

CULTURAL RICHNESS OF OSING AS A MAIN ATTRACTION FOR SUSTAINABLE TOURISM IN KEMIREN VILLAGE, BANYUWANGI

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Abstract

The richness of Osing culture in Kemiren Village has positioned this site as a notable cultural tourism destination. This article aims to: 1) describe the tourist attractions in the Osing Traditional Cultural Village of Kemiren, Banyuwangi; 2) identify sustainable tourism development in this village; and 3) analyze the challenges faced in achieving sustainable tourism. Utilizing a descriptive qualitative research approach, this study employs observation and interview techniques to gather data. Findings indicate that sustainable tourism development in Kemiren Village is progressing positively, evidenced by economic, socio-cultural, and environmental benefits. However, certain obstacles persist, posing challenges to further advancements in sustainable tourism growth.

Keywords: Sustainable Tourism, Cultural Tourism, Kemiren Village

INTRODUCTION

The tourism sector in Indonesia has demonstrated remarkable growth, especially in regions like East Java, which is renowned for its abundant natural beauty and unique cultural heritage. Among these regions, Banyuwangi emerges as a notable district with significant cultural assets that can be transformed into appealing tourist attractions. The rich historical narratives and diverse cultural practices prevalent in Banyuwangi position it as a center for cultural tourism, defined as travel that focuses on experiencing the local culture, history, and traditions.

As a cultural tourism hotspot, Banyuwangi offers a variety of experiences that fuse natural beauty with cultural significance, making it an attractive destination for both domestic and international tourists. This influx of visitors not only supports the local economy through tourism-related expenditures but also cultivates a sense of pride and preservation within the local communities. The intersection of cultural preservation and tourism development presents a unique opportunity to empower communities while promoting sustainable practices.

However, the growth of cultural tourism is not without its challenges. While tourism can provide economic benefits and opportunities, it can also adversely affect the very cultural assets that attract visitors. Burn and Holden (1995) analogize cultural tourism to a double-edged sword; while it can aid in the conservation and promotion of heritage, it also poses risks of commercialization and dilution of cultural identity. This has sparked a discourse surrounding sustainable tourism practices, emphasizing the need for responsible management of resources that safeguard cultural integrity and environmental sustainability.

In Banyuwangi, the Osing culture has become central to the development of tourism initiatives in villages like Kemiren. Recognized for its traditional lifestyle, Kemiren Village



has been designated as an adat (cultural) tourism village, reflecting its commitment to maintaining and promoting the Osing cultural heritage. The community is predominantly comprised of the Osing ethnic group, which prides itself on its unique customs, including traditional ceremonies, rituals, and culinary practices.

Kemiren Village has been significantly developed into a tourist destination that offers rich cultural experiences. With attractions such as the traditional Tumpeng Sewu ceremony, Gandrung dance performances, and culinary events like Ngopi Sepuluh Ewu, the village showcases the vibrancy of Osing culture. These events not only draw tourists but also foster community engagement and pride in their cultural heritage.

The importance of planning for sustainable tourism cannot be overstated. To mitigate the potential negative impacts of tourism on cultural identity and the environment, effective strategies must be developed and implemented. Sustainable tourism encompasses a form of tourism that aims to minimize environmental impact while maximizing economic and social benefits for local communities. The principles of sustainable tourism revolve around ensuring the longevity of natural and cultural resources, providing adequate support to local stakeholders, and promoting inclusive participation.

In light of these factors, the objective of this study is to explore and analyze the richness of Osing culture as a primary attraction for sustainable tourism in Kemiren Village, Banyuwangi. Specifically, this research aims to achieve three key objectives: first, to describe the tourist attractions within the Osing Kemiren Traditional Village; second, to identify sustainable tourism development practices being employed; and third, to analyze the challenges faced in pursuing sustainable tourism development in the Osing cultural context.

By employing a descriptive qualitative research methodology, this study will utilize observation and interviews to gather relevant data reflecting the current state of tourism in Kemiren Village. Findings from this study are expected to contribute to a deeper understanding of how cultural tourism can be developed sustainably, ensuring that the rich heritage of the Osing people is preserved for future generations while providing economic benefits to the community.

As Kemiren Village continues to serve as a model for cultural tourism in Banyuwangi, this research seeks to highlight the critical interplay between culture, tourism, and sustainability, ultimately advocating for practices that protect cultural assets and promote lasting relationships between tourists and local communities. The insights gleaned from this study will serve as a valuable resource for policymakers, tourism operators, and community members striving towards the sustainable development of their cultural heritage.

LITERATURE REVIEW

Cultural Tourism

Cultural tourism focuses on enhancing visitors' understanding and appreciation of different cultures through interactions with local traditions, performances, and lifestyles. It often involves attractions derived from the artistic, historical, and social dimensions of a

community. According to McKercher and du Cros (2002), cultural tourism is directly related to public appreciation and the effort to conserve cultural assets, which have been perceived as diminishing in contemporary society. Cultural tourism encompasses not only the appreciation of arts and artifacts but also involves engaging with the community's way of life, thus fostering a deeper understanding and respect for diverse cultural identities.

Key components of cultural tourism include festivals, traditional ceremonies, historical locations, and unique art forms representing the cultural heritage of a location. The engagement of tourists with local customs encourages them to learn about and appreciate cultural diversity, contributing positively to both visitor experiences and the preservation of cultural practices.

Sustainable Tourism

Sustainable tourism has emerged as a fundamental concept aimed at addressing the negative impacts of tourism while optimizing its benefits for local communities and environments. It is defined by the World Tourism Organization (WTO) as tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Sustainable tourism portrays a comprehensive approach that integrates environmental protection, economic profitability, and social equity.

According to I Nyoman Sukma Arida (2016), sustainable tourism development relies on several underlying principles such as:

1. Participation: Engaging local communities in decision-making processes.
2. Stakeholder Engagement: Inclusion of diverse stakeholders in tourism planning.
3. Local Ownership: Empowering locals to manage resources.
4. Sustainable Resource Use: Ensuring the responsible use of cultural and environmental resources.
5. Community Goals Alignment: Aligning tourism development objectives with the aspirations of the local population.
6. Capacity Support: Enhancing local capacity for sustainable tourism.
7. Monitoring and Evaluation: Ongoing assessment of tourism impacts.
8. Accountability: Transparency in practices and impact reporting.
9. Training: Providing training for local communities.
10. Promotion: Marketing sustainable practices outward to attract visitors.

These principles serve as a framework for analyzing and guiding sustainable tourism practices in any given location, emphasizing that tourism should not only contribute to economic growth but also promote social and cultural enrichment.

Tourism Villages

Tourism villages represent destinations where local communities have integrated tourism into their daily lives, ensuring that visitors experience authentic cultural engagement. Nuryanti (1993) defines tourism villages as collaborative environments where attractions, accommodations, and support facilities are harmoniously interwoven with



traditional community lifestyles. This integration allows visitors to engage with community members, enhancing their understanding of local cultures.

In Indonesia, many tourism villages showcase unique cultural identities, making them highly attractive to tourists. Banyuwangi, for instance, demonstrates a rich tapestry of cultural tourism opportunities across its numerous villages. Kemiren Village, in particular, epitomizes the integrated approach of promoting local culture through tourism while preserving its cultural heritage.

As a cultural tourism village, Kemiren offers various traditional attractions, such as the Tumpeng Sewu ceremony, Gandrung dance performances, and the Ngopi Sepuluh Ewu coffee festival. Each of these components exemplifies the local community's commitment to cultural preservation and tourism development, emphasizing both economic benefits and cultural pride.

Tourism villages also aim to enhance local economies by tapping into the potential of cultural tourism while ensuring that local communities derive benefits from visitors. Establishing tourism facilities, promoting handicrafts, and creating job opportunities contribute directly to the village's economic revitalization while preserving its cultural identity.

Challenges in Sustainable Cultural Tourism

Despite the potential advantages, implementing sustainable cultural tourism practices does present challenges. One prominent obstacle is the balance between cultural preservation and commercialization. As tourism grows, there is a risk that cultural festivals and traditions may be altered to appeal to tourist expectations, potentially eroding their authenticity. Ensuring that tourism does not overshadow traditional values and practices is critical for community-led tourism development.

Moreover, limited resources and knowledge regarding sustainable practices can hinder the effective promotion and management of cultural tourism. Local communities may face challenges in adequately marketing their cultural features and experiences, resulting in underrepresented cultural heritage. The lack of technical expertise or management strategies can further limit their ability to engage effectively with tourists and capitalize on their unique cultural offerings.

Additional challenges may arise from external pressures such as urbanization, environmental degradation, and fluctuations in tourist behavior. As global dynamics evolve, local communities may struggle to adapt their tourism practices sustainably without compromising their cultural integrity. Thus, a strategic approach to tourism planning and management is essential to address these challenges while fostering community development and cultural sustainability.

METHOD

This study utilized a qualitative descriptive research methodology to explore the sustainable tourism development in Kemiren Village through its cultural strengths. The

research is grounded in a post-positivist philosophy, allowing for a nuanced understanding of the cultural dynamics at play in this unique setting. The objectives of the study guide the investigation into various aspects of tourism, cultural attraction, and community involvement.

The study was conducted in Kemiren Village, located in Banyuwangi, East Java. The village has been recognized for its rich Osing cultural heritage, which remains well-preserved despite the influences of modernization. Kemiren's unique cultural assets, including traditional arts, ceremonies, and local practices, serve as the focal point of this research. The village offers a compelling case for the intersection of sustainable tourism and cultural preservation, making it an ideal site for in-depth investigation.

Data collection for this study involved two primary techniques: observation and interviews.

1. **Observation:** Comprehensive observational methods were employed to assess the various tourist attractions and cultural activities within Kemiren Village. This included participation in local ceremonies, events, and daily life to garner insights into the community's cultural practices. Observational data provided contextual understanding and informed the research findings.
2. **Interviews:** Semi-structured interviews were conducted with various stakeholders, including local residents, community leaders, and tourism operators. Interview participants were selected based on their involvement in the village's tourism initiatives, cultural practices, and their perspectives on the benefits and challenges associated with tourism development. Questions focused on personal experiences, perceptions of cultural preservation, impacts of tourism on the community, and suggestions for enhancing sustainable practices.

Each interview was recorded, transcribed, and analyzed to identify common themes and insights regarding the interplay between cultural heritage and tourism growth.

Thematic analysis was utilized for processing the collected data. This involved several key steps:

1. **Data Reduction:** The transcribed interviews and observational notes were systematically organized to hone in on relevant themes.
2. **Data Presentation:** Results were categorized based on recurring topics related to sustainable tourism development, cultural attractions, community engagement, and barriers faced by the residents.
3. **Conclusion Drawing:** The final step involved synthesizing the identified themes to provide a comprehensive understanding of the relationship between Osing culture and sustainable tourism in Kemiren.

Additionally, triangulation was employed to verify data accuracy, comparing findings from interviews, observations, and existing literature to achieve a comprehensive perspective on sustainable tourism development.

To ensure the reliability and validity of the findings, the study employed several strategies:



1. Triangulation of techniques: Leveraging multiple data collection methods (observations and interviews) helped cross-verify information and ensure robustness in findings.
2. Participant Feedback: Follow-up discussions with participants allowed for clarification of key points and a shared understanding of thematic categorizations.
3. Reflexivity: The researcher actively reflected on their role and biases throughout the research process, acknowledging how these factors might influence data collection and interpretation.

With these methods, this study aims to present a nuanced understanding of how the richness of Osing culture can be harnessed for sustainable tourism development in Kemiren Village, thereby contributing valuable insights to both academic discourse and practical applications within the tourism sector.

RESULT AND DISCUSSION

The results of the study shed light on the various aspects of sustainable tourism development linked to the Osing cultural heritage in Kemiren Village. Through the findings gathered from observations and interviews, several key themes emerged, offering insights into the current status of tourism, community involvement, cultural preservation efforts, and the challenges faced by the village in its pursuit of sustainable tourism practices.

Cultural Attractions and Community Engagement

The rich cultural traditions in Kemiren, such as the Tumpeng Sewu ceremony, Gandrung dance, and Ngopi Sepuluh Ewu festival, serve as significant attractions for tourism. Observational data revealed that these cultural events draw both local and international visitors, generating interest and participation in the village's unique traditions. Local residents, particularly those engaged in organizing events, expressed pride in showcasing their heritage, noting that these activities foster community togetherness and cultural identity.

Community engagement was prominently observed during events, where local residents collaborated to prepare for cultural celebrations. This collective effort not only highlights the strength of communal bonds but also enhances the authenticity of cultural presentations, thereby attracting tourists seeking genuine cultural experiences.

Moreover, the local economy experienced a positive influx due to increased tourism. Residents reported new income streams from selling traditional crafts, food, and hospitality services, such as homestays for visitors. This economic upliftment further motivates community members to actively participate in preserving their customs and traditions.

Sustainable Practices

The research findings indicate that Kemiren Village is actively embedding sustainable practices into its tourism development strategies. The application of Community-Based Tourism (CBT) principles was evident, wherein local residents are encouraged to participate in managing tourism resources and activities. This approach aligns with the

principles of sustainable tourism, which emphasizes community involvement and responsible resource management.

Key initiatives contributing to sustainable practices in Kemiren include:

a) Environmental Sustainability:

Observations indicated that waste management practices, such as the traditional Juglangan method for organic waste disposal, reflect the village's commitment to ecological sustainability. Additionally, the community's regular cleaning of water channels, rooted in the Dawuhan tradition, also supports environmental health.

b) Cultural Preservation

The emphasis on cultural rituals and ceremonies showcases the village's dedication to maintaining its cultural heritage. The Tumpeng Sewu ceremony, for instance, not only serves as a tourist attraction but also reinforces community identity and heritage among the Osing people.

c) Economic Benefits

Tourism development has resulted in increased job opportunities and income for residents. Many locals have established small businesses focused on hospitality, food production, and handicrafts, which directly connect to cultural tourism and provide economic stability.

Challenges Facing Sustainable Development

While the development of tourism in Kemiren Village highlights numerous successes, several challenges were identified during the research.

a) Community Engagement and Openness

Although there is a general commitment to engaging with tourists, some community members expressed hesitance in fully embracing the external influences that come with tourism. This reluctance can stem from the fear that commercialization may dilute their cultural practices. Interviews revealed that while many are willing to interact with visitors, there is a need for further education and training in hospitality and communication skills. Enhancing these skills will help bridge the gap between local traditions and tourist expectations.

b) Promotional Limitations

A recurring obstacle noted was the limited reach of promotional efforts for Kemiren Village. Several interviewees highlighted that insufficient marketing resources and knowledge about utilizing technology, particularly social media, hindered their ability to attract a wider audience. As a cultural tourism village, it is vital for Kemiren to enhance its visibility amidst a competitive tourism market.

c) Resource Management

The pressure of tourist footfall can strain local resources, such as water supply and waste management systems. As tourism increases, it becomes essential for the village to implement sustainable resource management practices to ensure that environmental integrity is upheld over time.



Recommendations for Further Improvement

To address the challenges identified, several recommendations emerged from the study:

a) **Capacity Building**

Training programs geared towards enhancing the hospitality skills of local residents can improve interactions with tourists. Workshops focusing on customer service, cultural tourism storytelling, and marketing can empower the community to present their culture more effectively while maintaining authenticity.

b) **Promotion and Marketing Strategies**

Developing a cohesive marketing strategy that utilizes digital platforms can significantly enhance visibility. The involvement of local youth in creating and managing online campaigns can bridge generational gaps and incorporate contemporary methods of engagement.

c) **Networking and Partnerships**

Establishing partnerships with local governments, NGOs, and tourism boards can help secure resources for promotional activities, infrastructure development, and capacity-building programs. Collaborations can also facilitate knowledge sharing and best practice dissemination.

d) **Sustainable Resource Management**

Implementing comprehensive resource management plans that engage local stakeholders in monitoring usage and impacts will foster a culture of sustainability. This includes promoting water conservation measures and enhancing waste management systems.

CONCLUSION

The study underscores the cultural richness of Osing heritage as a significant asset for sustainable tourism development in Kemiren Village. Through cultural attractions, community engagement, and responsible tourism practices, Kemiren exemplifies how local traditions can be leveraged for economic benefits while preserving cultural integrity.

However, addressing the challenges faced by the community—such as limited promotional outreach, resource management issues, and the need for enhanced community engagement—remains crucial. By implementing strategic recommendations focused on capacity building, promotional efforts, partnerships, and sustainable practices, Kemiren Village can continue to thrive as a dynamic cultural tourism destination, achieving long-term benefits for both the local community and visitors.

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