

# Building Tourism Institutions for Cultural Life that Support Tourism

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**Abstract:** The strength of culture and the uniqueness of the product has always been the main basis for choosing villages to pilot the development of rural tourism villages, which in fact is the value of tourism living. The development movement by making the village the center of economic growth in the community created by the government is an effective strategy to foster a new economy in a more massive and entrenched society, therefore it is important to be welcomed as a new value that builds up.

Making an independent village is a force that deserves to be truly prepared so that prosperity is truly felt, therefore various efforts are needed to orbit pilot villages that have advantages - the superiority of the existence of culture rooted through mature social behavior in a supportive environment. It can be ascertained that the bustling rural tourism proclaimed is a life of the people who put their life's spirit of hope into their daily tourism activities, as a fruit of social maturity, which is part of ethno tourism.

Building a life and living it in truth is a reference for the life of tourism in the countryside, this is because the village is the basis for the birth of social values by making its citizens as models of life. This event is an important measure for the requirements for the emergence of tourism institutions.

**Keywords:** cultural strength; product uniqueness; living life; social maturity; tourism institutions

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## 1. Intruduction

The nature of a materialist and idealistic culture, makes humans as their supporters to always try to make it happen, this is the basis for the emergence of a theory that JJ Hoenigmann is known as common sense, namely an impulse to behave logically due to natural considerations. In people's daily lives, those who struggle with tourism for example will always have guidelines or habits about values that they believe in so that they always try to be realized so that they are always meaningful.

This event will always be a meaningful moment to be known and learned for regional areas that make tourism as a driver of the economy, this will be obtained later patterns or images to compile a unique leverage, rooted and humble in a community base in tourism. It is hoped that with this pattern it will be easy to build a tourism area or destination that is organized as a "thematic" map of tourist flows, this is what the author calls a tourism institution, so the village tourism development program will begin by understanding its character, a view more than knowledge the potential of the village to ethno tourism.

## 2. Theoretical Basis

The success of a tourist destination in a place will generally be a pride for the region, this is what M Rahmat (2014) identified as social maturity with a special typology of potential places that have competitive advantage. The superiority of competitiveness in a community group should be an important entity for all its members in herding participation (Smith, 2005), because building a community is always needed a strategy so that growth can later become a source of organized pride, therefore positive associations that develop in the community must be integrated and inherent (Avraham, 2008).

Living tourism It is the goal of sustainable tourism development, because the existence of tourism is a symbol of "ethno tourism" from welfare, which is present through the availability of various social facilities in the community, so that building tourism will mean building an everyday society as authentic or autentic happiness (Imam, 2014) as a tourism institution.

## 3. Research Methodology

Comparing regional areas that have succeeded in developing deep-rooted tourism is generally expected to be the key to success in regional areas that will make tourism a driving force for the economy, this is generally the case with large areas of community support proving that there are many who participate in creating tourism. This means that tourism is a daily life, a behavior that must be a model for other regions especially those who want to make tourism as their economic locomotive.

In this paper the author takes a comparison of three regions that have been fostered by a number of universities or community groups such as meranti bay village, Chinese reed villages and village hamlets in three regencies in Riau province compared to the community of Turi Sleman Salak village. where each with 20 respondents.

Through this comparison we will get an overview of the social situation which will later be useful to further develop the tourism structure.

## 4. Research Results / Analysis

The importance of participation signifies the role of tourism institutions for the development of tourism in an area or destination, this situation provides an overview of the need to form tourism institutions that are increasingly needed in the hope of creating a thematic tourism ecosystem in a region.

Considering this matter, in this study, the authors conducted in several regions or community groups that have implemented the pattern of tourism development which can be seen from the presence of several universities to provide guidance so that an important picture can be obtained about tourism institutions through; First, "model village". Second, "culture sub- structure". Third, "the economic value of tourism culture"

Building a real destination is a process of coordination and support between meeting needs, orientation or philosophy of producing creative, communicative and valuable and the delivery process can follow needs as identity (Baun, 2008). This means that in building or placing a model in a tourist village is a place marketing with broader goals (Ashwort, 2009).

Model village strength is generally seen from outward appearance or characteristics that give rise to a belief, such as in Teluk Meranti village which has a high bay and river lip so that anyone who sees it will believe if at a certain time there will be a bono (waves back in high rivers as a result of differences in sea and river texture).. For example in the village of bandar that displays the impression of the life of the river banks that are seen from the halfway house to the lower market which is phenomenal with smokel stories, as well as the unique Chinese reed tourism with activities of rivers, lakes and large trees, all three give a picture type of rural tourist destination. This can be seen from the table as follows.

**Table 1. Build Village Character**

No	Does the product from the village reflect the expertise of the community				
	NAME OF VILLAGE	TELUK MERANTI	BULUH CINA	KAMPUNG BANDAR	TURI SELEMAN
1	Strongly Agree	14	12	15	19
2	Agree	4	6	4	1
3	Disagree	2	2	1	0
4	Very Disagree	0	0	0	0
Total		20	20	20	20

From this table illustrates how rural communities have an awareness of the importance of products as a shared identity or the character of the usefulness of "reliability" that fosters awareness. In the village of Turi, showing different results because the village community has a profession of farmers whose products become pride or branding. This signifies the importance of products that are built on character due to the presence of elements in the concept, behavior and expertise that are prosperous. But even so, in building a society that is ready to be open and competitive, it turns out that the community is "traditional" in maintaining its characteristics as illustrated in table.2, this is because people understand that uniqueness has the potential as an attraction.

**Table 2. Character as an Attraction**

No	Whether the product is sold your production is sure to have interest because it's Interesting				
	NAME OF VILLAGE	TELUK MERANTI	BULUH CINA	KAMPUNG BANDAR	TURI SELEMAN
1	Strongly Agree	15	19	18	19
2	Agree	5	1	2	1
3	Disagree	0	0	0	0

No	Whether the product is sold your production is sure to have interest because it's Interstting				
	NAME OF VILLAGE	TELUK MERANTI	BULUH CINA	KAMPUNG BANDAR	TURI SELEMAN
4	Very Disagree	0	0	0	0
TOTAL		20	20	20	20

In Table 2 tend to have the same character of answer because each village community feels the same or authentic pride, which is considered capable to be proud of ..

The success of a community group above, especially in developing village products or making the village a model village, the authors believe because there is something that is believed to be able to attract the attention of community members because of being a collective style, this is known as cultural sub culture (Zailani Tammaka, 2007) , because the value believed to be top of mind that is able to improve as a sense of place (Howe, 2009) so that the value of lasting lasting cultural life is a mental map that prides itself as an image (Van de Valde, 2008), more than just an awareness of the outward potential it appears.

Furthermore, the author believes in the strength of collective culture as a sub culture through table 3. below explains the correlation between individual circumstances and the atmosphere of their daily environment, which the author believes in the ability of community members to always adjust to style through assimilation, acculturation and syncretism which leads to a awareness of behaving welcoming and celebrating towards a skilled society.

**Table 3.** Pride that Supports it

No	Whether the product characteristics become pride is also expected to be capable of everyday				
	NAMA DESA	TELUK MERANTI	BULUH CINA	KAMPUNG BANDAR	TURI SELEMAN
1	Strongly Agree	15	19	18	19
2	Agree	5	1	2	1
3	Disagree	0	0	0	0
4	Very Disagree	0	0	0	0
TOTAL		20	20	20	20

From table 3. above, the writer can find a red thread that explains the impression power as a belief that forms a social order that is very strong holding on to its culture (Koentjaraningrat,1999), which can serve as pride (Roseno, 2010), but the people tend not to do it, this is because the pride that is raised does not depart from the needs or habits that are carried out, but because of external factors, such as nature or historical descriptions. Therefore the concept of mainstreaming is needed for the anxiety of cultural failure as something that must be fought together (Zailani Tammaka, 2007).

From the elements and social institutions that are owned by a group or village will form a put out that appears as a collective awareness that reflects a good level of cognitive on the needs of business progress in a common framework of building villages as tourism villages as social awareness and time , 1997).

Therefore in the development of tourist villages in the context of positioning, the authors consider it necessary for the community to increase "leverage" in order to create out put or soft skills that support the main attraction.

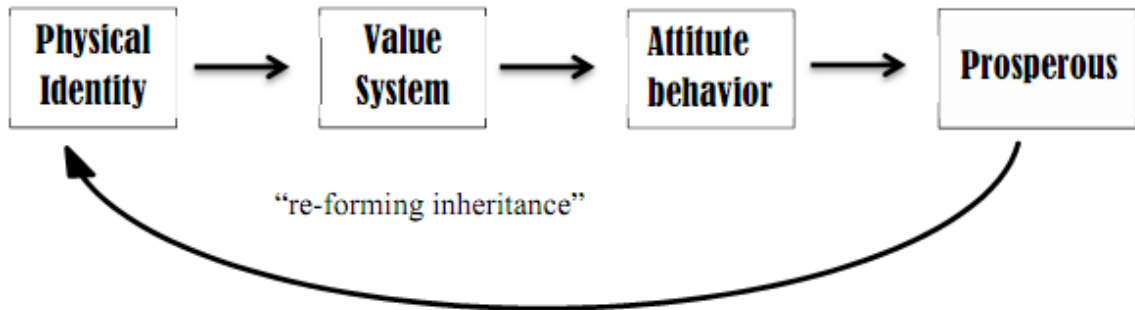
So that in table 4 below, it will illustrate that the situation of community maturity to accept the state of nature and cultural heritage as a strength or capital that is prosperous because tourism is considered capable of moving the wheel of life. According to Rahmat (2014) creativity of social maturity can be seen from awareness in people's attitudes and behavior reflected in ways of respecting the environment and life such as knowledge of cultivating land and knowledge utilizing time.

**Table 4.** Cultural values that inherit the life of tourism

No	What is your belief as a citizen to inherit cultural values to be able to act and act to pursue tourism as a support for life				
	NAME OF VILLAGE	TELUK MERANTI	BULUH CINA	KAMPUNG BANDAR	TURI SELEMAN
1	Strongly Agree	0	8	7	18
2	Agree	5	6	11	2
3	Disagree	9	6	2	0
4	Very Disagree	6	0	0	0
Total		20	20	20	20

Appreciating from table 4. above, the author sees that the strength of values developed in the community life in Turi Sleman village has a positive effect on community constancy in supporting farming culture, is a "social maturity" so that it has an inheritance of "farming culture", which in turn can be developed and juxtaposed with tourism.

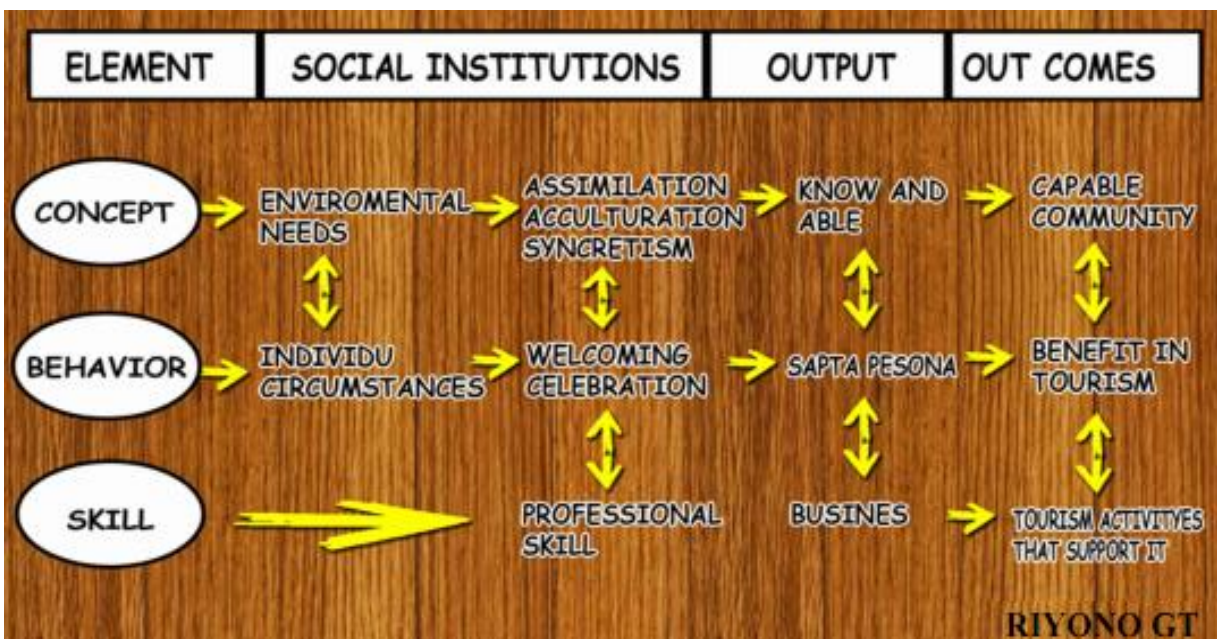
## 5. Conclusion



**Figure 1.** Diagram Path Tourist Institutions

From this figure, it can be seen that after we look at the potential of a village, what must be recognized more deeply is the awareness of the values that develop, are adhered to and supported by the community or environment, because with that knowledge it will be easier to determine the attitude that must be formed. because the system of life has been measured by what is capable and needed, through the structure of tourism the process of achieving tourism in the community will be more precise and faster.

This tourism infrastructure framework is a guide to see in advance about the state of a tourist destination in full, this is needed because this framework has tools that are quickly understood and provide guidance, so it is also easy to determine the appropriate pattern for determining the program set for fostering further more precisely.



**Figure 2.** Tourism Institution

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