

## Developing Rural Tourism in Lampung: Integrating Potential, Local Wisdom, and Creative Economy

Sunarmi<sup>1</sup>, Fertiliza Zatadini<sup>2</sup>, Nabila Maharani<sup>3</sup>, Iskandar Ali Alam<sup>4</sup>, Andala Rama Putra Barusman<sup>5</sup>

[andala@ubl.ac.id](mailto:andala@ubl.ac.id)

<sup>12345</sup>Universitas Bandar Lampung

### Abstract

Tourism plays a pivotal role in Indonesia's economic and social recovery, particularly in rural areas where it drives growth and improves quality of life. Lampung Province, particularly South Lampung Regency, is noted for its diverse natural and cultural attractions, but tourism development has been inconsistent. This study examines the integration of local potential, local wisdom, and the creative economy to enhance sustainable rural tourism in Lampung. Using a purposive sampling method, data were collected through semi-structured interviews, field observations, documentation, and focus group discussions. Findings reveal that Lampung's tourist villages offer a range of natural, cultural, and man-made attractions, with significant potential for creative tourism development. Local crafts, traditional arts, and culinary experiences present opportunities for growth. The study highlights the need for improved accessibility, amenities, and institutional support to foster sustainable tourism. The integration of these elements into rural tourism development strategies can boost local economic vitality and promote a more inclusive tourism model.

**Keywords:** Rural Tourism; Sustainable Development; Creative Economy; Local Wisdom; Tourism Potential

### Introduction

Tourism has become a pivotal sector for Indonesia's economy, significantly contributing to both economic and social recovery in rural areas. It drives economic growth and enhances the quality of life for rural communities, thereby playing a crucial role in rural development (Ariyani & Fauzi, 2023; Budirahmayani, 2019; Idajati & Andastry, 2017). As urban dwellers increasingly seek respite from their hectic lives, rural tourism has surged in popularity. People are drawn to tranquil and picturesque rural settings that offer natural beauty and authentic local experiences .

Lampung Province, with its breathtaking landscapes, stands out as a notable destination. South Lampung Regency, in particular, is renowned for its diverse nature and cultural tourism attractions. Despite its allure, tourism development in Lampung Province has been inconsistent. In 2022, South Lampung Regency, which boasts over 20 tourist attractions, welcomed more than 490,000 visitors. Recent initiatives by local and central governments aim to enhance tourism by developing integrated tourism areas near Bakauheni Port, transforming the area into Bakauheni Harbour City (BHC). This development includes landmarks such as the Siger Tower, the Grand Mosque, a theme park, and a center for Micro, Small, and Medium Enterprises (MSMEs), catering to visitors interested in natural and marine tourism.

However, the full potential of rural areas remains untapped due to insufficient community empowerment in managing resources and generating tourism opportunities (Guo, 2022; Kasim et al., 2021; Y. Liu, 2023). Disparities in rural development are partly due to limited community creativity and awareness of their tourism potential (Jaafar et al., 2015; Y.-L. Liu et al., 2023). The COVID-19 pandemic has exacerbated these challenges, reporting significant declines in tourism and related sectors across Europe, underscoring the global impact of such disruptions on tourism (Barusman et al., 2019).

Creative tourism offers a promising pathway for sustainable rural tourism development by enhancing social, cultural, environmental, and economic aspects (Băndoi et al., 2020; Ibanescu et al., 2020; Kürüm Varolğüneş et al., 2022; Y.-L. Liu et al., 2023). In Lampung Province, particularly in South Lampung Regency, creative tourism could leverage the region's unique resources, especially in villages around the Siger Tower. This potential is vital for boosting the economic vitality of local communities, notably by attracting tourists to the traditional Siger market and increasing local revenue.

Despite extensive research on tourism, there remains a gap in understanding how local potential, local wisdom, and the creative economy can be integrated into rural tourism development in Lampung Province. Most studies have focused on visitor tracking at tourist locations or supporting facilities, often neglecting the integration of local creativity and potential into rural tourism strategies (Arisanty et al., 2018; Ariyani & Fauzi, 2023; A. Liu, 2006; Sulistiowati et al., 2020; Tou et al., 2020).

This study aims to address this research gap and contribute to the sustainable development of rural tourism in Lampung Province through several key objectives. First, it seeks to explore and integrate local potential, local wisdom, and the creative economy into rural tourism development. Second, it will assess the effectiveness of existing tourism infrastructure in promoting sustainable rural development. Third, the study will identify and address the challenges faced by local communities in harnessing their tourism potential. Finally, it aims to propose strategies for empowering local communities to manage their resources effectively and attract tourists. By achieving these objectives, the study intends to enhance rural tourism development and support the economic growth of Lampung Province through a more inclusive and creative approach.

## **Methodology**

This research was conducted in rural areas of Lampung Province, specifically targeting villages identified as potential tourist destinations. Purposive sampling was used to select 15 tourist villages from each district, based on criteria that included districts with tourism potential where the villages had not yet been fully developed (Creswell & Creswell, 2017). Key informants for the study comprised village heads, tourism awareness groups, community leaders, tourism companies, and local residents (Kuninggar et al., 2021; Liu et al., 2023).

Data collection employed a multi-method approach, including semi-structured interviews, field observations, documentation, and focus group discussions (FGD) (Liu et al., 2023). The analysis of the collected data followed an interactive model, beginning with the organization of data through sorting, categorizing, and abstracting information from field notes, interviews, and documents. Data presentation involved coding and textual description. Finally, conclusions were drawn and verified with substantial evidence. The qualitative data analysis was iterative, continuing until data saturation or completeness was achieved (Miles & Huberman, 1994).

This methodological approach provides a comprehensive understanding of the tourism potential in rural Lampung and offers insights into the development of these tourist villages. The combination of diverse data collection methods and the interactive data analysis model enhances the study's validity and reliability, offering a robust foundation for evaluating the research findings.

## **Results and Discussion**

The data from Jadeta website reveals that each tourist village in Lampung Province boasts unique attractions, predominantly located in the southern region. These villages offer three main types of attractions: natural, cultural, and man-made. Natural

attractions include scenic waterfalls, terraced rice fields, and mountainous landscapes, which are primary draws for rural tourism (Ariyani & Fauzi, 2023; Budirahmayani, 2019). For example, Way Lalaan in Tanggamus Regency, Batu Putu in Bandar Lampung City, and Anglo and Kembar Waterfalls in Pesawaran Regency exemplify the region's natural beauty (Table 1).

**Table 1. Natural Attractions in Rural Tourism**

Natural Attraction	Description
Waterfalls	Many mountain villages feature beautiful waterfalls, such as Way Lalaan in Tanggamus Regency, Batu Putu in Bandar Lampung City, Anglo and Kembar Waterfalls in Pesawaran Regency.
Marine Tourism	Coastal villages in Pesawaran Regency and South Lampung offer stunning sea views, while Tanjung Setia in Pesisir Barat is known for surfing
Krakatau Mountain Tourism	Enthusiasts can explore the summit of Anak Krakatau for hiking and trekking

**Source: Data Processed, 2024**

### The Existence of Tourism in Rural Lampung Province

Cultural attractions are characterized by local traditions and heritage sites preserved by the community. Distinctive cultural elements such as traditional architecture, sacred dances, and unique festivals are highlighted. Notable events like the Krakatau Festival in South Lampung Regency and the Festival Budaya Tanah Lampung Sang Bumi Ruwa Jurai in Bandar Lampung illustrate the efforts of local governments to enhance cultural tourism (Idajati & Andastry, 2017) (Table 2).

**Table 2. Cultural Attractions in Rural Tourism**

Cultural Attraction	Description
Traditional Dances	1. Bedana Dance: A traditional Lampung East dance reflecting Islamic teachings and Lampungese lifestyle, performed during Quran completion.
	2. Cangget Dance: A dance performed at community events such as harvest festivals and house-warming ceremonies.
	3. Sigeh Pengunten: A welcoming dance for official events, evolved from the Sembah dance.
Siger Tower	A landmark in Bakauheni, South Lampung, inaugurated on April 30, 2008. The tower, resembling a traditional Lampungese bride's hat, marks the zero point of Sumatra.

**Source: Data Processed, 2024**

Man-made attractions in these villages are derived from local resources and crafts. For instance, in Bakauheni Village, South Lampung, tapis cloth and souvenirs featuring tapis motifs are prominent. As Mrs. Ratna Susanti, a local entrepreneur, noted, "Man-made attractions in Bakauheni include tapis crafts and various souvenirs featuring the distinctive tapis motifs of Lampung. Visitors can purchase these items or engage in activities during their visit to the Siger Tower" (Table 3).

**Table 3. Man-Made Attractions in Rural Tourism**

<b>Man-Made Attraction</b>	<b>Description</b>
Culinary Delights	Local cuisine includes Seruit, a Lampung specialty made of fried or grilled fish mixed with tempoyak shrimp paste, typically served with belida, baung, or other river fish.
Tapis Cloth	Traditional Lampung tapis cloth, made from cotton and gold threads, with intricate embroidery techniques.

**Source: Data Processed, 2024**

### **Integrating Local Potential, Local Wisdom, and Creative Economy in Rural Tourism**

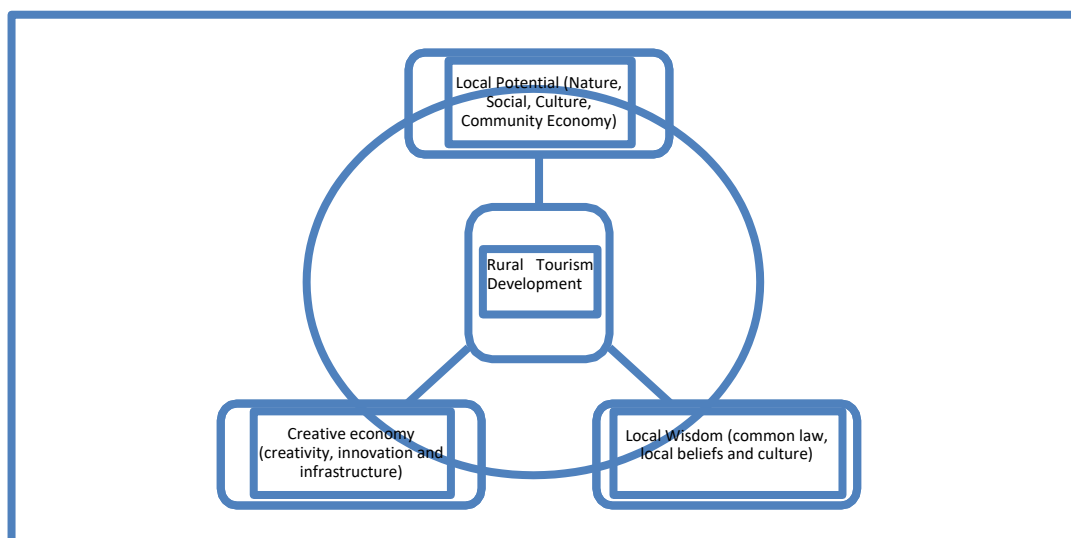
Tourist villages in Lampung maintain traditional cultures and local potential, including unique foods, traditional titles, and social systems. Integrating local potential and wisdom with the creative economy is crucial for competitive rural tourism development (Liu et al., 2023).

**Local Potential:** This refers to a region’s capacity to sustainably improve its well-being and quality of life through tourism. Active community participation is essential for leveraging natural, social, and economic potentials (Ariyani & Fauzi, 2023).

**Local Wisdom:** Emerging from long-term human-environment interactions, local wisdom includes cultural values and beliefs that support sustainable community-based tourism (Liu et al., 2023).

**Creative Economy:** This emphasizes using creativity and innovation to enhance economic value. In tourism, it involves improving attractions, accommodations, and facilities (Kürüm Varolgüneş et al., 2022). The creative economy drives local innovation and entrepreneurship, crucial for rural tourism development.

The integration of these components is illustrated in Figure 1. Combining local potential, wisdom, and the creative economy fosters a holistic approach to rural tourism development in Lampung.



**Figure 1. Integration in Rural Tourism Development**

### **Sustainable Development of Rural Tourism in Lampung Province**

Sustainable rural tourism in Lampung hinges on innovative economic development based on local strengths and wisdom. This includes integrating local potential and the creative economy, as outlined in Table 4 (Băndoi et al., 2020; Ibanescu et al., 2020).

**Table 4. Forms of Rural Tourism Development**

<b>Attraction</b>	<b>Form</b>	<b>Product</b>
Craft Activities	Tapis weaving, making tapis-thread crafts like kopyah tapis and tapis wallets	Tour packages to craft centers, practical tapis weaving workshops
Artistic Attractions	Painting, carving, traditional dance performances, and other traditional shows	Souvenir products and art performance packages
Sports Attractions	Surfing in the coastal areas of Pesisir Barat Krui	Guided tour packages for surfing
Ceremonial Attractions	Traditional ceremonies	Ceremony procession packages
Food and Beverage	Traditional food or drink making	Traditional (herbal) foods and cooking class packages

**Source: Data Processed, 2024**

### **Forms of Rural Tourism Development**

Craft activities such as Tapis weaving and creating Tapis-thread crafts like kopyah Tapis and wallets can significantly enhance tourism packages. These traditional crafts not only preserve cultural heritage but also offer unique experiences for tourists. Similarly, artistic attractions, including traditional arts such as painting and dance performances, can be monetized through souvenirs and performance packages. These artistic endeavors provide a glimpse into the local culture and can be a compelling draw for visitors.

Sports attractions also play a vital role in tourism. Surfing in Pesisir Barat Krui, for instance, offers opportunities for guided tour packages that cater to adventure seekers. Additionally, traditional ceremonies can be transformed into engaging ceremony procession packages, allowing tourists to immerse themselves in the local customs and traditions. Food and beverage experiences are another crucial aspect of tourism. Offering cooking class packages that feature traditional food and drink making can provide tourists with a hands-on cultural experience that is both educational and enjoyable.

Accessibility is a critical factor in tourism development. Effective transportation and well-maintained infrastructure are essential for ensuring that tourists can easily reach and navigate their destinations. Enhancing accessibility through digital innovations and improved transport options can significantly impact tourism, making it more convenient and appealing (Miles & Huberman, 1994). Moreover, providing diverse amenities such as eateries, souvenir shops, and public facilities enhances the visitor experience. Integrating local cuisine and secure food practices into tourism offerings ensures that tourists enjoy authentic and safe culinary experiences.

Institutions like Tourism Awareness Groups (Pokdarwis) and local organizations play a pivotal role in supporting sustainable tourism development. These groups facilitate creative economic growth and community engagement, contributing to the resilience and adaptability of rural tourism. Their involvement is crucial for fostering sustainable

rural tourism and supporting the economic growth of Lampung Province (Jaafar et al., 2015; Kasim et al., 2021).

In conclusion, an integrated approach that combines local potential, wisdom, and creativity is essential for promoting sustainable rural tourism. By leveraging traditional crafts, artistic and sports attractions, ceremonial events, culinary experiences, and effective infrastructure, Lampung Province can develop a robust tourism sector that supports economic growth and preserves cultural heritage.

## Conclusion

The tourism potential in rural Lampung encompasses community-based tourist villages, environmental sustainability, and cultural focus, tailored to each village's unique characteristics. Attractions include natural landscapes, cultural performances, and man-made crafts. Creative economic development in rural tourism is seen in activities like tapis weaving workshops, traditional food and beverage offerings, and surfing spots.

To enhance local livelihoods, tourism packages should integrate traditional crafts and arts, leveraging local strengths and innovations. Local communities do not need to change professions but can enrich their villages by aligning activities with community needs. Creative economy foundations in villages will generate more local employment and reduce outmigration.

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