


## Development of Cultural Tourism Potential to Enhance the Local Economy in Ohoi Faan, Southeast Maluku Regency

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Article Info	ABSTRACT
<p><b>Keywords:</b> Potential Tourism, Culture, Local Economy</p>	<p>Ohoi Faan in Southeast Maluku Regency has a rich potential for cultural tourism, with various cultural activities that are still actively practiced by the local community as a traditional royal village. This study explores the cultural tourism potential of Ohoi Faan in the Kei Islands, an area rich in cultural heritage and history. The main goal is to understand how developing this potential can contribute to strengthening the local economy. Using a qualitative descriptive approach—through interviews, participatory observations, and document reviews—the research highlights several cultural sites, such as traditional houses, ancient wells, royal tombs, and Japanese bunkers, which could attract visitors. Local cultural festivals like Meti Kei, along with traditional crafts, also add to the area's appeal. Despite facing challenges such as limited infrastructure and minimal government support, the local community shows strong commitment to preserving its cultural identity. This is evident in their collaborative efforts with various stakeholders. Developing cultural tourism in Ohoi Faan offers promising opportunities—not only for creating jobs and boosting small businesses (SMEs) but also for promoting sustainable economic growth without compromising the region's cultural values.</p>
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### INTRODUCTION

Tourism is a long trip made by a person or group at a certain time to a place, from outside their place of residence for a while in some time, from daily habits for recreational purposes. According to Arida (2021), tourism is an activity that not only brings economic benefits but also must consider its impact on the environment and local culture. Responsible tourism is sustainable and ethical in preserving nature and culture.

One of the most interesting tourism potentials comes from the Hidden Paradise located in the Kei Islands as a group of islands in the Southeast Maluku Regency of Maluku Province, Indonesia. The locals call this archipelago by the name of Nuhu Evav. The position of the Kei Islands itself is divided into two administrative government areas, namely Southeast Maluku Regency and Tual City. The tourism potential is rarely known, so it is called the Hidden Paradise. According to L. Sari and A. Wulandari (2021), culture-based tourism village is a tourism development concept that utilizes local cultural values as the main product to attract

tourists. The uniqueness of the culture owned by the village such as traditions, art, architecture, and the way of life of the community can be developed into an attractive tourist attraction. This tourism village is also expected to improve the quality of life of the local community without compromising cultural and environmental sustainability.

To optimize the benefits of cultural tourism, Timothy and Boyd (2003) suggest several strategies, including: Community Involvement Involving local communities in every stage of tourism development, from planning to implementation and evaluation. This is important to ensure that the economic and social benefits are shared equally. Integrate cultural preservation programs in tourism development, including conservation of historic sites and documentation of oral traditions. Provide training to local residents on tourism management and tourist services, and educate tourists on the importance of respecting local culture. Develop marketing strategies that emphasize the uniqueness of local culture and target appropriate markets, both domestic and international. Improve supporting infrastructure such as road access, transportation, accommodation, and other supporting facilities that can increase tourist comfort without damaging the local environment and culture.

Cultural Tourism Potential in Ohoi Faan has quite rich cultural tourism potential, with various cultural activities that are still actively carried out by the local community as Kampung Raja. In planning the implementation of the research, several key locations in Ohoi Faan will be the main focus. Namely the Kei Traditional House in Ohoi Faan as the center of cultural activities such as traditional ceremonies in ritual processions or traditional sessions and as a gathering place for the Kei traditional community in building friendship, solving problems related to life together. Amalir Loor is the name of a traditional house in Ohoi Faan with traditional architecture of the Kei community. Amalir Loor was developed by the Kei community since the ancestors occupied the islands. And is one of the traditional houses of the Kei people that still survives today. Until the Tea Bell traditional party was held which aims to reconnect the traditional order of the community in 30 villages that has been intertwined for generations. The ceremony called Tea Bel is to maintain the brotherhood of the people of Nuhu Evav, commonly known as Orang Kei. There are several points of similar graves, such as the grave of the 8th Father King, the grave of the warlord of the Rettob people (clan) along with 3 graves of the capitan. Japanese cave relics in the form of hiding headquarters for Japanese soldiers during the colonial period. Accompanied by a monument of Woma El Lorngas Ohoi Faan located in the green forest area of the city of Ohoi Faan, in another area facing each other there are old wells totaling 6 historical old wells that are sacred. Followed by Tenan Bes, one of the ancient objects made of bronze which is a sign of evidence of the unity of life between the two villages of Ohoivut and Nuhufit.

Development of Cultural Tourism Potential in Order to Improve the Economy of Local Communities in Ohoi Faan, Southeast Maluku Regency. Focusing on local communities who have not fully demonstrated significant dependence on the tourism sector, especially cultural tourism for local economic development in Ohoi Faan. Sugiyarto and Amaruli (2020), highlighted the importance of packaging local culture as the main attraction in the tourism strategy. This research emphasizes that local culture-based tourism development should take advantage of internal strengths such as unique traditions and distinctive handicraft products,

as well as external opportunities such as tourists' interest in authentic experiences. Choirunnisa & Yuniningsih (2020), Stating local wisdom-based tourism development strategies, emphasizes the importance of utilizing local wisdom to increase the attractiveness of cultural tourism, such as revitalizing traditions and traditional games typical of the village. based on the phenomenon mentioned above, the aim of this research is to analyze development of cultural tourism potential to enhance the local economy in Ohoi Faan, Southeast Maluku Regency.

## METHODS

This research uses a qualitative descriptive method approach where the process of collecting information is more descriptive and in-depth about a phenomenon or event. The research location was Ohoi Faan, Kei Kecil District, Southeast Maluku Regency, Maluku Province. Primary data in the form of observations, interviews, and documentation were obtained through direct interaction between researchers and respondents or research objects, namely key informants consisting of the Ohoi Faan Government, Business Actors and Customary Leaders. In this study, a total of 14 informants were interviewed to obtain relevant data related to the research topic. The data collection techniques used include *In-Depth Interviews* and Participatory Observation or Participatory Observation. Qualitative data analysis techniques according to Miles and Huberman (2014) with an interactive data analysis model consisting of three main components: Data Reduction (Data Reduction) Is the process of selecting, focusing, simplifying, abstracting, and transforming raw data from field notes, Data Presentation (Data Display) Is the preparation of information that has been reduced in an organized and easy to understand form and Conclusion Drawing and Verification.

## RESULTS AND DISCUSSION

### Result

From the results of interviews conducted by researchers in the field, it was found that Ohoi Faan has great potential to be developed as a cultural tourist attraction that can improve the economy of the local community. In the research that researchers conducted on several respondents as key and supporting informants met. Researchers found several findings regarding the data that researchers need. The cultural potential in Ohoi Faan includes cultural objects, traditional dances, cultural festivals and handicrafts that can attract tourists. However, to optimize this potential, support from various parties is needed, including the local government, community and private sector.

### Development of Cultural Tourism Potential in Ohoi Faan

The results of interviews with the village head and BSO as the Ohoi Government Body, that:

*"It has a rich history and has unique cultural values and great potential as a tourist attraction in Ohoi Faan. With historical sites such as old wells, king's tombs, sacred places, and traditional houses that function as centers of traditional activities and community problem solving. However, tourism development is hampered by a lack of capital, the high cost of airline tickets, and limited facilities such as specialty cuisine and*

*lodging. To develop this potential, it is necessary to prepare supporting facilities that match the capacity of the village, including traditional dances and performances. In addition, collaboration between the community, government and related parties is essential to ensure tourism development runs smoothly without compromising cultural values. Although Maluku is classified as the poorest region in Indonesia, the people of Ohoi Faan remain committed to maintaining and preserving their cultural sites by cleaning and maintaining the tourist area regularly, as well as maintaining the sacred and sacred places in the village". (Tuesday, October 1, 2024).*

*"The development of cultural tourism potential in Ohoi Faan faces challenges, mainly related to inadequate infrastructure, such as the tombs of kings that are not yet permanent. This hampers tourist attraction, although Ohoi Faan has important cultural sites, including the commemoration of the entry of Catholicism on August 17, 1890. The plan to develop the cultural sites promotes collaboration between culture and religion, but its implementation has not yet taken place. A community understanding of the potential of cultural tourism as an ancestral heritage is needed, with each generation responsible for preserving and maintaining these sites for future generations to enjoy". (Tuesday, October 15, 2024).*

The development of cultural tourism potential, needs to convince tourists to visit cultural tourism sites in ohoi Faan. A story-based promotional strategy, attractive visuals and interactive experiences are needed. Present unique historical narratives, utilize social media and engage influencers. Create thematic tour packages that combine cultural site visits, culinary delights and workshops. Collaborate with travel agents and organize annual cultural festivals to increase appeal. Ensure accessibility and facilities are adequate and feature positive reviews from visitors to build trust. This strategy will provide an authentic and memorable experience for tourists.

In accordance with the contents of his interview with the Chief of Adat, the Art Community and the Professional Village Community, that: *"Ohoi Faan has rich cultural tourism potential, with main attractions such as six old wells that are believed to change the language of women from other tribes into Kei after drinking the water. The tradition of traditional prayers using areca nut and betel leaves for guests also adds to the uniqueness of the cultural experience in this village. The Meti Kei (Met Ev) Festival, held last year in October, further introduced visitors to the customs and culture of Ohoi Faan. Other potential cultural history, such as milkfish as an heirloom fish of Ohoi Faan, is also preserved. The 79-hectare Ohoi Faan City Green Forest area is an important part of cultural tourism as well as nature. Traditional houses with thatched roofs and plans to build new buildings to store traditional objects are also other main attractions. The management program of cultural sites in Ohoi Faan is divided into primary and secondary sites that are protected with strict rules to preserve historical and cultural values. The development of cultural tourism facilities needs to pay attention to the preservation of its cultural nature, including efforts to restore the existing cultural tourism potential. The development of cultural tourism can create jobs for local residents, such as parking attendants, security officers, tour managers, tour guides, and*

*MSME players such as sellers and entrepreneurs of Kei specialties." (Friday, November 1 - Wednesday, November 6, 2024).*

### **The Role of Local Communities in Ohoi Faan**

Based on the results of interviews with the Ohoi Faan Government with the Head of Ohoi and BSO (Badan Saniri Ohoi), who said that: *"In Ohoi Faan, the preservation of local culture is strongly influenced by the role of village leaders such as the Village Head and Bapa Raja who regularly hold meetings to provide understanding to the community. The community is actively involved in maintaining local culture with direction from leaders, including in the 2023 Meti Kei Festival activities at Ohoi Faan Beach and the Sasi tradition (called Yut/Yutut) to protect nature. However, a challenge faced is the younger generation's reduced understanding of local culture due to their busy lives. To overcome this, the village government organizes meetings with Catholic Youth (OMK) to maintain cultural heritage". (Tuesday, October 1, 2024).*

In addition, several creative product ideas that can improve the local economy in developing the potential of cultural tourism in Ohoi Faan in the future. For culture-based tourism, it must involve MSME players, PKK and local tour guides who are able to have a significant economic impact on the Ohoi Faan community. Indicating that community-based tourism or self-help organizations, are able to create new jobs and increase income significantly at the location of cultural attractions, if developed. Through the handicraft side, namely, accessories from local materials and typical kei weaving products, local culinary in the form of traditional snacks and typical kei drinks, cultural tourism packages such as, traditional tours and craft workshops or typical culinary ohoi Faan. Plus souvenirs in the form of miniature traditional houses and environmentally friendly products, other digital products in the form of documentary videos and tour guide applications along with fashion from modern clothing with a touch of traditional and traditional Kei clothing to be rented and worn by local or interlocal tourists. Not forgetting the cultural festival that will showcase art exhibitions, music, and a traditional kei-themed cultural market in ohoi Faan. As well as, encouraging the gradual development of local community infrastructure. Thus, the results of the interview stated that: *"On the other hand, the Meti Kei Festival that has been organized in Ohoi Faan shows a positive impact on cultural preservation as well as tourism. The festival not only strengthens local cultural identity but also opens up economic opportunities for the community through buying and selling activities that take place during the event, thus contributing to the improvement of the welfare of local residents". (October-November 2024).*

### **Discussion**

#### **Development of Cultural Tourism Potential in Ohoi Faan**

Cultural tourism is a form of tourism that focuses on cultural wealth, both tangible such as buildings and artifacts, and intangible such as traditions, music, and language. According to Marpaung (2023), villages that develop cultural tourism are able to create new economic opportunities through local community empowerment. This includes increasing market access for local products and strengthening micro, small and medium enterprises (MSMEs). He emphasized the importance of comprehensive planning so that the development of cultural tourism can be sustainable. Also included is the 4A concept, as the core in the

development of cultural tourism potential such as: Attraction: Develop and promote cultural attractions, such as historical sites, arts, festivals, and local crafts, by involving local communities to strengthen cultural identity and attract tourists. For example: Organize cultural festivals that involve the local community. Accessibility: Improve transportation infrastructure to make it easier for tourists to access tourist destinations. This includes improvements to roads, public transportation, and airports or ports near tourist sites. For example: Provide tourist buses that connect remote areas with big cities. Amenities: Provide accommodation that reflects local culture and amenities such as food stalls and tourist information centers. For example: Development of homestays based on local culture to give tourists an authentic experience. *Ancillary Services: Develop services such as local tour guides, souvenir shops, and equipment rentals to create business opportunities for local communities. For example: Training for tour guides and souvenir artisans.*

Through its resource persons, namely Village-Owned Business Institutions such as MSME Players and Tourist Guides, said that: "*Ohoi Faan, known as the "king's village," has various cultural tourism potentials that can boost the local economy. The main cultural asset including the traditional house that is still preserved is Tenan Bes, traditional dances such as Barista Bel Dance and Saryav Dance are a tourist attraction, especially during welcoming events, such as the ordination of Catholic priests. The annual Meti Kei Festival has proven to increase economic activities, such as workshops and kiosks/shops, due to the large number of visitors. This cultural tourism potential also opens up employment opportunities for people skilled in handicrafts and in the arts, dance studios involving the younger generation have been established to preserve traditional dances in cultural events, such as welcoming important guests. However, a major challenge is the decline in the use of the Kei language by the younger generation, which could threaten the preservation of local culture. Therefore, it is important to propose policies that support the preservation of the Kei language". (October - November 2024).*

Based on the results of the interview above, it can be concluded that the attraction of developing cultural tourism potential is rich in local history and culture. With historical sites such as old wells, traditional houses, king's tombs, Japanese caves, and Tenan Bes, Ohoi Faan has great potential as a cultural tourism destination. Cultural festivals, such as Meti Kei, as well as traditional dances such as the Bandeng Fish Dance, are part of the effort to introduce and preserve local culture. In addition, handicraft traditions, such as Selo and Topi weaving, and the preservation of heirloom milkfish, enrich the tourism experience. The management of nature and culture, including the protection of sites and ecosystems, is important to maintain the sustainability of the tourism potential. The development of cultural tourism also has the potential to create jobs, such as tour guides, MSME managers, and artists. *However, the challenges faced include limited infrastructure and costs, as well as the need for collaboration between the government, communities and related parties.* The development of this cultural tourism potential aims to introduce the uniqueness of local culture to tourists while providing a positive economic impact for the local community. Pitana and Putu G. Gayatri (2022) highlight the importance of a culture-based tourism strategy that involves village communities as the main actors. Smith (2023), to improve the economy of local communities

without damaging the natural surroundings combines the principle of sustainability with the preservation of culture and ecosystems. This approach emphasizes the importance of responsible management of natural and cultural resources, as well as the utilization of tourism potential to create sustainable economic benefits for village communities. Smith emphasizes that, "Environmentally friendly infrastructure, such as the use of renewable energy and development that does not destroy nature, is essential in creating sustainable tourist destinations". The involvement of the younger generation in cultural preservation is very important, including in maintaining the Kei language and traditional clothing. For this reason, education about local culture in schools is also needed. With proper management, Ohoi Faan has the potential to develop into a sustainable cultural tourism destination without sacrificing existing cultural values.

### **The Role of Local Communities in Ohoi Faan**

The role of local communities in the development of cultural tourism potential refers to their active contribution in planning, managing and preserving the cultural potential in their area. According to experts, local communities play a key role in maintaining and promoting local cultures that become tourist attractions. They not only function as the main actors in organizing tourism activities, but also as guardians and preservers of culture and nature. The Role of Communities in Cultural Preservation Local communities, in this case, have the responsibility to preserve their traditions, arts, and customs. As explained by Widodo (2022), it is also argued that local communities function as a link between tourists and local culture. They are not only as providers of tourist attractions, but also as guides who convey stories and history related to the place, which is very profound and cannot be understood just by looking from the outside. This helps in creating an authentic and immersive tourism experience.

From the results of the interview statements above, the researcher concluded that the Ohoi Faan Community has an important role in cultural and environmental preservation through the active involvement of various elements of the community, especially with the support of village leaders such as the Village Head and Bapa Raja. They regularly hold meetings to improve the community's understanding of the importance of preserving cultural and natural heritage. Despite the challenges faced, such as the diminishing interest of the younger generation in traditional culture, the community remains committed to preserving sacred forests, traditional rituals, and cultural arts such as traditional dance and music. The Meti Kei 2023 Festival is a concrete example of how cultural preservation can support cultural tourism and provide economic opportunities for the community. Collaboration between the community, schools and government also strengthens cultural preservation through art activities and youth development. Overall, with cooperation between parties and community commitment, Ohoi Faan can maintain and develop cultural tourism potential that has a positive impact on the local economy and the village's cultural identity. This cultural preservation is a valuable asset for the future, especially in the context of regional expansion and the development of villages into cities. With its initial concept by the government, the Ohoi Faan Urban Green Forest as the lungs of the city.

## CONCLUSION

The conclusion of the development of cultural tourism potential in Ohoi Faan to improve the economy of the local community shows the existence of great opportunities along with the challenges faced. Ohoi Faan is rich in cultural and historical heritage, with various historical sites such as old wells, traditional houses, king's tombs, and Japanese caves that can be used as major tourist attractions. Cultural festivals such as Meti Kei, traditional dances and handicrafts, such as woven Selo and Topi, also enrich the tourism experience. This potential plays an important role in opening up economic opportunities for local communities, creating jobs, and supporting economic sustainability through MSMEs and the arts. However, the main challenges faced are limited infrastructure, high costs, and lack of support from the local government. The participation of the younger generation in cultural preservation is also a factor that needs to be strengthened, especially through cultural education in schools and community activities. In addition, cooperation between the government, community, and related parties is essential to ensure optimal management of cultural tourism, as well as to increase cultural awareness among youth. The Ohoi Faan community has also shown commitment in preserving cultural traditions, despite limited resources. They hope that the government will be more supportive by providing adequate facilities and infrastructure assistance. Community involvement in various cultural and artistic activities, as well as collaboration with the private sector, are key to developing sustainable cultural tourism potential. Overall, with proper management and collaboration between the government, community and private sector, the cultural tourism potential in Ohoi Faan can be a major source of economic improvement for the local community, while preserving the culture and nature that give the village its identity. Further research is recommended to examine the economic feasibility in greater depth, including a cost-benefit analysis of cultural tourism development in Ohoi Faan, in order to provide a clear picture of the potential revenue and economic impact on the local community

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