

## **Bakau Serip Old Village: Integrating Nature, Culture and Culinary Delights in Sustainable Tourism**

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### **Abstract**

The purpose of this study is to evaluate the potential and formulate a strategy for developing a tourist village in Kampung Tua Bakau Serip in order to increase tourist visits. The methods used were field surveys, in-depth interviews, and SWOT analysis. Data were collected from 30 tourists, 10 local residents, and 5 tourism experts. The survey results were analyzed qualitatively. The results show that Kampung Tua Bakau Serip has tourist attractions in the form of mangrove expanses, Malay culture, and typical culinary. However, poor accessibility and lack of promotion hinder tourist visits. Strategies that can be applied are infrastructure improvements, training of local tour guides, and promotion through social media. The development of Kampung Tua Bakau Serip tourism village needs to pay attention to improving accessibility, involving local communities, and effective promotion so that tourist visits increase. The implementation of sustainable development strategies is important to realize an attractive and competitive tourist village.

## **Introduction**

Tourism in Indonesia is currently experiencing rapid development. Various regions are trying to develop their tourism potential to increase regional economic growth. One form of tourism development that is being promoted is the development of tourist villages (Permana et al., 2019). A tourist village is a rural area that offers a unique rural atmosphere with a variety of tourist activities. The development of tourist villages is expected to encourage sustainable community-based tourism development.

The concept of tourist villages is not new. Previous research by Nuryanti (1993) highlighted that the idea is not just about creating attractions but involves the active participation of local communities to sustain cultural heritage and improve their economic conditions. Tourist villages are seen as a solution to urbanization, offering an alternative source of income to rural communities while preserving traditional ways of life. Furthermore, the World Tourism Organization (UNWTO) has emphasized the importance of community-based tourism in achieving sustainable development goals.

In Indonesia, the government has been actively promoting the development of tourist villages as part of its national tourism strategy. According to the Ministry of Tourism and Creative Economy, there has been a significant increase in the number of tourist villages over the past decade, reflecting growing recognition of their potential to boost local economies and foster cultural preservation (Ministry of Tourism and Creative Economy, 2020).

Research by Pratiwi and Fauzi (2018) showed that successful tourist villages often integrate local traditions, environmental conservation, and visitor engagement, which leads to increased tourist satisfaction and repeat visits. Their study found that tourist villages that effectively leverage their unique cultural and natural resources tend to attract more visitors and generate higher economic benefits for the local community. This aligns with the findings of Setiawan et al. (2017), who argued that a well-managed tourist village could serve as a model for sustainable tourism development.

Kampung Tua Bakau Serip is one of the villages in the Riau Islands province that has the potential to be developed into a tourist village. This village has natural attractions in the form of mangrove forests and the uniqueness of the Malay Riau culture that is still maintained. The mangrove forest, spanning approximately 100 hectares, is a significant ecological asset that provides a habitat for various wildlife species and serves as a natural barrier against coastal erosion. Additionally, the village's Malay cultural heritage is reflected in its traditional stilt houses, local crafts, and traditional ceremonies, which offer a rich cultural experience for visitors.

Despite these strengths, tourist visits to Kampung Tua Bakau Serip are still relatively low. This can be attributed to several factors, including poor accessibility due to narrow and potholed roads, and minimal tourism promotion. The lack of adequate infrastructure and marketing efforts has hindered the village's ability to attract and retain tourists, limiting its potential for economic growth.

This research aims to evaluate the potential and formulate a development strategy for Kampung Tua Bakau Serip tourism village that can increase tourist interest and visits. The novelty of this research lies in its holistic approach to combining traditional cultural elements with natural conservation in a sustainable tourism framework. By focusing on both the preservation of natural resources and the promotion of cultural heritage, this study seeks to develop a comprehensive strategy that benefits both the environment and the local community.

This research is important to provide recommendations to the local government and local community in conducting appropriate and sustainable tourism village development. The results of the research are expected to contribute to the development of a tourist village model in Indonesia that involves local communities and optimally utilizes local potential. This research uses qualitative methods with field survey techniques, interviews, and SWOT analysis. The results of this research are expected to identify inhibiting and supporting factors and formulate concrete strategies that can be applied for the development of Kampung Tua Bakau Serip tourism village.

By addressing the challenges and leveraging the strengths of Kampung Tua Bakau Serip, this research aims to enhance the village's appeal as a tourist destination. It seeks to provide actionable insights and practical recommendations that can help local stakeholders create a thriving, sustainable tourist village that attracts visitors while preserving its unique cultural and natural heritage.

## **Literature Review**

### **Concept of Tourist Villages**

The concept of tourist villages was first introduced as an approach to preserve culture and reduce urbanization by providing alternative sources of income for rural communities. Nuryanti (1993) stated that tourist villages are not only about creating tourist attractions but also involve the active participation of local communities to sustain cultural heritage and improve their economic conditions. Tourist villages are seen as a solution to maintain traditional ways of life while providing economic benefits. This approach aligns with the views of the World Tourism Organization (UNWTO), which emphasizes the importance of community-based tourism in achieving sustainable development goals.

### **Development of Tourist Villages in Indonesia**

In Indonesia, the development of tourist villages has become part of the national strategy to enhance local economies and preserve culture. According to the Ministry of Tourism and Creative Economy (2020), the number of tourist villages has significantly increased over the past decade. This reflects a growing recognition of the potential of tourist villages to boost local economies and promote cultural preservation. Permana et al. (2019) in their study identified that the development of tourist villages can drive sustainable economic growth by optimally utilizing local potential.

### **Success Factors of Tourist Villages**

Pratiwi and Fauzi (2018) showed that successful tourist villages often integrate local traditions, environmental conservation, and visitor engagement. This integration not only enhances tourist satisfaction but also encourages repeat visits. Their study found that tourist villages that effectively leverage their unique cultural and natural resources tend to attract more visitors and generate higher economic benefits for the local community. Additionally, Setiawan et al. (2017) argued that good management and integrated strategies can make tourist villages a model for sustainable tourism development.

### **Potential and Challenges of Kampung Tua Bakau Serip**

Kampung Tua Bakau Serip in the Riau Islands province has great potential to be developed into a tourist village. This village has natural attractions in the form of extensive mangrove forests and the unique Malay Riau culture that is still preserved. The mangrove forest, covering approximately 100 hectares, is not only ecologically significant but also provides an attractive nature tourism experience. The presence of Malay culture, reflected in traditional stilt houses, local crafts, and traditional ceremonies, offers a rich cultural experience for tourists.

However, the main challenges faced by Kampung Tua Bakau Serip are poor accessibility and minimal tourism promotion. Narrow and potholed roads hinder tourist access, while a lack of promotion leads to low visitor numbers. This study aims to evaluate this potential and formulate development strategies that can address these challenges.

### **Hypotheses**

*H1: There is a positive relationship between infrastructure development and the increase in tourist visits to Kampung Tua Bakau Serip Tourism Village. The better the tourist infrastructure is developed, the more interest in tourist visits will increase.*

*H2: There is a positive relationship between promotion through social media and increasing tourist visits to Kampung Tua Bakau Serip Tourism Village. The more intensive promotion through social media, the more interest in tourist visits will increase.*

## Research Methods

This research used a qualitative approach with the aim of evaluating the potential and formulating a development strategy for Kampung Tua Bakau Serip Tourism Village. Data was collected through several techniques, namely field surveys, in-depth interviews, and SWOT analysis. Field surveys were conducted to identify the tourism potential of Kampung Tua Bakau Serip. Researchers directly observed the condition of the village and recorded the existing tourism potential in the form of natural resources, culture, culinary, and others.

In-depth interviews were conducted with 30 domestic tourists who had visited Kampung Tua Bakau Serip, 10 local residents, and 5 tourism experts. Interviews were aimed at exploring information related to travel experiences, development expectations, obstacles, and input on tourism village development strategies. SWOT analysis was used to formulate a tourism village development strategy based on the identification of strengths, weaknesses, opportunities, and threats. The collected data were then analyzed qualitatively to formulate an appropriate and sustainable implementation strategy for tourism village development.

## Results and Discussion

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. The presence of a well-maintained, natural mangrove forest covering around 100 hectares.</li> <li>2. Strong Malay cultural potential reflected in traditional Malay stilt house architecture, traditional ceremonies, dances, and handicrafts.</li> <li>3. Local culinary potential such as mangrove otak-otak, mangrove crackers, mangrove dodol, and various fish and seafood dishes from local fishermen's catches</li> <li>4. The hospitality and traditional, harmonious life of the fishing community.</li> </ol>	<ol style="list-style-type: none"> <li>1. Poor accessibility due to narrow and potholed roads.</li> <li>2. Very minimal tourism promotion.</li> <li>3. Relatively low tourist visits.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Development of mangrove-based ecotourism that can attract tourists.</li> <li>2. Preservation and promotion of Malay culture through festivals and cultural events.</li> <li>3. Development of unique and distinctive local culinary tourism to attract visitors.</li> <li>4. Improvement of infrastructure and accessibility to facilitate tourist visits.</li> </ol>	<ol style="list-style-type: none"> <li>1. Climate change that can affect the mangrove ecosystem.</li> <li>2. Overexploitation of natural resources.</li> <li>3. Economic dependence on the tourism sector, which is vulnerable to fluctuations.</li> <li>4. Competition with more well-known tourist destinations.</li> </ol>

Based on the field survey that has been conducted, it is known that Kampung Tua Bakau Serip has a variety of tourism potential that can be developed. This potential can be categorized into several aspects, each contributing uniquely to the overall attractiveness and sustainability of the village as a tourist destination.

### 1. Natural Potential

Kampung Tua Bakau Serip is endowed with a stretch of mangrove forest that spans approximately 100 hectares. This mangrove forest is notably well-maintained and retains its natural state due to the protection and management practices that have been passed down through generations within the local community. Mangroves are ecologically significant as they provide habitat for various wildlife species, act as natural coastal barriers protecting shorelines from erosion, and serve as crucial carbon sinks. For eco-tourists and nature enthusiasts, the pristine condition of the mangrove forest offers a unique opportunity to explore and appreciate the natural environment. Activities such as mangrove trekking, bird watching, and boat tours through the mangroves can be developed to attract visitors who are interested in sustainable and environmentally-friendly tourism experiences.

### 2. Cultural Potential

The cultural heritage of Kampung Tua Bakau Serip is deeply rooted in Malay traditions, which is prominently reflected in the architecture of its stilt houses. These traditional Malay houses are not only aesthetically pleasing but also serve as living museums that showcase the architectural ingenuity and cultural heritage of the Malay community. Traditional ceremonies and dances further enrich the cultural tapestry of the village, offering immersive experiences for tourists who are interested in cultural tourism. Handicrafts produced by local artisans provide tangible connections to the village's cultural identity and offer unique souvenirs for visitors. The preservation and promotion of these cultural elements are crucial for maintaining the village's unique identity and attracting culturally inclined tourists.

### 3. Local Culinary Potential

The local culinary offerings of Kampung Tua Bakau Serip are another significant attraction. Unique dishes such as mangrove brain-brain, mangrove crackers, mangrove dodol, and various processed fish and seafood from local fishermen are not only delicious but also offer a taste of the local way of life. Culinary tourism is a growing trend, and the village's distinct food offerings can attract food enthusiasts looking for authentic local flavors. Cooking demonstrations, food festivals, and local culinary tours can be organized to enhance the tourist experience and provide additional income streams for the community.

### 4. Community Hospitality and Traditional Lifestyle

The traditional lifestyle and hospitality of the fishermen community in Kampung Tua Bakau Serip are key aspects of its charm. The harmonious and welcoming nature of the villagers creates a warm and inviting atmosphere for tourists. Visitors can experience the daily lives of the fishermen, participate in fishing activities, and learn about traditional fishing techniques. Homestay programs can be developed, allowing tourists to stay with local families and experience their way of life firsthand. This not only enhances the tourist experience but also fosters cultural exchange and understanding.

Despite these significant potentials, Kampung Tua Bakau Serip faces several challenges that hinder its development as a major tourist destination. The primary issue is poor accessibility due to narrow and potholed roads. Inadequate infrastructure makes it difficult for tourists to reach the village, thus limiting visitor numbers. Improving road conditions and transportation options is essential to making the village more accessible to a broader range of tourists.

Furthermore, the village's tourism promotion efforts are minimal. Without effective marketing strategies and promotional activities, the village remains relatively unknown to

potential visitors. Developing a comprehensive marketing plan that leverages digital platforms, social media, and partnerships with travel agencies can significantly increase the visibility of Kampung Tua Bakau Serip as a tourist destination. To address these challenges, a multi-faceted development strategy is needed. This strategy should include infrastructure improvements, enhanced marketing efforts, and the development of sustainable tourism activities that leverage the village's natural, cultural, culinary, and community potentials. Collaboration between local authorities, the community, and tourism stakeholders is crucial to ensure that the development is inclusive and beneficial for all parties involved.

By overcoming these barriers and capitalizing on its unique strengths, Kampung Tua Bakau Serip has the potential to become a prominent tourist destination that offers a rich and diverse experience for visitors while promoting sustainable and community-based tourism development.

## **Conclusion**

Kampung Tua Bakau Serip possesses a significant array of tourism potentials that can be leveraged to develop the village into a thriving tourist destination. The natural beauty of its extensive and well-preserved mangrove forest offers unique opportunities for eco-tourism and nature-based activities. The rich cultural heritage, exemplified by traditional Malay stilt houses, ceremonies, dances, and handicrafts, provides a deep cultural experience that can attract culturally inclined tourists. Additionally, the local culinary specialties, such as mangrove brain-brain, mangrove crackers, mangrove dodol, and seafood dishes, offer distinctive flavors that appeal to culinary tourists. The traditional lifestyle and hospitality of the fishermen community further enhance the village's appeal by offering authentic and immersive experiences.

However, the village faces significant challenges that need to be addressed to realize its tourism potential fully. Poor accessibility due to inadequate road infrastructure and minimal tourism promotion efforts are major barriers to attracting more visitors. To overcome these challenges, it is essential to develop a multi-faceted strategy that includes infrastructure improvements, effective marketing campaigns, and the creation of sustainable tourism activities.

By addressing these issues and capitalizing on its strengths, Kampung Tua Bakau Serip can attract a greater number of tourists and boost its local economy. This development should involve the active participation of the local community to ensure that it is inclusive and sustainable. The results of this research highlight the importance of integrating natural, cultural, culinary, and community-based tourism elements into a comprehensive development strategy.

Ultimately, with the right investments and strategic planning, Kampung Tua Bakau Serip has the potential to become a model for sustainable tourism development in Indonesia, providing economic benefits to the local community while preserving its unique cultural and natural heritage.

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