

The Strategy Implementation of Muarajambi Temple Tourism Object Development by Tourism Department of Jambi Province

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Abstract—Jambi Province, with its abundant natural and cultural wealth, can be one of the true potentials in advancing and developing its region. The beauty of its nature and culture can attract local and foreign tourists to visit Jambi Province. One of them is the Muarajambi Temple tourism, which is a cultural heritage that can be utilized for the welfare of the communities around the temple complex. This study aims to determine the development strategies of facilities that have indicators in the form of essential means of tourism, tourism additional facilities, and supporting facilities for tourism which were seen from internal factors such as strengths and weaknesses and external factors in the form of opportunities and threats. This research was a descriptive study with qualitative data. Data collection techniques were carried out by interviewing, observing, and documenting methods involving informants. Facility development strategies included: Developing basic tourism facilities such as utilizing community houses to be used as lodging accommodations in the form of homestays and restaurants, providing public transportation that had a special route to the area of tourist attractions, developing traditional processed food products, utilizing and developing the potential of land for the development of complementary facilities, which were recreational facilities such as making ancient canals as a means of water tourism, which were boat games and fishing ponds, developing handicraft products through souvenir shops in then tourism areas.

Keywords—strategy implementation, tourism development, facilities

I. INTRODUCTION

Indonesia is a nation that has many diversity that exists, both in term of culture, customs, religion, ethnicity, race, and language, which makes Indonesia is a rich country in its natural resources. Not to mention the geographical location of the country of Indonesia as a tropical country that produces beautiful natural panorama that is beautiful with various types of animals and plants. Indonesia has a vast territory supported

by abundant and diverse natural resources that have the potential to be processed and utilized. These natural resources, if managed properly, can be used as potentials to prosper and improve the welfare of the people and to advance the Indonesian. One of them that can be developed is in the field of tourism. The tourism sector is an alternative income for regional income and the country's foreign exchange. With Law Number 10 of 2009 concerning Tourism and Law Number 23 of 2014 concerning Regional Government, the government has the discretion to develop tourism objects. With tourism, a country or more specifically the local government where the tourist attraction is located gets income from the revenue of each tourist attraction. If the number of visitors increases, the contribution to local revenue (PAD) will also increase. Besides, it can increase regional competitiveness.

The tourism sector is a superior potential for Jambi Province, which has not been explored or exposed more deeply. It can be seen from the number of tourists coming to Jambi Province which is increasing every year, especially foreign tourists, which in 2014 of 9,919 people, while in 2015 of 10,056 people. However, not all tourist attractions in the Jambi Province are known by domestic tourists or foreign tourists who come to Jambi Province. It can be seen based on the tourism object data of Jambi Province in 2010, out of 246 tourism objects scattered in each District/City in Jambi Province, only a few tourism objects are known by domestic or foreign tourists. Even so, tourism objects in Jambi Province keep their uniqueness, one of them is Muarajambi Temple, which is an ancient relic site located in Maro Sebo District, Muaro Jambi District [1]. This temple is a cultural heritage which shows that this location was once a center of Buddhist worship. Of the many tours in Muaro Jambi District, tourism that has the most significant potential to bring in foreign exchange is the Muarajambi Temple which it can be seen from the increase in the number of visitors that occur each year. In 2014, the number of tourists reached 76,000 people or an increase of 20,000 tourists from 2013, while the number of

foreign tourists in 2014 was 160 people, which also experienced an increase from the previous year [2]. Muarajambi Temple is a cultural tourism object that is preserved and needs to get attention from the government. Muarajambi Temple attraction has its charm, unique characteristics, large area, and has excellent potential to be developed. Muarajambi Temple tourism object has a fresh and beautiful atmosphere, especially in the core zone with the participation of local communities in the tourism industry that provides such as bicycle rentals, rickshaw rentals, food and beverage vendors. The tourists who want to come to Muarajambi Temple can pass the journey through land transportation and also water transportation. Even so, the access to get to this tourism object is terrible, especially in the way of land transportation. Then, facilities in the core zone still lack for a tourist area. Besides, there are still damaged and inadequate public facilities, such as public toilets in the core zone. However, some of them are already damaged and unfit for use by tourists. In terms of cleanliness, it is also not maintained; it can be seen from the piles of garbage and trashes that almost exist in every corner of the area. Also, the lack of an environmental arrangement, such as a place for traders to sell disorderly and well-organized. Then, there is a small mosque that is poorly maintained and cared for. Besides, the education level of tourists is still low. As a result, many tourists climb and trample temples (*menapo*). Of course, this will damage the existence of the temple. Besides, there is no specialized transportation to the tourism object; there are no unique souvenirs of Jambi that are sold there and so on. This problem certainly must be a concern for the government, managers, and the community.

II. RELATED WORKS

Studies on the strategy implementation have been widely conducted by several researchers which among others was the study from Prastiwi [3] which examined the proper culture management by the Department of Culture and Tourism of Bojonegoro District in developing the potential of Little Texas Wonocolo tourism object, the study developed the concept of strategic implementation, evaluation, and control to be able to see opportunities, obstacles, strengths and weaknesses in developing the Texas Wonocolo tourism. The second study is a study conducted by Intyaswono et al. [4]. Their study discussed how the role of a city branding strategy to increase foreign tourist arrivals, the implementation of this strategy was expected to improve the quality of services and products to attract foreign tourists. The third study is a study conducted by Purnaya and Semara [5]. In their study, the researchers observed the implementation of the Denpasar City government in structuring the Badung river as a tourist attraction, in sustainable city development by empowering local communities so that harmony and balance occur with the standard of living according to local wisdom. The fourth study was conducted by Wafi et al. [6]. In their study, the researchers observed how the strategy carried out by the Department of Tourism and Culture of Lamongan District in increasing the potential of tourism objects. However, the researchers found

obstacles and several other things that were implemented, which was still not following the strategies that had been designed in increasing the potential of tourist objects. The last is a study conducted by Santoso and Winarni [7]. This research was conducted to observe the strategy carried out by the Government of Sukabumi District in order to develop the Ciletuh Geopark attraction and the obstacles faced by the government in its development. The researchers found that the Ciletuh Geopark ecotourism development strategy was carried out by Sukabumi government agencies have not gone well in its implementation.

III. RESEARCH METHODS

This study discusses the strategies done by the local government in the tourism object development of Muarajambi Temple. In this study, the researcher used qualitative research methods with descriptive research type. According to Bogdan and Taylor in Sujarweni [8], qualitative research is "one of the research procedures that presents descriptive data in the form of speech or writing and the behavior of people observed". The nature of the research used is field (empirical) research. In this study, the researcher went directly to the field to conduct the research. To get the needed data and accurate information in line with the research objectives, the data collection techniques used by the researcher in this study are as follow: Interview, is the process of acquiring an explanation to collect information through questions and answers that can be face-to-face or not, namely through telecommunication media between the interviewer and the interviewee, with or without using guidelines. In this study, the researcher used guided interviews, in which the researcher asked the subjects observed in the form of questions that used guidelines prepared previously, next data collection is documentation, is a qualitative data collection method of a large number of facts and data stored in material in the form of documentation. In this case, the researcher used documentation data in the form of photo archives, books, diaries, government documents, data stored on the website, and so on. Finally, Triangulation, the researcher uses various data collection techniques (interviews, observations, and documentation) from several different sources (people, times, and places). Triangulation is a technique of data validity checking that utilizes something other than the data for purposes of checking or comparison. Qualitative research triangulates between different data sources to improve the accuracy of a study. The researcher examines each source of information and the evidence of the findings to support a theme. It guarantees that the research is accurate because information comes from various sources of individual information or various sources of information, individuals, or processes. The key informants in this study include (1) the Head of Culture and Tourism Office of Jambi (2) the Head of Destination Development, Culture and Tourism Office of Jambi Province (3) the Head of History and Archeology, Culture and Tourism Office of Jambi (4) the Head of Marketing, Culture and Tourism Office of Jambi Province (5) the Head of Youth and Sports Tourism Office of Muaro Jambi District (6) the Head of Tourism, Youth and Sports Tourism

Office of Muaro Jambi District (7) the Head of Cultural Preservation Center of Jambi.

IV. RESULTS AND DISCUSSION

Basically, to determine a strategy, the local government conduct a process and stages of strategies. The process and stages are performed by the government to obtain a strategy as a future consideration on whether the strategy obtained can be used sustainably or not so that it can prepare other strategies. The process and stages of the strategies are based on the three interactions of management functions of strategic planning, implementing strategies, and evaluating strategies. It indicates that there are three stages in the process of strategic management, including (1) Strategic planning; (2) Strategic implementing; and (3) Strategic controlling / evaluating.

A. *Strategic Planning*

It is the first stage in the process of planning or strategy formulation. In planning its strategy, besides being managed by the District Government, the tourist attraction of Muarajambi Temple also managed by the Provincial Government. Therefore, the funds available to manage and establish the tourist attraction of Muarajambi Temple are combined between the Province and the District. In this case, the district government of Muara Jambi has submitted it to the Central Government. Therefore, in building the Muarajambi Temple, it does not depend on the area alone. It also depends on the development to be managed. If later the Muara Jambi District Government is unable to return it to the Provincial Government, and when the Provincial Government is unable to return it to the Central Government, it is because of the working system. Regarding strategic planning, the most essential thing is a zoning map for the Muarajambi area. As seen from the process and stages of its formulation and planning, both the local government and BPCB have formulated and made strategic plans by preparing work plans, strategic plans or program activities that will be performed on the tourist attraction of Muarajambi Temple. In addition, the local government and BPCB cooperate and coordinate on the programs that will be done or carried out for the Muarajambi Temple tourist attraction.

B. *Strategic Implementing*

It is the implementation of the plan. In terms of implementing the strategy, it has already been done. For example, the government developed it by providing trainings, holding workshops on homestay, culinary, and tour guides. Even, the government once invited the community around the Muarajambi Temple tourism object to explore Jambi so that they could learn the way others manage their tours. It can be an example for people to manage tourist objects, especially historical tourism in Muaro Jambi District, especially Muarajambi Temple. The Tourism Office of Jambi Province will encourage the Muaro Jambi District Office to jointly seek a funding budget to the central office to improve the existing infrastructure in the Muarajambi Temple area. For example,

building a canal dock or repairing damaged facilities. Therefore, the Tourism Office of Jambi Province helped push to strengthen the existing governance there because the tourist attraction is located in the Muaro Jambi District. Related to Strategy Management theory according to Suyadi Prawirosentono and Dewi Primasari, seen from the process and stages in the strategy implementation, the Provincial Government, Muaro Jambi District Government, and BPCB have performed the strategy implementation that had been previously formulated and planned. Each local government and BPCB has a strategy that has been done in the establishment of the Muarajambi Temple tourist attraction. Although there are some things that have not been realized in its implementation due to constraints of funding, acquisition of land and tourist attraction area of Muarajambi Temple, and the unclear zoning map of the tourist attraction area of the Muarajambi Temple.

C. *Strategic Controlling / Evaluating*

This is the final stage in the series of strategic management activities. Evaluation or supervision or control means assessing each activity so that all strategic activities run as planned. Seen from the process and stages of strategic controlling, both the local government and BPCB have controlled the strategy by cooperating and coordinating both informally and formally regarding the strategy implementation that has been performed. It is whether it is in accordance with the previous plan or not. Moreover, they always coordinate with the community around the Muarajambi Temple tourist attraction.

V. CONCLUSION

This research provides the strengths, weaknesses, opportunities, and challenges/threats of Muarajambi Temple tourism object. As for its strengths, Muarajambi Temple attraction has a uniqueness, excellence, wealth, and diversity of natural and cultural heritage that has been known by tourists. It is the largest Buddhist site in Southeast Asia region that makes many Buddhist monks and tourists come to visit. It increases the implementation of events such as the Muarajambi Temple Festival and Vesak Festival. Besides, the Muarajambi Temple has been listed as a UNESCO World Heritage Site. The weaknesses include unclear zoning distribution, lack of environmental management and arrangement, lack of public facilities and supporting infrastructure, lack of tourism industry products, lack of promotion and provision/information service about tourist destinations, poor tourism accessibility, lack of public transportation infrastructure, lack of land, and land acquisition, difficulty of signals in communication, and lack of research/studies on the community. The opportunities include the development of spiritual tourism which has an impact on efforts to bring and increase tourist visits to the Muarajambi Temple attraction, and to make it a heritage site of World Heritage Site by UNESCO. As for challenges/threats, the lack of awareness and knowledge from the public and visitors can damage the existence of heritage sites and the potential for tourist attractions outside or around the tourist attraction of the Muarajambi Temple that are competent to attract tourist visits.

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