructure support	The construction of a smoked fish house, a place that serves as a location for making smoked fish.
Community and traditional stakeholder involvement	Involvement of traditional institutions in Sering village.

So far, there has been no financial assistance or support provided by the village government. However, the village government contributes by providing facilities, such as establishing a dedicated smoked fish processing facility known as the "smoked fish house."

Regarding promotion by the government, there is currently no official account providing promotion for the local wisdom products of Sering Village residents. Promotion efforts have been limited to verbal promotion and social media. There have been no training programs to equip human resources capable of developing this potential, encompassing aspects of human resource management in tourism, local product marketing, and other specialized skills.

Based on this information, it is found that the potential of Sering Village includes tangible local wisdom (stilt houses and local products) and intangible aspects. The village also offers the natural beauty of Lake Sengkulim and transportation access that can be navigated through river routes to the Winged Palace. Government support includes facilities and infrastructure, as well as the involvement of the community and traditional stakeholders in crucial decision-making (Hidayat et al., 2019).

The identified problem is the absence of specific regulations used to govern and guide the development of local wisdom tourism villages. Regulations play a crucial role in tourism village development. Regulations, as content guides for villages, are essential and should be provided by the government (Liu et al., 2020). According to Aly et al. (2019), effective and fair governance is required with tourism stakeholders to ensure that decisions in private or public bodies are made effectively and comply with legal and ethical considerations.

Marketing Potential Analysis

Sering Village possesses local wisdom that is preserved and easily observed in the daily lives of its residents. The local wisdom of the people of Sering Village can be classified into two types: tangible and intangible local wisdom. Tangible local wisdom includes stilt houses owned by the community, food products such as salted and smoked fish, and handicraft

products such as woven pandan crafted into items like bags, wallets, mats, and more. Intangible local wisdom encompasses silat pangean, the tradition of bajamba dining, and various other daily traditions.

In addition to local wisdom, Sering Village also boasts natural beauty, such as Lake Sengkulim. The strategic location of Sering Village adds to its allure for tourism. Situated between two important icons in the region, the Winged Palace (a heritage of the Pelalawan Kingdom) and the center of the paper and pulp industry, the synergy between the government, private sector, and the community makes it possible to establish a tourism village oriented towards industrial local wisdom. This village not only offers local wisdom and environmental tourism but also cultural tourism and industrial education. Tourists can visit the Winged Palace from Sering Village through both land and water routes, providing an additional experience for visitors to enjoy the beauty of local wisdom on land or the scenic river route.

Visits to this location are still relatively rare. The potential of Sering Village to become a tourism village is quite promising if managed properly and utilizes experts in the field. The lack of available information about Sering Village and suboptimal facilities hinders the accelerated development of the tourism village in Sering. The village government is currently focusing on the idea of developing a tourism village based on local wisdom by optimizing the beauty of Lake Sengkulim located in the village.

So far, marketing efforts have been undertaken by the residents of Sering Village, and there is no form of partnership or network for product marketing. However, several institutions involved in the development of the village's potential include customary institutions, LKMD (Village Community Empowerment Institution), BPD (Village Consultative Body), youth organizations, and the village youth (Nugroho & Triyono, 2022; Purnomo et al., 2020). The contributions of these institutions may involve input or ideas during deliberations. The interview results regarding marketing potential are summarized in Table 4.

Table 4. Interview Results on Marketing Potential Indicators

Indicator	Information
Products and services owned	Local products such as smoked fish, salted fish, and pandan weaving.
Tourists	Foreign tourists have visited Sering Village, but the frequency is rare.
Marketing support and promotion	No official account for promoting tourism and local products.
Human resource development training	Training for developing pandan weaving products.
Partnerships and business networks	Not available

Based on the obtained information, the marketing potential of Sering Village includes its natural and cultural attractions. Additionally, local products represent another potential for tourism. According to the village officials interviewed, products such as pandan weaving currently face challenges in marketing. This is due to the absence of collectors, partners, and business networks to accommodate these handicrafts. Furthermore, information about the tourism potential in Sering Village is rarely found on the internet or mass media.

To address these issues, one solution is to build partnerships and business networks. Moreover, tourism and local products need to be promoted through internet media. Promotion is crucial in the product sales process and requires careful planning. Unintentional promotion can lead to wastefulness (Brata et al., 2017). Local products serve as representations of assets to attract tourists and enhance local identity (Kastenholz et al., 2021). Consumers today focus not only on the form but also on the meaning of products. Local products should not lose their uniqueness and aesthetics (Gao, 2022).

The use of official accounts or social media is one effort to introduce tourism and local products to the external community. According to Haro et al. (2020), promotion through social media yields positive results. Research by Cheng et al. (2022) indicates that internet promotion allows information to be accessible to potential tourists. Effective marketing can drive strong development in local wisdom tourism villages. Optimization of internet marketing is essential. Additionally, according to Mujevic et al. (2023), keeping up with digital marketing trends is crucial.

Human Resources Availability Analysis

The analysis of the availability of human resources is conducted through information obtained from the village officials and interviews with 20 community members. The aspects queried to the village officials include training capacity, workforce availability, entrepreneurship initiatives, and appreciation for local wisdom. The interview results with the village officials are summarized in Table 5.

Table 5. Interview Results: Human Resources Indicator

Indicator	Information
Training Capacity	Local residents have received training in pandanus weaving from a resource person. However, there has been no training for smoked fish (ikan salai) production as it is a skill passed down through generations.
Availability of Labor	There is a significant workforce, but only a few possess skills in tourism and marketing.
Existence of Cooperatives	There is a village-owned cooperative.
Educational Level of the Community	The average education level of the community is at the secondary school level.

Based on the information obtained from the village officials, training has been provided to the community in the form of pandan and bamboo weaving training with invited speakers. The goal is for the products produced by the community to have high market value and innovation, enabling them to compete with other products in the market. For smoked fish training, since the production of smoked fish in Sering Village utilizes the local wisdom of the community, the training for smoked fish production is passed down through generations.

The workforce in Sering Village is relatively large, but adequate job opportunities are still limited. On average, the people of Sering Village have the highest level of education at the secondary school level. Currently, Sering Village has an active independent

cooperative that operates and has so far been able to assist the community's efforts.

The interviews conducted with 20 individuals from Sering Village were analyzed in six aspects, including traditional skills, training capacity, entrepreneurial initiative, motivation and enthusiasm, appreciation for local wisdom, and work experience. The results of the interviews with 20 individuals from Sering Village are presented in a diagram as shown in Figure 2.

Based on Figure 2, it can be analyzed that community activities are related to local wisdom products, including fisheries cultivation consisting of fish and shrimp. In fisheries cultivation, there are several activities such as fishing, shrimp fishing, and making smoked fish. Additionally, there are also community members with skills in making pandan weaving. There

are also other skills beyond local wisdom. Generally, the traditional skills possessed by the community related to local wisdom can be a source of income for the community.

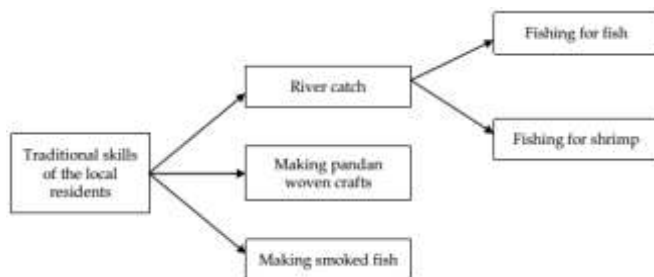


Figure 2. Diagram of traditional skills of local residents

In addition to traditional skills, the interview technique conducted also yielded results regarding whether respondents have received similar skill enhancement training, whether they have entrepreneurial initiatives, and whether they have previous work experience. The results of these interviews are summarized in Table 6.

Table 6. Training Information, Entrepreneurial Initiatives, and Work Experience of the Community

Indicator	Number of respondents who answered	
	Yes	No
Training	7	13
Cooperative Membership	5	15
Work Experience	2	18

Based on the data summarized in Table 6, it is found that the majority of respondents do not have experience in skill enhancement training, but there are 7 respondents who have received training to develop skills in making pandan weaving products. Next is cooperative membership. Cooperatives can serve as partners to improve marketing and facilitate entrepreneurs in developing their businesses. Some respondents are not members of the independent cooperative in Sering Village. Finally, work experience. The work experience inquired about in this interview is related to the local industry and tourism. Only a small number of respondents have experience in the local industry, and there are no respondents with experience in the tourism sector.

Based on these findings and the information in Table 1, solutions to the problems are formulated based on literature review. The problems in the human resources of Sering Village community are: 1) the education level of the Sering Village community is mostly at the secondary school level; 2) there is still a lack of implementation of skill training; 3) not many people are interested in becoming members of the

village cooperative as a first step in expanding their business; and 4) only a few people in Desa Sering have experience in the industrial sector, and none have work experience in the tourism sector.

The solution that can be implemented to address the identified issues related to the community's human resources is to increase the intensity of training focused on product innovation, thereby enhancing the market value of handicraft products such as pandan weaving. One of the strategies for developing a tourism village is to cultivate excellent human resources (HR), where the enhancement of skills and knowledge within the village community, as the primary driving force, plays a crucial role. The village acts as a host or hostess in connection with the tourism village as an integrated ecosystem. Human resources actively engaged in the development of the tourism village provide goods or services for tourists and the organization of tourism. Tourism is labor-intensive; the workforce in the tourism sector needs to be trained according to the expected capacity (Wirdayanti et al., 2021). Ahn et al. (2002) identifies that alternative tourism development strategies in Indonesia, in terms of local community skills, include important issues for sustainable development in the tourism industry, namely: 1) expanding ecotourism, conserving historical heritage, and multiculturalism; 2) specific skills needed in tourism training; and 3) leadership; and 4) foreign languages (Aref et al., 2009; Muhirwa et al., 2023).

Fujimoto (2021) reveals three essential elements in creating social entrepreneurship in community-based tourism. These elements are the creation of social value, social innovation, and sustainable community transformation. The findings of this research indicate that developing these three elements encourages direct involvement and empowers the community to participate in sustainable tourism development (Sawir et al., 2021). Additionally, this study suggests that the local community tends to lack sufficient skills, power, and knowledge. Therefore, the role of the government and sustainable tourism development partnerships with the private sector needs to be optimized.

Environmental Sustainability Analysis

Similar to the analysis of human resources, environmental sustainability analysis data were also obtained through interviews with village officials and local residents. The indicators of questions given to the village officials include nature conservation, natural resource utilization, community involvement in decision-making, waste management, and supervision and regulations. The results of the interviews with the village officials are summarized in the information found in Table 7.

Table 7. Information on Environmental Sustainability

Indicator	Information
Natural Conservation	Waste Bank Program and Exchange for Other Forms.
Use of Natural Resources	Still Used Responsibly, Generally, such as fishing still uses traditional tools.
Community Involvement in Decision-Making	The community is involved in making some important decisions.
Waste Management	Partnership with the paper and pulp industry located near Sering Village through a recycling program
Supervision and Regulations	Specifically, there is none; supervision is more about advising against using poison for fishing

The information gathered through interviews with village officials reveals that Sering Village has a waste bank program, where the community collects garbage and exchanges it for various products as a reward. So far, the use of natural resources by local residents is still carried out responsibly. For example, they continue to use environmentally friendly traditional tools for fishing.

The village government, in collaboration with RAPP (a company engaged in the paper and pulp industry around Sering Village), has initiated a waste recycling program by educating and providing incentives for waste recycling to the people of Sering Village. This collaboration needs to be implemented sustainably to create a clean, environmentally friendly, and economically valuable village through waste recycling activities.

In several important decision-making processes, especially those directly affecting the community, the village government involves community members and groups (Sutherland et al., 2016). This is considered important because these decisions will ultimately impact the scope of community life.

So far, there is no specific regulation governing and related to sustainable environmental management (Astuti et al., 2022). The current form of supervision includes advocacy activities to encourage the community to use the environment with a focus on sustainability.

In addition to obtaining information from the village officials, researchers also gathered information on environmental sustainability from local residents. The results of interviews with local residents are presented in Table 8.

Table 8. Information from Environmental Sustainability Interviews with Local Residents

Indicator	Information
Natural conservation	There are waste management efforts.
Community involvement in decision-making	Most respondents answered that they have been involved but infrequently. A small portion responded as actively involved, while others answered as not involved. Community involvement is generally participation in meetings organized by the village authorities.
Waste management	All respondents are aware of the waste management program, which is a collaboration between the government and RAPP.

There is alignment between the information from the village officials and the information gathered through interviews with the community. Based on this information, the potential for environmental sustainability in Sering Village includes a government-supported program, namely the waste bank, with associated reward systems. Additionally, the government collaborates with the industrial sector to implement a waste recycling program for the local community. Another potential lies in the practices or habits of the community, which still adhere to environmentally friendly principles in managing the environment.

The identified issue in this indicator pertains to supervision and regulation. Despite the community currently applying sustainability principles in environmental management, regulations related to environmental management are still necessary. The

development of Sering Village into a tourist village carries consequences for the environment and nature if there are no clear regulations. Therefore, regulations regarding environmental and tourist village management are needed to anticipate environmental issues in the future.

Without proper management, alternative tourism can have negative impacts on the environment. The success of this alternative tourism depends on a clear understanding of the concept and how ecotourism is planned and managed (Drakopoulou, 2011). Involvement of the local community is crucial not only during operations but at all stages, including planning, development, and operational phases of tourism. This is important for cultural preservation and sustainability. These efforts can be used to minimize negative elements and maximize its value (Tang, 2019).

Satrya et al. (2019) conducted research on soft skills that must be possessed by the local residents of alternative tourism. Soft skills are considered essential in improving service and providing satisfaction and positive impressions to tourists. These soft skills include interpersonal skills such as communication skills, likability, empathy and caring, warmth, tolerance, openness, adaptability, and self-control. The ability to communicate and be likable is trained through interactions between tourists and local guides and the local community, while adaptability, empathy, caring, and tolerance towards the environment.

The importance of skills and knowledge of the local community is also discussed by Are et al. (2009). According to this research, relevant skills and knowledge for a tourist village are crucial elements that allow the local community to respond and enhance tourism development. The findings of this study indicate that a lack of tourism skills, appropriate education, and local government support are major obstacles in tourism development. The low level of relevant skills and knowledge can be a factor in the underdevelopment of the tourism industry in the local community.

Limitations of the Study

This research only utilized interview techniques and literature studies to gather information for identifying conditions and formulating problem-solving solutions. The community involved as respondents in this study consisted of only 20 individuals scattered across Hamlet II of Sering Village. The research solely conducted interviews with the representatives of Sering Village. Therefore, further exploration is needed to gather information from government officials such as the head of the region and the Tourism Office of Pelalawan Regency.

Conclusion

Initial analysis in the form of mapping potentials (prospects and problems) provides crucial information in determining the most suitable solutions and strategies for the development of the tourism village. Sering Village has a strategic location, situated between the winged palace (a legacy of the Pelalawan Malay Kingdom) and the paper and pulp industry center. Additionally, the village preserves local wisdom. In terms of natural beauty, the village boasts a lake and has both land and water access to the winged palace. This presents the potential for a wisdom-based tourism village in Sering. Several problems were identified in this initial analysis related to government support, marketing potential, human resources, and environmental sustainability. The identified issues

include the weak regulations governing the implementation and guidance for tourism village development. Information about the attractions and local products of Sering Village is not widely known among the community. The production of pandan weaving by the people of Sering Village faces obstacles due to the lack of entities to market these handicrafts. Another critical issue is the low skills and work experience of the community in tourism and marketing. Information about the tourism potential in Sering Village is scarce, and there is no official account for promoting tourism and local products in the area. Possible solutions to address these issues include providing clear regulations created by the government to assist the local residents in understanding the tourism village development process, their involvement, and other important rules. A broader promotion effort is needed, utilizing digital marketing trends through the internet. Efforts to address human resource issues involve providing necessary training, especially related to improving innovative skills and marketing products and handicrafts. Collaboration between the government and the private sector is essential to provide the required skills and knowledge.

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