

## Research Article

# Opportunities and Challenges in Transforming into an Industry-Oriented Local Wisdom Tourism Village

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**Abstract.**

Tourism based on local wisdom serves as a solution to enhance economic aspects while considering the sustainability of cultural and natural aspects. Industrial tourism can also be packaged to attain environmental and economic benefits. These two tourism themes can be combined in certain areas with potentiality. The aim of this research is to identify the opportunities and challenges of Sering Village in its transition to a local wisdom-based industrial-oriented tourism village. This research adopts a descriptive qualitative approach. The case study's location of this research is Sering Village, Pelalawan Regency, Riau Province, Indonesia. Data gathering methods include observation, interviews, and documentation. Data analysis methods involve the utilisation of the Miles and Huberman model. The results of this study provide an overview of the opportunities and challenges in developing Sering Village into a local wisdom-based industrial-oriented tourism destination. The prospects held by Sering Village stem from the local wisdom of its community and its strategic location. Sering Village possesses local wisdom preserved by its community in the form of local products as well as traditional activities and customs. In terms of its location, Sering Village is situated between the center of the paper and pulp industry and the Istana Sayap, a legacy of the Malay Pelalawan Kingdom. Istana Sayap can be reached via both land and river routes. However, challenges faced by Sering Village involve public facilities and the absence of a well-conceived model for the development of a local wisdom-based industrial-oriented tourism village in Sering Village.

**Keywords:** local wisdom; industry-oriented; transformation; tourism village

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## 1. INTRODUCTION

The presence of industrialization is an inevitable process of progress over time. With industrialization, all economic activities will gain better access. The establishment of industrial areas positively impacts regional development by creating job opportunities

through knowledge and technology. According to Husen et.al [1], traditionally, industrialization reduces poverty rates. Elevating the economic status of communities surrounding industries is undoubtedly a noble goal. Simandan [2] states that industrialization is a path towards civilization, modernity, and prosperity. Industrialization will stimulate intellectual progress within society, creating opportunities for businesses beyond the industrial sector, from upstream to downstream.

Industrialisasi brings both positive and negative impacts. The positive impact of industrialization is the improvement of the economy, while the negative impact involves social and environmental consequences. One of the drawbacks of industrialization is the erosion of social factors that should be preserved and have enduring value [3]. Industries themselves have an impact on the ecological environment [4], which ultimately affects the local communities around them [5, 6]. Essentially, a well-preserved ecology enables the preservation of local wisdom [7], leading to an improvement in the local economy [8]. Likewise, the preservation of local wisdom allows the ecology to maintain its functions [9]. Abas et al [10] and Widiyanti, et al [11] state that local wisdom is an activity that contains virtues about how humans interact with their environment.

The social and environmental impacts caused by industrialization can be minimized by involving industries in various sectors that support the improvement of the local community's quality of life and the conservation of natural resources. One solution is through industrial tourism. Industrial tourism is defined as a type of tourism that involves guided tours to factories, providing a holistic, authentic, multisensory, and memorable experience [12]. This type of tourism allows tourists to gain information about the production processes of products [13]. Industrial tourism can be applied to industries that are still in operation and have the potential to provide environmental, social, and economic benefits [14]. Therefore, this type of tourism can be considered for areas located in industrial regions [15, 16].

In addition to industrial tourism, another type of tourism that is considered to have a positive impact on society and the environment is local wisdom tourism. Local wisdom-based tourism is a type of alternative tourism, where alternative tourism is oriented towards the economy, society, and natural resources [17, 18]. This type of tourism can minimize social and environmental impacts [19]. Local wisdom-based tourism involves adventure tours, eco-tours, thematic tours, and tourism enterprises, providing educational value for tourists [20]. Local wisdom tourism can be developed in areas that have unique values in terms of the local wisdom of their communities. The aim of this research is to uncover the potential and obstacles of Sering Village in becoming a local wisdom-based and industry-oriented tourism village.

## 2. METHOD

This type of research is descriptive research. In this case, the research focuses on describing the condition of the Sering Village community, the existing local wisdom, and the required public facilities. Sering Village is located in Pelalawan Regency, Riau Province, Indonesia. Riau has many companies engaged in the management of its natural resources. Sering Village was chosen as the research site due to its potential for local wisdom and its strategic location. Sering Village is situated close to paper and pulp industrial area and the Istana Sayap, a historical relic of the Pelalawan Kingdom.

The types of data required for this research consist of two categories: primary data and secondary data. Primary data is collected through techniques such as in-depth interviews, observations, and documentation. Secondary data is collected from sources such as scientific journals, research reports, and data from government agencies. The analysis technique used in this research is the Miles and Huberman model, which consists of three stages: data reduction, data display/analysis after data collection, and conclusion drawing and verification. Subsequently, all data is analyzed descriptively. Data collection is an integral part of the data analysis stage. In this study, data collection was carried out through interview, observation, and documentation methods. Interviews were conducted with the head of Sering Village and 18 community members. Data reduction involves sorting data into specific categories and is necessary for reinforcing conclusions. Data presentation is the stage of collecting, organizing, and integrating data to facilitate drawing conclusions. Subsequently, the data is presented in the form of narrative text, matrices, graphs, charts, and so on. Conclusion involves finding meanings or explanations, cause and effect, and propositions. In this research, the conclusion process involves extracting important information related to the prospects and challenges of Sering Village in becoming a local wisdom-based and industry-oriented tourism village.

## 3. RESULTS AND DISCUSSIONS

The prospect of Sering Village to become an industry-oriented tourism village based on local wisdom

### 3.1. Local Wisdom in Sering Village

for approximately 1 hour from Pangkalan Kerinci City, Pelalawan Regency. Sering Village is rarely visited by outsiders. This condition leads to a lack of social and economic

activities, except those initiated by the village community itself. As a result, the local wisdom of the community is preserved as there is minimal interaction with outsiders.

The community still maintains the traditional stilt house. The structure of the building consists of wooden pillars or cement joints. The floors and walls of the house are made of planks, the roof is made of zinc, and the floor is elevated 80-125 cm above the ground surface. These stilt houses are one of the local wisdom practices of the community as a form of flood mitigation. Generally, the community in Sering Village earns a living as fishermen. In catching fish, they use environmentally friendly fishing tools such as nets, traps, and fishing rods. The community has traditional methods of obtaining fish fry. Local fish fry are obtained from small rivers (tributaries of the Kampar River). During floods, the young fish are carried by the flood currents and enter the tributary channels. After the water recedes, many young fish can be found in the small rivers. Based on the community's experience, the locally sourced fry have a high level of adaptation when raised in fish cages, as their mortality rate is lower compared to commercially bred fry.

In addition to the local wisdom of selecting fish fry, the community in Sering Village also has a tradition of preserving fish and making salted fish. The community commonly preserves their catch by sun-drying it and making salted fish. The process of sun-drying and making salted fish relies on sunlight. In addition to stilt houses, the process of fishing, fish seed selection, making salted fish and smoked fish, this village is also known as a center for crafting handwoven pandan products. The handicraft products include mats, table runners, bags, and so on. However, the challenge is the lack of optimal promotion and sales, so there is no specific collector for these handicraft products yet.

### **3.2. Access and Telecommunication**

Based on observations, the village has adequate accessibility and telecommunications. The accessibility offered through these two routes becomes a unique attraction for tourists who want to enjoy both the land and river routes using boats. The telecommunication network in Sering Village is quite smooth. Although not all providers can be used seamlessly in this area, some providers such as Telkomsel have good quality in terms of telephone communication and internet access.

### **3.3. Other opportunities**

Another opportunity in Sering Village is its strategic location between historical Malay sites and the paper and pulp Industrial Area. Istana Sayap is a historical heritage of the Pelalawan Kingdom. Istana Sayap can be reached through two routes from Sering

Village, namely by land and by river. Land and river transportation to the historical site of this Malay Kingdom can become one of the highlights for the tourism destination of Sering Village.

The Problem of Sering Village to become an industry-oriented tourism village based on local wisdom

### 3.4. Facility issues or challenges

The main issues in Sering Village are related to toilet facilities and clean water. The community relies on the river for bathing, washing, and sanitation purposes. Toilet facilities are situated along the river, with one location serving 5-10 households. The primary source of drinking and cooking water for the people of Desa Sering is purchased bottled water. This is due to the fact that the river water is turbid and sometimes has an unpleasant odor. In 2018, there was a project to construct 300 bore wells in the area, but the water from these wells was also turbid and had an unpleasant smell, rendering it unusable for the community.

### 3.5. A suitable concept for Sering Village

Determining a model to develop Sering Village into a locally-based, industry-oriented tourist village is an important step that needs to be taken. This is aimed at understanding and comparing the management and development of tourist villages to achieve the desired outcomes. To obtain a suitable development model, problem analysis is necessary. Problem analysis is required as a foundation for formulating solutions and strategies for the development of the tourism village. The development model designed for the local wisdom-based village starts with identifying both physical and non-physical elements. It then proceeds to analyze and develop the tourism potential based on the village's unique strengths. The implementation of the village's tourism development is evaluated, and the positive benefits for the local community, tourists, and the village itself are sustained. These steps can be applied to the development of Sering Village to gather information on what is already good, what needs improvement, and what needs to be implemented to support the tourism development in the village. This approach ensures a comprehensive and strategic development plan that takes into account the village's resources, cultural heritage, and community involvement, leading to a sustainable and successful tourism destination in Sering Village, Pelalawan, Indonesia.

### 3.6. Discussion

One of the potential aspects that a wisdom-based tourist village should possess is its cultural allure. The WTO introduces a model for alternative tourism development that supports knowledge-based, cultural, and locally wise tourism [21]. Local wisdom is defined as the community's worldview and knowledge in problem-solving and meeting life's needs. It serves as an attraction and a source of inspiration for regional development [8]. In the concept of a tourist village, existing culture and local wisdom are introduced to tourists as a form of cultural introduction, education, and village empowerment efforts to improve the quality of life for the community. Cultural and environmental richness are supporting factors for the formation of a tourist village [22, 23].

One of the requirements for a tourist village is to have good access and telecommunications network. A tourist village needs to have good accessibility so that it is easily accessible to tourists. Telephone services and internet access are crucial aspects in the development of a village [24, 25]. The availability of a telecommunications network is also a supporting and important factor for a tourist village. According to Ahmad & Radji [26], accessibility has an impact on customer value. Public facilities such as toilets, places of worship, and information services, as well as additional facilities like restaurants and accommodations, are essential considering that these facilities are considerations for tourists in choosing a tourist destination. According to Yan, et al [27], tourism infrastructure is crucial for sustainable development. Adequate public facilities such as toilets need to be provided.

The identified problems in the development of the tourist village are related to public facilities and formulation of a development model for the industry-oriented local wisdom tourist village that is suitable for the characteristics of Sering Village. Various relevant previous studies indicate the need for identifying prospects and issues to formulate solutions and strategies for the development of tourist villages. Subsequently, these strategies are validated, and their priorities are determined by potential respondents as highlighted by Hosseini, et al [28]; Ruggieri, et al [29], and Gkoltsiou & Mougiakou [30]. Hosseini [28] states that problems and strategies for the development of the tourist village are interconnected. The limitations of this study include that the respondents involved in data collection through interviews to identify the prospects and problems of Sering Village are limited to the village authorities and the Sering Village community. Additionally, the solutions provided in this paper were obtained through a review of relevant literature.

## 4. CONCLUSION

The prospects of Sering Village lie in the local wisdom of its community and its strategic location. In terms of local wisdom, Sering Village possesses tangible (stilt houses and local products) and intangible (community activities in producing local products and other traditions) local wisdom. Sering Village is located between the center of the paper and pulp industry and the Sayap Palace (a palace from the Malay Pelalawan Kingdom). The Sayap Palace can be reached from Sering Village via both land and river routes. However, some challenges in Sering Village include the optimization of public facilities and the creation of a model for developing an industrial-oriented local wisdom tourist village. The development of a tourism village requires adequate facilities, especially public facilities. In addition to facilities, road access and telecommunications are also vital. Information about the prospects and problems identified in this study has implications for the recommended policy recommendations for the development of Sering Village tourism. The development model for the tourist village can be formulated after prioritizing solutions and strategies, with the prioritization process conducted using techniques such as AHP or ANP.

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