

Development Strategy of Dayak Halong Cultural Tourism Area in Balangan Regency, South Kalimantan Province

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Abstract. Dayak Halong is a tribe that inhabits in Balangan Regency. Dayak Halong area has been used as a cultural tourism area. The activities of traditional and cultural ceremonies become a cultural tourism attraction. The purpose of this study is to analyze the development strategy of Dayak Halong cultural tourism area. The data are obtained through interviews to traditional leaders, which the number of respondents is 5 traditional leaders. Data is also obtained through secondary data from the tourism office of Balangan Regency. Data analysis is SWOT analysis. The results show that strength of cultural tourism area is cultural attractions throughout the year, and the support of government and community in tourism activities. Weakness of cultural tourism area is low of tourism promotion both from government and community. Opportunity of cultural tourism area is traditions carried out from generation to generation, and existence of a tourist community. Threat of cultural tourism area is socio-cultural changes when one culture becomes a commercial tourist attraction. Management strategy is the development of tourism products involving community participation, improvement of tourism infrastructure facilities, and increased tourism promotion in an integrated manner.

1. Introduction

Indonesia is rich culture country because Indonesia has a variety of tribes, customs, and culture [1-3]. Cultural wealth is the main attraction for tourism activities. Cultural tourism needs to be developed in order to preserve the culture [4].

Tourism sector is a potential industrial sector for the region. As an industry, the tourism sector requires transport, accommodation, services and attractions that require a lot of manpower. Tourism will also increase the role of travel agencies, craft industries, hotels, restaurants, and human resources [5].

Development of tourism will bring a lot of benefit for community, i.e. economic, social, and cultural. However, if tourism development is not only prepared but also well managed, it will influence various problem and disadvantageous for community [6].

Halong is the cultural center of Dayak Tribes in South Kalimantan. Dayak Halong has tradition in form of traditional ceremony conducted throughout the year. Activities undertaken in Halong have become hereditary from ancestors, such as the Aruh Adat Baharin event, and Menangkal Bala Event for



village [3]. This ceremony is done in order to give thanks to God for the sustenance and respect of their ancestors. Traditional ceremony became a tourist attraction in Halong.

Tourism activities contained in Halong has not been properly managed, so it is less well known. Lack of tourism promotion causes less well known. The role of local government is also low for promoting ritual activities conducted by Dayak Halong tribe. The objectives of research are to analyze the development strategy of Dayak Halong cultural tourism area.

2. Methods

The data are obtained through interviews to traditional leaders, which the number of respondents is 5 traditional leaders. Data is also obtained through secondary data from the tourism office of Balangan Regency.

Data analysis is SWOT analysis. Model assumptions are condition between S-W and O-T. Next step of analysis is giving the score of each factor. The greatest score is the most decisive factor. The urgency of these factor is used to obtain the weighting of factor. Total score is obtained from multiple of Scores and weights. The next step is the calculation of the S-W and O-T. The equation of SWOT analysis is $S-W=x$; $O-T=y$, that the equation is used to determine the position of x, y axis in SWOT quadrant. The results of the study determine the position of the object to be selected strategy. SWOT quadrant consist of quadrant I (a progressive strategy), quadrant II (strategy of diversification), quadrant III (turnaround strategy), and quadrant IV (Strategy of survive) [7]. The position of SWOT quadrant is used to evaluate the strategy to develop Dayak Halong tourism area.

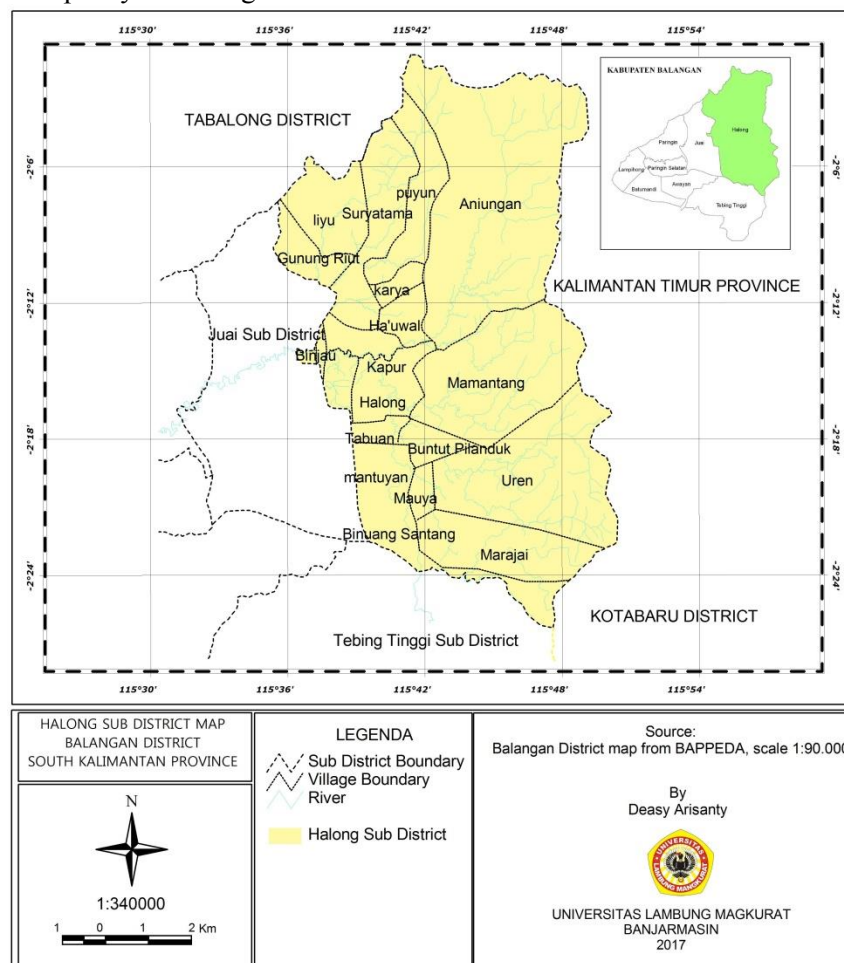


Figure 1. Location of Halong sub District.

3. Results and Discussion

SWOT analysis is used to determine the existing tourism development strategy in Halong. The first stage in this analysis is to determine the external and internal factors that play a role in the development of Halong tourism area. The internal and external factor is presented in Table 1 and Table 2.

Table 1. Internal factor.

| Strength | Weakness |
|--|--|
| 1. Unique cultural potential such as rituals present throughout the year. | 1. Funds for tourism activities from local governments are still low, where tourism activities are still funded by the community independently |
| 2. Community support the culture of <i>sapta pesona</i> | 2. Promotion through online media is still low |
| 3. Private sector supports tourism development | 3. Tour package not yet available |
| 4. Tourism facilities and infrastructure are available in Halong such as homestays, places of worship, toilets, electricity, telecommunications, radio and television. | 4. Some tourist facilities are still inadequate, such as restaurants, health services, souvenir shops, tourist guides office, and security posts |

Table 2. External factor.

| Opportunity | Threat |
|---|---|
| 1. Local government support to develop the tourism area of Halong | 1. Incorrect development policies will have an impact on environmental degradation and socio-economic and cultural issues |
| 2. High quality of tradition | 2. Cultures becoming commercial can cause culture changes |
| 3. Promoting community tourism awareness | 3. The community has no impact from tourism activities |
| 4. Involvement of community participation in tourism activities | 4. The community do not have tourism innovation |

Based on internal and external factors, the following strategies can be applied.

Strategy SO:

- Development of tour packages, culinary tours, cultural tourism, historical tours, special interest tours, and direct tourist participation in tourism activities.
- Tourism management should involve the community by building a community-based partnership system
- Establish and maintain a tourism conscious group
- Improving the quality of human resources such as improving the ability of knowledge, physical abilities, skills and mastery of resources

Strategy WO:

- Development of tourism products involves active participation of community.
- Development of facilities and infrastructures to support tourism development
- Increasing the promotion of tourism products from cultural tourism area

Strategy ST:

- Implement the regeneration process to inherit the element of culture
- Development by considering local wisdom
- Community empowerment in support of tourism development
- Increased productivity by expanding employment opportunities in the tourism business, such as catering services, homestay services, souvenir services, and tour guide services.

Strategy WT:

- Increasing youth involvement in revitalizing the cultural elements by way of guidance, exercise, or race.
- Increasing community involvement in promotional activities through various arts activities, festival arena introduces local wisdom.
- Collecting, recording, identifying, digitizing, transcribing, transliteration of manuscripts, and documenting various forms of culture in the form of visual, audio, audio visual and written form.
- Implementation of regulations to improve the quality of tourism, the preservation of the tourist environment, and to take firm action for violators of the rules.

Based on the internal and external factor, IFAS and EFAS table is presented in Table 3 and Table 4.

Table 3. IFAS Factor.

| Dimension Strength | Weight | Rating | Weight x Rating |
|--|---------------|---------------|------------------------|
| 1. Unique cultural potential such as rituals present throughout the year. | 0.15 | 3 | 0.45 |
| 2. Community support the culture of <i>sapta pesona</i> | 0.10 | 2 | 0.2 |
| 3. Private sector supports tourism development | 0.15 | 2 | 0.3 |
| 4. Tourism facilities and infrastructure are available in Halong such as homestays, places of worship, toilets, electricity, telecommunications, radio and television. | 0.10 | 3 | 0.3 |
| Total of Strength | 0.50 | | 1.25 |
| Weakness | | | |
| 1. Funds for tourism activities from local governments are still low, where tourism activities are still funded by the community independently | 0.10 | -3 | -0.3 |
| 2. Promotion through online media is still low | 0.15 | -4 | -0.6 |
| 3. Tour package not yet available | 0.10 | -2 | -0.2 |
| 4. Some tourist facilities are still inadequate, such as restaurants, health services, souvenir shops, tourist guides office, and security posts | 0.15 | -3 | -0.45 |
| Total of Weakness | 0.50 | | -1.55 |
| Strength + Weakness | 1.00 | | -0.3 |

Table 4. EFAS Factor.

| Dimension Opportunity | Weight | Rating | Weight x Rating |
|---|---------------|---------------|------------------------|
| 1. Local government support to develop the tourism area of Halong | 0.20 | 4 | 0.8 |
| 2. High quality of tradition | 0.10 | 4 | 0.4 |
| 3. Promoting community tourism awareness | 0.10 | 3 | 0.3 |
| 4. Involvement of community participation in tourism activities | 0.10 | 3 | 0.3 |
| Total of Opportunity | 0.50 | | 1.9 |
| Threat | | | |
| 1. Incorrect development policies will have an impact on environmental degradation and socio-economic and cultural issues | 0.20 | -1 | -0.2 |
| 2. Cultures becoming commercial can cause culture changes | 0.05 | -3 | -0.15 |
| 3. The community has no impact from tourism activities | 0.10 | -4 | -0.4 |
| 4. The community do not have tourism innovation | 0.05 | -4 | -0.2 |
| Total of Threat | | 0.40 | -0.95 |
| Opportunity + Threat | | 1.00 | 0.95 |

Based on the calculation of the weighting of each factor in the IFAS-EFAS analysis, and then calculated the point X and point Y for the quadrant to analysis the point position in the strategy selection quadrant. Fig 2 is SWOT analysis diagram (-0.3,0.95).

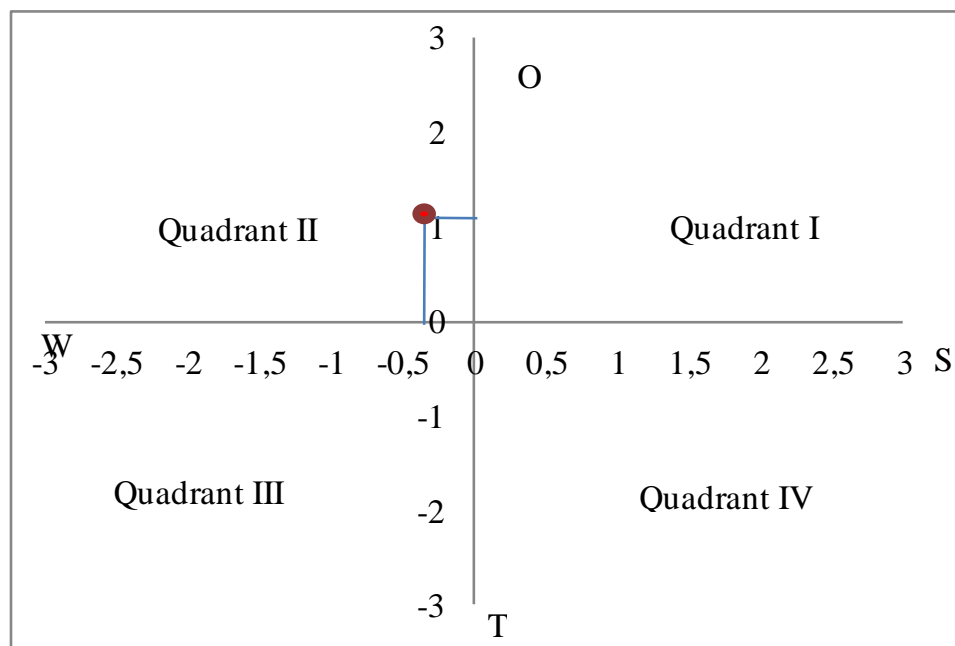


Figure 2. SWOT Matrix of Dayak Halong Tourism Area.

Management strategy of Dayak Halong tourism area is in quadrant II. This means that the development of the Dayak Halong culture area is very large but the development of this area faces several internal constraints. Development strategy of Dayak Halong tourism area is as follows:

1. Development of tourism products involves active participation of community.
2. Development of facilities and infrastructures that support the development of tourism managed by the community
3. Increasing the promotion of tourism products of cultural tourism area
4. Preparation of tourism marketing programs in an integrated manner

Tourism development is done through the arrangement of various tourism objects gradually and systematically by completing all the supporting facilities and infrastructure [8]. The improvement of tourism facilities and infrastructures is very important in the sustainability of tourism activities. The necessary facilities and infrastructure are hotels, restaurants, transportation facilities, souvenir shops and public utilities [9].

Tourist attraction will become famous if there is tourism promotion. Development of promotion can be done through print media, online through website and following national events [1, 10]. Local governments and communities need to cooperate for building tourism activities as the leading sector of the region. Local governments need to allocate funds for tourism development. Community involvement in tourism activities is also indispensable in tourism activities. Local government also need to do coordination with all stakeholders [11]. Local governments can also cooperate with investors for developing the tourism area [12].

4. Conclusions

Strength in Dayak Halong tourist area is a unique cultural and hereditary. Weakness of Dayak Halong tourism area low funds for tourism activities from local governments and low promotion. Opportunity for tourism area is local government support and community participation in tourism activities. Threat for tourism area is the cultures changes due to cultures becoming commercial. Position of Dayak Halong tourism area is quadrant II. This means that the development of the Dayak Halong culture area is very

large but the development of this area faces several internal constraints. Community participation, facilities and infrastructure, tourism promotion, and tourism marketing program are needed to develop the Dayak Halong tourism area.

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