

Strengthening the Capacity of Partnership-Based Cultural Heritage Management to Increase Tourism Visits

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Abstract. This article discusses the extent to which Cultural Heritage management involving various sectors can contribute to increasing tourist visits. The research was conducted in the city of Bengkulu, the location of the research was the legacy of Bung Karno's house. Data collection was carried out through secondary data and primary data. Primary data was carried out by interviewing related parties, namely two of Bung Karno's house staff, the Head of the Jambi Cultural Heritage Preservation Agency (BPCB), the Head of the Bengkulu Province Education Office, one cultural expert, four tourism activists, and six communities. members who were visiting Bung Karno's house. The steps in this research are data collection, classification, analysis, and data processing, making conclusions, then narrating in depth. The results of the study explain that the Heritage of Bung Karno's House is one of the historical tourist objects visited by many tourists. Bung Karno's heirloom house is a historical tourism object that has an attraction and has an important role in increasing tourist visits. For optimal Cultural Heritage management, it is important to strengthen the capacity of Cultural heritage management sustainably by optimizing technology and involving five partnership sectors, namely government, private sector, universities, media, and society.

Keywords: Historical Attractions; Institutional Capacity; Tourism

Received:13-10-2020 **Revised:**25-11-2020 **Accepted:**23-05-2021

INTRODUCTION

At present, Bengkulu Province is experiencing a crisis of commodity production, utilizing cultural reserves for tourist attractions is quite practical and includes relatively low-cost investments. Bengkulu Province has a lot of potentials, including the potential of historical tourism objects. However, based on the author's observation, this potential cannot be managed optimally

Optimizing historical attractions will affect economic growth (Han & Weber, 2020). Historical tourism objects are regional assets, should be managed to the maximum to increase regional income. For this reason, the right solution is to use historical objects to be of high value. An alternative that can be done is to make a strategy to strengthen the capacity of institutional management of cultural heritage based on partnerships with various sectors.

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The collaboration in question is how the government as the party that has the authority to manage historical tourism objects can work together with other parties, namely (government) managers to cooperate with private parties, communities, universities, and the media (Yuniningsi, Darmi, & Sulandari, 2019).

Furthermore, Management of historical attractions by using the concept of partnership is a necessity. Various development concepts, especially the concept of tourism development have been carried out by various researchers. For example, research conducted by (Yuniningsi, Darmi, & Sulandari, 2019) explained that the concept of tourism development using the pentahelic concept was able to improve tourism development in an integrated manner. Strengthening the management capacity of historical tourism objects based on partnerships, collaborating with various sectors believed to be able to achieve the goals to be achieved. The collaboration was carried out together with five sectors (government, private sector, community, universities, and media).

Historic objects or cultural reserves in the Bengkulu province are quite a lot and as a means for tourism development. The number of cultural reserves in the province of Bengkulu based on the Bengkulu Provisni Regional Regulation Number 14 of 2006 concerning the Conservation and Use of the Environment and Cultural Heritage Buildings consists of 82 Cultural. Quite a lot. The most phenomenal cultural heritage is the Fort Marlborough Cultural Reserve, Thomas Park Building, Helmington Monument, Japanese Bunker, Bung Karno's Exile House, Bengkulu Jamik Mosque, Sentot Alibasyah Tomb. The cultural preservation above is determined based on Minister of Culture and Tourism Decree Number KM. 10 / PW. 007 / MKP / 2004 as a Cultural Heritage Site, Site, or area protected by the Law of the Republic of Indonesia Number 5 of 1992. However, in this article, the author only focuses on historical tourism objects of the Bung Karno Exile House.

Bung Karno's house of exile is an interesting historical tourism object to be studied further. The pace of Bung Karno's revival in Bengkulu made the nation's children aware to always remember the history of the struggle of our predecessors. There is a saying that a nation that leaves history like a monkey in the dark, will shout at each other and claw at each other. To anticipate this, historical objects are certainly important to be managed creatively, innovatively, and sustainably. Strengthening the management capacity of historical objects Bung Karno's exile house became a historical tourism destination as well as an educational tour that would be a great force that must be maintained as the motivation of the nation's children.

Management of historical tourism objects if done creatively is assumed to attract interest in visiting historical tourism objects and will have implications for increasing the income of the people of Bengkulu province, especially the people of Bengkulu City. Bengkulu Province is in the category

of underdeveloped regions. In 2016 the poverty rate reached 17.85%, second in the poorest of the provinces in Sumatra. The development of the poorest regions has become the priority of President Jokowi's administration with the concept of Nawacita and has become the target of the National development strategy contained in the National Medium-Term Development Plan for 2015-2019 (Darmi, Suwitri, Yuwanto, & Sundarso, 2016). Therefore, optimizing historical tourism objects is an opportunity for Bengkulu province to increase tourist visits to the region.

The number of visits has become a potential capital, as confirmed by the increasing number of tourist visits from year to year. Data in the field shows that starting from 2015 there were 20 thousand tourist visits, 19,500 in 2016, 30,700 in 2017, 32,170 people in 2018 who came to Bung Karno's exile house. The description of the number of visits is a motivation for managers to improve services and prepare infrastructure for Bung Karno's exile house. Increased organizational management capacity is believed to be able to achieve organizational goals (Brown, Lafond, & Macintyre, 2001; Darmi, Suwitri, Yuwanto, & Sundarso, 2017; Horton, 2003), among the elements of capacity that must be done is to increase human resources (Alami et al., 2015; Darmi, Titi & Suwitri, 2017). Meanwhile, collaboration or partnership in managing any organization becomes an element in achieving organizational goals (Ansell, 2012; Emerson, Nabatchi, & Balogh, 2012; McDougall & Ram Banjade, 2015) strengthening the management capacity of partnership-based tourism destinations according to various results research will have implications for improving community economics (Bonn, Joseph-Mathews, Dai, Hayes, & Cave, 2007; Darmi, 2017; Eshliki & Kaboudi, 2012; McKercher, Ho, & du Cros, 2005; Timothy & Boyd, 2006). The essence of the ideas from the previous research above explains that the management of historical attractions if carried out with good management and managed in an integrated manner involving various sectors will contribute to the sustainable development of historical tourism objects.

METHODS

The research method used is a qualitative descriptive research method. Descriptive research attempts to describe and interpret the object of research according to what it is in other words describing what is seen, heard, felt, and expressed objectively in a description of the situation. Data collection is done through secondary and primary data. The primary data was carried out by interviewing the related parties, namely 2 staff members of Bung Karno's house, Head of the Jambi Cultural Heritage Preservation Agency (BPCB), Head of Bengkulu Provincial Education Office, 1 cultural expert, 4 tourist activists, and 6 community members who were visiting the residence of Bung Karno's house. The steps of the research are data collection, classification, identification,

analysis and processing of data, making conclusions. Secondary data comes from reports, previous research results, news or opinion notes from print or online media.

RESULTS AND DISCUSSION

Sukarno's struggle for the independence of the Republic of Indonesia would undoubtedly be a memorial that was engraved in each of the sons and daughters of the nation at any time. During his struggle, Soekarno was always exiled or detained by the Dutch East Indies government. One of the areas where Bung Karno was exiled was Bengkulu. In Bengkulu Bung Karno was exiled from 1938 - 1942. About 4 years Soekarno was domiciled in Bengkulu. Bung Karno's exile house was in the village of Anggut in the district of Ratu Samban, the position of Bung Karno's exile house right in the heart of Bengkulu City. Bung Karno's exile house is an asset of Bengkulu province. Regional assets should be managed optimally to increase interest in community visits to cultural heritage objects. Tourist visits to cultural attractions can contribute to increasing regional economic growth.

The house is the place where the struggle of Bung Karno's struggle for the independence of the Republic of Indonesia is observed. 4 years after Bung Karno was exiled in Bengkulu, many things became memories, for example, books left a deep impression on the people of Bengkulu. Determination of Bung Karno's Exile House based on Minister of Culture and Tourism Decree Number KM. 10 / PW. 007 / MKP / 2004, as objects of cultural heritage, sites, or areas protected by the Law of the Republic of Indonesia Number 5 of 1992 are potential for regions that should be managed properly and sustainably.

Existing Bung Karno Exile Home Heritage

Based on the Decree of the Minister of Tourism Culture (Kemenbudpar) Number KM. 10 / PW. 007 / MKP / 2004 and Bengkulu Provincial Regulation (Perda) No. 14 of 2006. The legislation confirms that the heritage of historical tourism objects is targeted to be preserved, protected from extinction, and can be used for the benefit of science and tourism purposes. Cultural heritage tourism is one of the regional potentials, each region has a historical tourism object different from other regions and has its uniqueness. This uniqueness will be the hallmark and attraction for tourists.

The Bung Karno exile house measuring 162 M2 building area is approximately 9 x 18 m, has a terrace, 2 bedrooms, 1 workspace, 1 multipurpose room, 1 living room, 1 dining room, and a discussion room. On the right side of the house, there is a well, kitchen, and bathroom. The Kung Karno exile house has 2 parks on the front and back of the house.



Source: Research Data, 2019

Picture : 1) Bung Karno's house Exile in 1938 – 1942; 2) Bung Karno's reading books; 3) Living room and bicycle; 4) Beds during exile.

This house of exile, now managed by the Jambi Cultural Heritage Management Center (BPCB), coordinates with the Bengkulu Provincial Education Office and Tourism Office. In the House, several photographs of Soekarno were arranged with the family, Bung Karno's friends, old bikes that accompanied each of Bung Karno's activities, Bung Karno's reading books and clothes cupboards containing theatrical equipment of the Monte Carlo theatrical group, there were also letters Bung Karno's love letter with Fatmawati's mother.

Identification of capacity building in the management of historical attractions.

The activity of identifying capacity-building strategies in managing historical tourism objects is important. This identification is intended to determine the most important factors related to the problems faced by the manager of cultural heritage, namely, the identification of internal and external factors in the organization's environment that are related to the current issue.

According to some studies that the elements of capacity building are determined by organizational and external organizational factors (Brown et al., 2001; Horton, 2003). (Darmi et al., 2017) then the recommendations of the results of research conducted confirm that capacity

strengthening is a means of accelerating improve organizational performance. In the context of cultural heritage management, how is cultural heritage managed to increase interest in tourist visits, to make it happen, the first thing to do is to strengthen the capacity of the management of Bung Karno's exile home through partnerships? The partnership is an external factor that contributes to organizational performance so that it can be recommended in managing tourism dynasties (Yuniningsi et al., 2019) this concept explains tourism management should involve stakeholders namely government (managers), Academic (Higher Education), Society, Private and Media. This concept can also be applied to the management of cultural heritage tourism.

Based on the results of the research, how can strengthen the capacity of partnership-based cultural heritage management increase tourism visits? The results of the identification found factors of strength and weakness in the management of the cultural reserve of Bung Karno's exile house. Factors that become strengths are; 1) Bung Karno's exile house became one of the cultural attractions that has historical value and is protected by the Cultural Heritage Act; 2) The position of Bung Karno's exile house is located in the township and is easily accessed from anywhere; 3) Facilities and infrastructures are quite adequate, available hotels, culinary and other tourism support, for example adjacent to the Long Beach location; 4) The historical tourism object of Bung Karno's exile house became the priority of tourists to visit after arriving in Bengkulu City; 5) Bengkulu Province and Bengkulu City have a strategic plan for tourism development; 6) Flight transparency is quite adequate; 7) The existence of information technology which is a means of accelerating the delivery of information to the general public; 8) The economic potential of Bengkulu province shows there is growth every year; 9) Bengkulu province's security conditions are very conducive; 10) Bengkulu community is open (friendly) with migrant communities.

Whereas, the results of the study identified several things that were the weaknesses of the management of Bung Karno's exile home cultural heritage, namely: 1) There were no integrated regulations between the related parties, namely, BPCB Jambi region, the tourism office, and the Education and Culture Office; 2) There is no coordination and integration of programs between stakeholders and related sectors; 3) Not yet involved the role of relevant stakeholders, for example, the community, the private sector, universities, and the media as a place of promotion; 4) Inadequate quality and quantity of human resources managing historical tourism objects of Bung Karno's exile house, confirmed the number of human resources managing as many as 6 who are tasked with maintaining and preserving Bung Karno's exile house as a cultural heritage. Many of its human resources have high school education and equivalent. There needs to be innovative, creative human resources to arouse the desire of the world community to visit; 5) Tourism actors

are very lacking in number and the quality is not by the resources available in the service or the field, there are no servants or human resources who become guides to tell the values of the artifacts. The Regional Expenditure Revenue Budget (APBD) has not allocated funding for programs to improve management capacity on an ongoing basis; 6) The authority for managing cultural heritage has not carried out promotional and marketing programs that can contribute to Regional Original Income (PAD); 7) Not optimally taking the potential or opportunity to preserve historical tourism objects as educational and cultural tourist destinations; 8) The management of cultural heritage based partnerships has not yet been carried out involving various sectors to increase the capacity to manage Bung Karno's exile house.

Formulation of Strengthening the capacity of management of the Bung Karno exile house based on partnership.

Based on the analysis and identification above, a strategy to strengthen the management capacity of Bung Karno's exile home can be formulated in order to increase tourist visits by doing; 1) Establishing partnerships with the private sector, it is the private sector that has access to tourists; 2) Establishing partnerships involving the community, the community can create arts, cultural, culinary activities or manufacture of souvenirs typical of Bengkulu in supporting tourism activities; 3) 4) BPCB of Jambi region or other authorities provide data and information, for example information in slide videos, images as an effort to explain the ins and outs of the values contained in the inheritance of Bung Karno; 5) carry out promotions through social media, internet websites or e-museums; 6) establish cooperation with the research team (the University) in reviewing, developing, utilizing and preserving knick knacks inherited from Bung Karno; 7) Establish partnerships with mass media both print and online; 8) Strengthening the capacity of tourism human resources, providing training in communication, knowledge for nurses of the houses of Bung Karno's heritage; 9) Building creativity, historical tourism innovation; 10) Provision of facilities and facilities within the Bung Karno exile house, the availability of a library of art buildings, museums and souvenir galleries, for example reviving the attractions of Monte Carlo art.

From the formulation of the strategy formulation to strengthen the capacity to manage the cultural heritage of Bung Karno's exile house above are steps that can be taken, to manage the historical tourism object of Bung Karno's exile house to increase tourist visits. Tourists who come to the object get a deep impression, historical educational values , and the value of the struggle that has been carried out by the heroes of the Nation.

CONCLUSIONS

Strengthening the management capacity of Bung Karno's exile house is an innovation that should be carried out continuously and continuously. The concept of collaboration and partnership with the five stakeholders, government, universities, communities, the private sector, and the media if done with a high commitment by their duties and obligations, the management of Bung Karno's exile house can attract tourism visits to Bengkulu. However, the results of this study confirmed that the management of Bung Karno's exile house had not been managed in an integrated manner, integrated with the 5 stakeholders above.

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