

The Cultural Tourism Development Model of Puri Tri Agung in Bangka Belitung

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Abstract

Cultural tourism is very possible to develop in Bangka Regency especially in Puri Tri Agung tourist destination, considering that besides the very strategic and beautiful location above the Tikus Emas Beach, the tourist destination reflects the richness of Chinese culture. By using a SWOT analysis, which means it needs proactive strategy in order to realize the development of Cultural Tourism as a support area for *Kawasan Ekonomi Khusus (KEK)* that can increase the number of tourist visits Bangka Regency. The model for developing Cultural Tourism offered is a concept of tourism which is a competitive advantage, namely tourism which has advantages in competing with other types or tourism destinations. The model for developing Cultural Tourism offered is pentahelix, a model that combines synergy between stakeholders, they are government, society, business people, the media and the community, each of which has a role in developing culture tourism based on its competence.

JEL Classification: Z00, Z3, Z32

Keywords: Culture Tourism, Puri Tri Agung, Special Economic Zone, SWOT Analysis

I. INTRODUCTION

Bangka Regency is one of the regencies in Kepulauan Bangka Belitung Province which has the potential of cultural tourism. Cultural tourism needs to develop with the aim of preserving culture so as not to disappear along with the times. Cultural tourism is a type of tourist attraction object which based on human works, both in cultural heritage and cultural values, that still alive today (Sunaryo, 2013). Along with the plan to establish Special Economic Zone in Bangka Regency in 2018 where Puri Tri Agung area has a potential cultural tourism which is a supporting area of the planned existence of Special Economic Zone. Development of cultural tourism on Special Economic Zone plan in Bangka Regency is packaged in such a way, they are regional dances, rhyme, Chinese culture, Malay culture and culinary.

In general, it is described that the average of tourist interest when visiting Bangka Regency is more often visiting and enjoying natural attractions and marine tourism, this is because the natural conditions and beaches that exist are indeed very beautiful. This situation is reflected from the results of a preliminary survey conducted on 400 respondents indicating that 92 percent of tourists carry out tourism activities in Bangka Regency on the type of natural tourism namely the beach (Hartati, Valeriani, Dalimunthe, 2018). Cultural tourism is very possible to develop in Bangka Regency especially in Puri Tri Agung tourist destination, considering that besides the very strategic and beautiful location above Tikus Emas Beach, the tourist destination reflects the thickness of Chinese culture. Another thing that is of concern in the development of cultural tourism in Puri Tri Agung is that it wants to provide an alternative tour for tourists visiting Bangka Island, because so far when tourists travel to Bangka Island, it is dominated by coastal or marine destinations.

II. LITERATURE REVIEW

1.1. Tourism Concept

Tourism is a complex phenomenon in society and is increasingly needed. There is a connection between tourist attraction areas that have attraction and tourists who will visit tourist attractions for tourism activities. Tourism activities have actually been done by people a long time ago but with altered lifestyle, the need for travel is increasingly felt by the community. Even now tourism has become a lifestyle that needs to be in meeting needs.

French, Craig-Smith , & Collier (1995) said that: "*Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during their stay at these destinations.*" The World Tourism Organization (WTO) focuses on tourism on the demand side and spatial parts. By determining the dimension of time for tourists to travel with no more than one consecutive year. Following is the definition of Tourism according to WTO: "*Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.*"

Getz's opinion (2008; Yoeti, 1996) about tourism is a collection of businesses that provide goods and services to facilitate business activities, have fun, and use leisure time that is carried out away from the environment in which they live, French et al., (1995) give understanding of tourism as a link between goods and services combined to produce a travel experience. Next (Chesworth, 2004)), said that: "*Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities*

undertaken during their stay in those destinations, and the facilities created to cater to their needs.”

Leiper, 2004 explains that tourism is an open system of five elements that interact with a wider environment, they are one human element (tourists), three geographical elements (origin, transit, and destination), and one economic element (tourism industry). The elements are arranged in functional and spatial relationships which interacting with physical, technological, social, cultural, economic and political environmental factors.

It shows that tourism is not only aggregate for commercial activities, but also a view of history, nature and tradition ideological, a view that has a power to reshape culture and nature for its own needs (Valeriani, Susetyo, Robiani, & Suhel., 2017).Based on ideas that have been stated, it shows that there are important elements become focus attention about tourism. They are individuals who travel out of residence and workplace temporarily, and the link between goods and services to create travel experience in business or tourism industry. (Spillane, J, 2002; Mathieson, A., & Wall, G, 1982).

1.2. Cultural Tourism Concept

Tourism in its development must utilize the potential of each region, in the form of natural and cultural potential.So that there is a dynamic and positive reciprocal relationship between tourism and culture, it means that cultural tourism is expected to be able to promote and maintain nation arts and culture which can use as Indonesian tourism assets.The main goal of all that is none other than to create an image and more importantly in that way Indonesian tourism will have a distinctive characteristic or its own identity that is different from what other countries have.

Cultural tourism is one type of tourism that makes culture the main attraction.The International Council on Monuments and Sites (ICOMOS) (2012) states that cultural tourism encompasses all experiences gained by visitors from a place that is different from the environment in which they live.Cultural tourism has the concept of including tourists to recognize local cultures and communities, sights, values and local lifestyles, museums and historical sites, performing arts, traditions and culinary delights from local populations or indigenous communities.Cultural tourism encompasses all aspects of the journey to learn from each other's lifestyle and thinking (Goeldner, 2000).

Timothy and Nyaupane (2009) mention that cultural tourism called heritage tourism usually depends on living or awakened elements of culture and leads to the use of the past that is tangible and intangible, derived from the past, such as music, dance, language, religion, artistic culinary traditions and festivals and material heritage such as built cultural environments including monuments, cathedrals, museums, historic buildings, castles, archeological ruins and relics.

Ahimsa-Putra (2004) defines sustainable cultural tourism as cultural tourism that its existence can be maintained.The growth of a sustainable cultural tourism model or sustainable cultural tourism appears as a reaction to the negative impact of tourism which overemphasizes economic goals (Suranti, 2005), which basically aims to ensure that the existence of the existing culture is always everlasting.

III. RESEARCH METHODOLOGY

3.1 SWOT Analysis

Rangkuti (2001) states that strategy is a comprehensive master plan that explains how to achieve all previously set goals. The stage of analysis in SWOT is to utilize all data and information in quantitative models of strategy formulation (Freddy Rangkuti, 2001). Various problems that arise need very careful research so that they are able to find strategies to overcome them quickly and precisely. Some considerations that need to be noticed in making decisions include: (1) Strength, ie elements that can make it stronger than its competitors. (2) Weakness, ie lack or limitation in terms of existing resources in organizational performance. (3) Opportunity, namely various things and situations that are beneficial for an organization, as well as trends that are one source of opportunity. (4) Threats, namely unfavorable environmental factors in the organization and if they are not overcome, they will become obstacles for the present and future.

3.2 Analysis of Internal and External Strategic Factors (IFAS - EFAS)

Internal and external strategic factor analysis is the processing of strategic factors in the internal and external environment by providing weighting and rating on each strategic factor. Strategic factors are the dominant factors from strengths, weaknesses, opportunities and threats that influence the conditions and situations that exist and provide benefits if positive actions are taken. (Robert G. Dyson, 2004).

Analyzing the internal environment (IFAS) to find out various possible strengths and weaknesses. The strategic problems that will be monitored must be determined because these problems may affect tourism in the future. Analyzing the external environment (EFAS) to find out various possible opportunities and threats. The preparation of IFAS matrix is as follows:

- a. Enter the strengths and weaknesses in the IFAS Table column 1. Arrange 5 to 10 factors of strengths, weaknesses (Freddy Rangkuti, 2001).
- b. Give the score of each strategic factor in column 2, with a scale of 1.0 (very important) up to 0.0 (not important). All of these scores do not exceed the total score = 1.00; These factors are given a score based on the influence of strategic position (Freddy Rangkuti, 2001).
- c. Give a rating in column 3 for each factor with a scale ranging from 4 (very strong) to 1 (weak), based on the influence of these factors on the condition of the tourism area in question. Positive variables (all variables included in the strength category) are given values from 1 to 4 by comparing the average of the main competitors. While the negative variable is the opposite if the weakness is very large (compared to the average of similar competitors) the value is 1, whereas if the value of weakness is low / below the average of its competitors the value is 4.
- d. Multiply the score by the rating to obtain the scoring factor in column 4. The result is a weighting score for each factor whose values vary from 4.0 (strong) to 1.0 (weak).
- e. Add the weighting score (in column 4), to get the total weighting score for the tourism area in question. This total value shows how the tourism area reacts to its internal strategic factors.

3.3 Scoring and Rating

Internal and external strategic factors are given scoring and rating based on professional judgment. Professional consideration is giving consideration based on his expertise, competent with something he considers (Drs. Robert Simbolon, MPA, 1999). In making

professional considerations on the analysis of internal - external strategic factors have the following restrictions:

a. Scoring

Scoring on the internal environment of importance level based on the magnitude of the influence of strategic factors on its strategic position, while the external environment is based on the possibility of having an impact on strategic factors (Freddy Rangkuti, 2001).

b. Rating

Rating value is based on the magnitude of the influence of strategic factors on his condition (Freddy Rangkuti, 2001) with provisions: Scales ranging from 4 (very strong) to 1 (weak). Variables that are positive (strength or opportunity variables) are given values from 1 to 5 by comparing with the average of the main competitors. While the negative variable is the opposite, if the weakness or threat is very large (compared to the average of similar competitors) the value is 1, whereas if the threat value is small / below the average of its competitors the value is 5.

3.4 Space Matrix Analysis

The space matrix is a basis for knowing the position of tourism. Obtained from the rating value possessed by the strategy factors. The Space matrix is used to see positive and negative vector lines for internal and external. Internal vector lines as horizontal lines and external vector lines as vertical lines in the position diagram of the development of cultural tourism. The model is used as the Space Matrix can be seen in the following Table:

Tabel 3.1 Space Matrix Model

Internal Strategy Factors	Rating	External Strategy Factors	Rating
Strength (factors that become opportunities)	(rating from IFAS table with a positive value)	Opportunity (factors that become opportunities)	(rating from EFAS table with a positive value)
Total	Total of positive rating	Total	Total of positive rating
Weakness (factors that become weaknesses)	(rating from IFAS table with a negative value)	Threat (factors that become weaknesses)	(rating from EFAS table with a negative value)
Total	Total of negative rating	Total	Total of negative rating

Source : Freddy Rangkuti, 2001

Alternatif Strategi

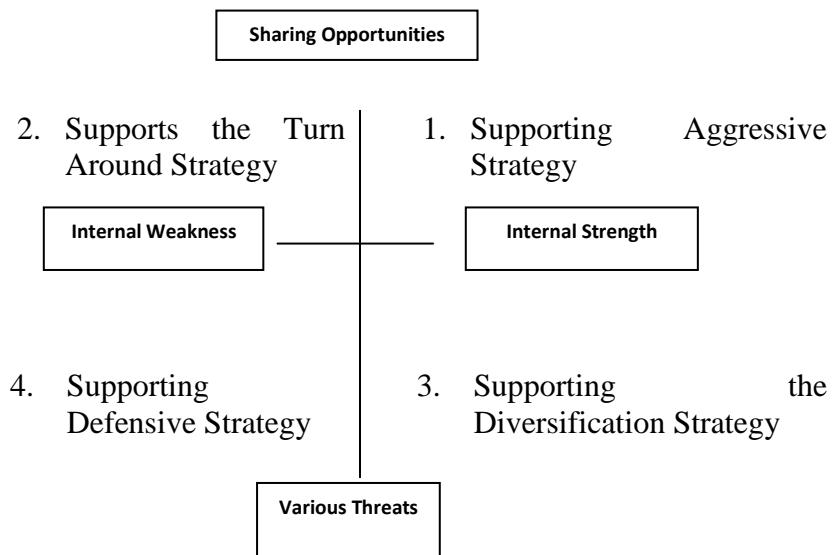
Alternative strategies are the results of the SWOT analysis matrix that results in the form of SO, WO, ST, WT strategies. Alternative strategies produced at least 4 strategies as a result of SWOT matrix analysis. According to Freddy Rangkuti (2001) the strategies produced are as

follows:

- **SO Strategy**
This strategy is made based on the way of mind uses all the power to seize and take advantage of opportunities as much as possible.
- **ST Strategy**
This strategy is a strategy to use the power to overcome threats.
- **WO Strategy**
This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses.
- **WT Strategy**
This strategy is based on business activities to minimize existing weaknesses and avoid threats.

The cultural tourism development position diagram provides an overview of conditions based on the quadrants generated by the SW vector line and OT vector lines, each quadrant having a strategy formula as its main strategy.

Figure 3.1 Quadrant of SWOT Analysis



Source: Rangkuti, 2004

Quadrant 1: The strategy that must be applied in this condition is supporting an aggressive growth policy (Growth oriented strategy). Quadrant 2: The strategy that must be implemented is the one that uses the power to take advantage of long-term opportunities by means of diversification strategies (products / markets). Quadrant 3: The strategy that must be implemented is to minimize the internal problems of the company so that they can seize good market opportunities. Quadrant 4: An extremely unfavorable situation, the organization faces various internal threats and weaknesses.

IV. RESULTS AND DISCUSSION

4.1. SWOT Analysis of Cultural Tourism Development of Puri Tri Agung

Analysis of Strength (S), Weakness (W), Opportunity (O), and Threat (T) towards the development of Cultural Tourism as follows:

Tabel 4.1 Identification of SWOT
 Of Culture Tourism Development of Puri Tri Agung as Supporting Plan
 Special Economic Zone in Bangka Regency

No.	Strength (S)	No.	Weakness (W)
1.	The tendency of tourists to like tourist destinations that have high cultural or artistic value in an area.	1.	Limited public understanding of historical values
2.	Acculturation of Malay culture and Chinese culture (local potential) and 5 religions in Indonesia	2.	Lack of assistance in developing cultural tourism for the surrounding community
3.	There is no entry fee because it is managed by a foundation, a non-profit concept	3	The unavailability of public transportation to and from tourist destinations
4.	Road access to tourist attractions is near and convenient.	4	Limited supporting infrastructure in tourist destinations
5	Puri Tri Agung is above the height so tourists can see the beauty of the beach.	5	Limited cultural attractions in tourist destinations
6	<i>Cultural tourism has an educational aspect of knowledge and experience for tourists</i>	6	Low public awareness in developing the potential of cultural tourism
7	Empowering communities in staging cultural attractions	7	There is no supporting industry such as souvenirs at tourist destinations
8	Is a strategic area supporting Sungailiat SEZ	8	Managed by the foundation, making it difficult to develop because it is non-profit oriented
No.	Opportunity (O)	No.	Threat (T)
1.	The level of satisfaction and quality of tourist travel	1.	The high cost of maintenance and repair of historical value buildings
2.	Tourist perception of cultural tourism	2.	The emergence of similar tourist destinations in other regions
3.	Collaboration with local government and other private parties in developing cultural tourism	3	Changes in traveled patterns for tourists
4	Government support for cultural tourism development	4	Limited human resources managers and those who understand the preservation of cultural assets

5	Location of Cultural tourism destination and other tourist attractions is near	5	constrained by various rules for visitors
6	SEZ development will have an impact on other sectors.	6	Development seems slow compared to other types of tourism
		7	the local and global economy is weak

Source: processed, 2018

After determining the identification of strength (S), weakness (W), opportunity (O), and Threat (T) in the development of Cultural Tourism as a supporting area for *Kawasan EkonomiKhusus (KEK)* plan in Bangka Regency then the development strategy was determined based on the potential and problems in the region Bangka Regency. The results of the analysis, display the IFAS and EFAS matrix tables that contain analysis (strengths, weaknesses) and (opportunities, threats) as in the following table:

Tabel 4.2 Matrix of IFAS Analysis of
 Cultural Tourism Development of Puri Tri Agung as Supporting Plan
 Special Economic Zone in Bangka Regency

No	Strength	Weight	Rating	Score
1.	The tendency of tourists to like tourism destinations that have high cultural or artistic value in an area.	0,09	4	0,36
2.	Acculturation of Malay culture and Chinese culture (local potential) and 5 religions in Indonesia	0,08	3	0,24
3.	There is no entry fee because it is managed by a foundation, a non-profit concept	0,10	5	0,50
4.	Road access to tourist attractions is near and convenient.	0,10	5	0,50
5.	Puri Tri Agung is above the height so tourists can see the beauty of the beach.	0,05	4	0,20
6.	<i>Cultural tourism has an educational aspect of knowledge and experience for tourists</i>	0,07	3	0,21
7.	Empowering communities in staging cultural attractions	0,05	3	0,15
8.	Is a strategic area supporting Sungailiat SEZ	0,08	5	0,40
Total		0,62		2,56
No	Weakness	Weight	Rating	Score
1.	Limited public understanding of historical values	0,04	4	0,16
2.	Lack of assistance in developing cultural tourism for the surrounding community	0,03	3	0,09

No	Strength	Weight	Rating	Score
3.	The unavailability of public transportation to and from tourist destinations	0,05	5	0,25
4.	Limited supporting infrastructure in tourist destinations	0,04	4	0,16
5.	Limited cultural attractions in tourist destinations	0,05	4	0,20
6.	Low public awareness in developing the potential of cultural tourism	0,05	3	0,15
7.	There is no supporting industry such as souvenirs at tourist destinations	0,06	5	0,30
8.	Managed by the foundation, making it difficult to develop because it is non-profit oriented	0,05	4	0,20
Total		0,38		1,51
Weighting Total		1,00		4,07

Source : Processed, 2018

Table 4.3 EFAS Analysis Matrix of Cultural Tourism Development of Puri Tri Agung as Supporting Plan of *Special Economic Area (KEK)* in Bangka Regency

No.	Opportunity	Weight	Rating	Score
1.	The level of satisfaction and quality of tourist travel	0,08	5	0,40
2.	Tourist perception of cultural tourism	0,07	4	0,28
3.	Collaboration with local government and other private parties in developing cultural tourism	0,09	4	0,36
4.	Government support for cultural tourism development	0,07	5	0,35
5.	Location of Cultural tourism destination and other tourist attractions is near	0,10	5	0,50
6.	<i>Special Economic Area (KEK)</i> development will have an impact on other sectors.	0,10	4	0,40
Total		0,51		2,29
No.	Threat	Weight	Rating	Score
1.	The high cost of maintenance and repair of historical value buildings	0,08	5	0,40
2.	The emergence of similar tourist destinations in other regions	0,08	5	0,40
3.	Changes in traveled patterns for tourists	0,06	4	0,24
4.	Limited human resources managers and those who understand the preservation	0,07	5	0,35

	of cultural assets			
5.	constrained by various rules for visitors	0,06	3	0,18
6.	Development seems slow compared to other types of tourism	0,08	4	0,32
7.	the local and global economy is weak	0,06	4	0,24
Total		0,49		2,13
Weight Total		1,00		4,42

Source: Processed, 2018

The strategies of SO, WO, ST and WT cultural tourism development as the Supporting Regions for *Kawasan Ekonomi Khusus (KEK)* Plan in Bangka Regency are as follows:

Table 4.4 Strategy Matrix of SO-WO and ST-WT of *Cultural Tourism Development* Of Puri Tri Agung as a Supporting Plan of *Kawasan Ekonomi Khusus (KEK)* In Bangka Regency

INTERNAL FACTORS	(STRENGTH)	(WEAKNESS)
EXTERNAL FACTORS	<ol style="list-style-type: none"> 1. The tendency of tourists to like tourism destinations that have high cultural or artistic value in an area. 2. Acculturation of Malay culture and Chinese culture (local potential) and 5 religions in Indonesia 3. There is no entry fee because it is managed by a foundation, a non-profit concept. 4. There is no entry fee because it is managed by a foundation, a non-profit concept 5. Puri Tri Agung is above the height so tourists can see the beauty of the beach. 6. <i>Cultural tourism has an educational aspect of knowledge and experience for tourists</i> 	<ol style="list-style-type: none"> 1. Limited public understanding of historical values. 2. Lack of assistance in developing cultural tourism for the surrounding community 3. The unavailability of public transportation to and from tourist destinations 4. Limited supporting infrastructure in tourist destinations 5. Limited cultural attractions in tourist destinations 6. Low public awareness in developing the potential of cultural tourism 7. There is no supporting industry such as souvenirs at tourist destinations 8. Managed by the foundation, making it difficult to develop because it is non-profit oriented

	<ul style="list-style-type: none"> 7. Empowering communities in staging cultural attractions 8. Is a strategic area supporting Sungailiat SEZ 	
(OPPORTUNITY)	S-O STRATEGY	W-O STRATEGY
<ul style="list-style-type: none"> 1. The level of satisfaction and quality of tourist travel 2. Tourist perception of cultural tourism 3. Collaboration with local government and other private parties in developing cultural tourism 4. Government support for cultural tourism development 5. Location of Cultural tourism destination and other tourist attractions is near 6. SEZ development will have an impact on other sectors. 	<ul style="list-style-type: none"> 1. Optimizing tourism pattern by combining elements of local Malay and ethnic Chinese potential so that it achieved satisfaction and quality of tourism 2. Collaborate with the local government and other partners to be faster in their development 3. Make use of a strategic location by connecting with nearby tourist destinations 4. Synergizing the SEZ program by involving the community. 	<ul style="list-style-type: none"> 1. Providing understanding to the public about cultural tourism through various attractions or movies, so that public and tourist perceptions of cultural tourism are balanced. 2. Cooperate with related agencies to provide transportation at certain times for the Puri Tri Agung area and its surroundings 3. Providing opportunities for businesses to open outlets for culinary products, souvenirs or souvenirs, in the area surrounding the SEZ area supporters
(THREAT)	S-T STRATEGY	W – T STRATEGY

<ol style="list-style-type: none"> 1. The high cost of maintenance and repair of historical value buildings. 2. The emergence of similar tourist destinations in other regions 3. Changes in traveled patterns for tourists 4. Limited human resources managers and those who understand the preservation of cultural assets 5. constrained by various rules for visitors 6. Development seems slow compared to other types of tourism 7. the local and global economy is weak 	<ol style="list-style-type: none"> 1. Improving the quality of human resources who understand the potential aspects of local and ethnic Chinese cultural tourism 2. Collaborate with local government in developing destination culturalal tourism 3. Community empowerment in cultural attractions and education in traveling in the culturalal tourism area 	<ol style="list-style-type: none"> 1. Enforce entry rates for visiting tourists so that they can be used for maintenance in destination cultural tourism 2. Providing opportunities for the community to participate in cultural attractions and the provision of local products in the form of culinary, souvenir and souvenirs 3. Cooperation with several travels or transportation business actors in the provision of public transportation
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Source: Processed, 2018

The weighting results in Table 4.3 and Table 4.4, it can be seen the position in the quadrant strategy analysis of IFAS-EFAS cultural tourism development as SEZ Plan Support Areas in Bangka Regency can be calculated based on calculations as in the following table:

Tabel 4.5 Results of SWOT Matrix Coordinates of *Cultural Tourism Development* Of Puri Tri Agung as a Supporting Plan of *Kawasan Ekonomi Khusus (KEK)* in Bangka Regency

SWOT Matrix Coordinate Calculation	
X	Total Value S + W
Y	Total Value O + T

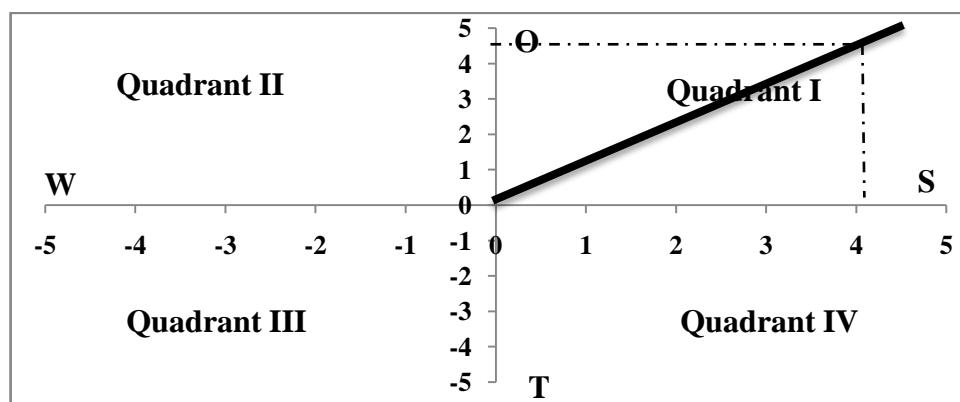
become :

X	2,56 + 1,51
Y	2,29 + 2,13
Coordinate	(4,07:4,42)

Source: Processed, 2018

Based on Table 4.5, the value of X is 4.07 and the value of Y is 4.42 where the value of X is obtained from the total value of weight and rating of strength plus weakness. While the value of Y obtained from the total weight value multiplied by the opportunity rating plus the total weight value and threat rating.

Figure 4.1 SWOT Analysis Quadrant of *Cultural Tourism Development of Puri Tri Agung as a Supporting Plan of Kawasan Ekonomi Khusus (KEK) in Bangka Regency*



Source: Processed, 2018

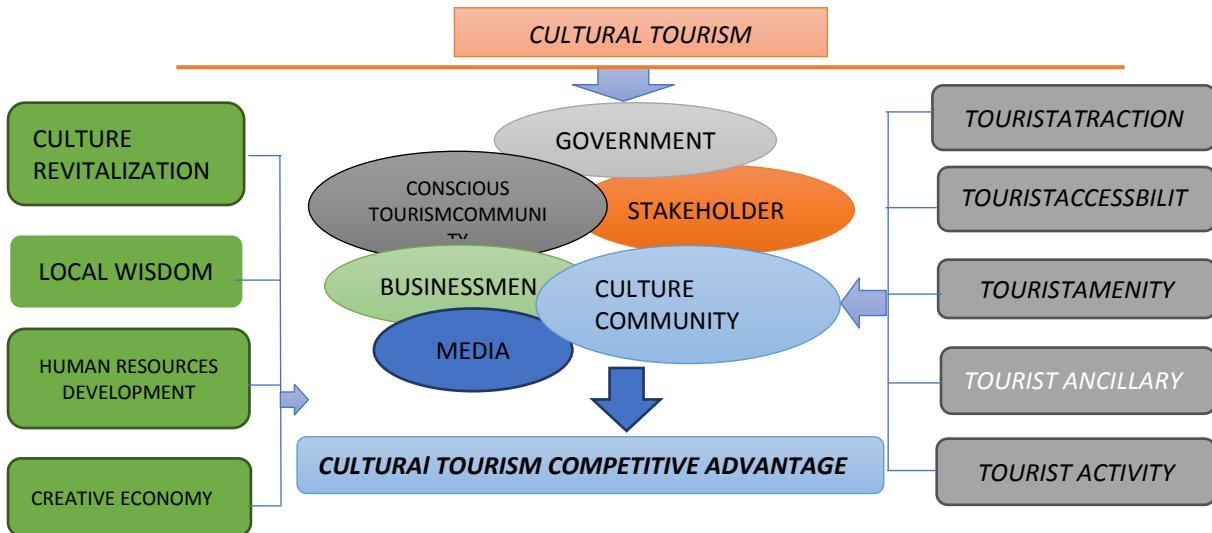
Based on the results of the X and Y values obtained the strategy matrix coordinates of Cultural Tourism Development as a Supporting Area Plan for *Kawasan Ekonomi Khusus (KEK)* in Bangka Regency in quadrant I means a proactive strategy is needed to realize the Cultural Tourism development as a support area for *Kawasan Ekonomi Khusus (KEK)* which can increase the number of tourist visits and be able to empower the community in tourism activities in Bangka Regency.

4.2. Cultural Tourism Development Model

The model of cultural tourism development offered is a concept of tourism which is a competitive advantage namely tourism which has advantages in competing with other types or tourism destinations. This development model offers a pentahelix model, a model that combines synergy between stakeholders, namely the government, the community, business people, the media and the community, each of which has a role in developing culture tourism based on its competence.

Efforts that need to be made based on the existing internal conditions in the destination of cultural tourism are to strengthen cultural revitalization by carrying out local wisdom supported by the maturity of quality human resources in cultural tourism division and community empowerment through creative economy industries that provide products and tourist needs services.

**Figure 4.2 Cultural Tourism Development Model
As a Supporting Area for SEZ In Bangka Regency**



Source: Processed, 2018

Cultural tourism is a pillar for an area in the existence of its territory by exploring all local potential so that its sustainability must not be polluted by foreign cultures, but its quality must be improved so that it can provide quality of experience and quality of education for visiting tourists. (Valeriani & Wardhani, 2015). Development direction carried out is the implementation of the 5A concept in tourism, namely by still paying attention to attraction, accommodation, amenity, ancillary and activity. When all components move according to the path, a competitive tourism can be achieved, able to increase the number of tourists, give an impact on the economy of the community and ultimately have an impact on the regional economy.

V. CONCLUSION

- (1) It is necessary to strengthen the cultural revitalization by carrying out local wisdom that is supported by the maturity of quality human resources in cultural tourism division as well as the empowerment of the community through the creative economy industry that provides products and services for tourists.
- (2) Cultural tourism is a pillar for an area in the existence of its territory by exploring all local potential so that its sustainability must not be polluted by foreign cultures, but must be improved so that it can provide quality of experience and quality of education for tourists visiting with the implementation of the 5A concept namely attraction, accommodation, amenity, ancillary and activity.

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