Unique Taji Tuta Culture of Bima Regency for Sports Tourism Development

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Bima Regency has a unique cultural community that can be developed into sports tourism. The development of sports tourism based on cultural uniqueness has a significant impact on regional development. This study aims to analyse the Bima Regency's cultural uniqueness for the development of sports tourism. The method used in this research is a descriptive qualitative research approach to phenomenology and symbolic interaction. The sample involved in this study were nine people from various agencies, consisting of three from the tourism department, two from the cultural department, three from the community and one from the Regent of Bima Regency, West Nusa Tenggara Province. Data analysis techniques use the SWOT analysis model. The results of this study indicate that (1) there is the unique culture of Taji Tuta (Headfighting) owned by the people of Bima Regency, (2) the development of sports tourism based on cultural uniqueness is not comprehensively used as an asset for tourist attraction, (3) there is a low quality of human resources in the management of Bima Regency tourism sites. Novelty in this study can be seen in that (1) Bima Regency has a unique tourist attraction namely *spur tuta* (headfighting), which can be recommended as a feature for the development of sports tourism, (2) the cultural uniqueness of the community of Bima District substantially shows a potential existence as a unique ancestral heritage, (3) the people of Bima Regency have the potential for quality human resources, and (4) the development of sports tourism based on cultural uniqueness as a strategic model in promoting the cultural uniqueness of the people of Bima Regency.

Key words: *The Unique Culture of Taji Tuta, Society, Bima Regency, Sports Development and Tourism.*

Introduction

The cultural uniqueness of the Bima Regency is a distinctive feature and product of the cultural heritage of the ancestors (I Gusti Bagus Rai Utama, 2016). That cultural uniqueness influences the motivation, destination image, destination identity and destination creation, and can enhance the image of a tourist destination. Unique cultural products can be used as tourist destinations for tourists from all over the world (Baldigara & Mamula, 2012). Tourism is often cited as the main driver of economic development.

Bima Regency generally has a variety of cultures, both oral traditions, rituals and traditional dances that were born from the Palace and from outside the Palace (Irianto, 2017). Traditional art is currently experiencing changes in various styles and variations, but functionally this is a form of an adaptive strategy of supporting communities in maintaining and preserving traditional arts (Hermawati, Abdulkarim & Rahmat, 2016), transforming cultural values from generation to generation without changing their true meaning so that there is relevance between local wisdom and national character development. This is because the value of local wisdom is not as an obstacle in the era of globalisation, but rather becomes a major force in building the nation's character. Part of the unique culture of Bima, which is quite popular and growing nowadays, is Taji Tuta (Headfighting). The development of sports tourism has shown efficacy in the building of skills, knowledge, local resources, increasing social cohesion, facilitating structures and mechanisms for community dialogue, developing leadership and encouraging community participation (Edwards, 2015). Taji tuta (Adu Kepala) is a unique traditional art and an attraction of Bima Regency in Ntori Village, Wawo District, Bima Regency.

Taji Tuta (headfighting) is passed down from generation to generation by a family or descendant for the purpose (now) of being presented as a tourist attraction (Sovia Firdaus, Dwi Rini, P. Lubis & Susanto, Djoko, Soetarto, 2018), The event of shifting local cultural values became the main discourse in discussing the effects of the influx of globalisation but in principle customary rules must not change (Khusnul Khotimah, Wilopo, 2017); cultural tourism is tourism that has cultural values regarding customs, religion and cultural heritage. Cultural tourism is related to the appeal of cultural tourism. Explanation of the National Tourism Development Master Plan (RIPPARNAS), article 15, paragraph (1), letter b, defines the appeal of cultural tourism as an attraction in the form of human creativity, taste and intention as cultural creatures. Therefore, preserving cultural uniqueness and upholding diversity are the main functions of tourism. Culture with all its uniqueness and differences are tourism assets that must be preserved. The loss of natural and cultural uniqueness means that tourism is also lost.

Taji Tuta games (headfighting) are usually played when there are parties or traditional rituals (Vitasurya, 2016). Local wisdom comes from the values of the customs, religious values and local culture that are naturally formed in a community group to adapt to the surrounding environment. Local wisdom is a characteristic of each region that has the potential to support the development of an area. Potential cultural uniqueness in the development of sports tourism is part of the product of human creativity that has economic value. One of the efforts to develop culturally-based tourism is the unique packaging of local culture in the form of festivals (Sugiharto, Delita & Sidauruk, 2012). The development of the tourism sector will certainly have an impact on the lives of local people, especially in the economic, cultural (cultural), social and environmental communities.

Tangible heritage can be classified as either immovable heritage and movable heritage. Immovable cultural heritage is usually in an open place and consists of: sites, historic sites, land and water landscapes, historic ancient buildings and hero statues (Galla, 2001: 8). Movable cultural heritage is usually indoors and consists of: objects of cultural heritage, works of art, archives, documents, and photographs, print, and audiovisual works in the form of cassettes, videos and films (Galla, 2001: 10).

Cultural uniqueness is a characteristic of the people of Bima Regency which has the potential to support the development of the area. Cultural potential in the development of sports tourism is part of the product of human creativity that has local wisdom values. One of the efforts is to develop sports tourism based on the unique culture of the people of Bima Regency. The purpose of this study is to analyse the Bima Regency's cultural uniqueness for the development of sports tourism.

Literature Review

The development of global tourism entering the 21st century has seen a shift in tourist consumption patterns. Trends in the 80s in Europe saw tourists visit the destination together in large numbers (mass tourism) by following the programs of tour and travel services. This has now changed to tourism with more specific desires, often called special interest tours (Birgit Trauer, 2006).

Indonesia has great potential to generate foreign exchange from the tourism sector (Honari, Goudarzi, Heidari & Emami, 2010) Sports tourism is an ever-increasing industry recognised as a factor affecting the economic and social restructuring of urban and rural areas in developing countries (Wahab. S, 2003). Tourism is one of the new style of industries which is able to provide rapid economic growth in terms of employment opportunities, income, standard of living and also activates other production sectors in tourist-receiving countries. The main strength of sports tourism in Indonesia is still in its natural resources and rich

cultural diversity, and at relatively low cost. The strength of this industry is also applied in various regions given the important role of the tourism sector in development (Maitland, Hill, & Rhind, 2015); the strength of cultural treasures in sports have been studied, and various interests that can develop cultural, social and tourism potential are explored in various studies. The culture-based sports tourism sector is a new instrument in economic development in various regions. Many regions take the tourism sector seriously and make tourism a leading sector in the acquisition of regional income.

The development of sports tourism that utilises the cultural potential of the community is an instrument of regional progress that has been made in improving the culture of the community. The development of sports tourism requires superior and reliable human resources in designing various kinds of sports activities so that it becomes a tourist attraction that is worth selling, because it has a high selling value in the economic field, so as to bring benefits to the country or region (Kamble & Bouchon, 2014). Tourism is a development sector, so the government tries to coordinate planning with national development goals. The development of sports tourism in Indonesia is currently a demand that must consider the supply that must be available when demand or demand increases.

The United Nations-World Tourism Organisation (UNWTO) explains that cultural tourism is one of the largest and fastest growing global tourism markets. This idea is related to the image of a place in the minds of travellers, such as those invoked by tourism slogans like The Exotic Bali, The Romantic Paris and The Virgin Pacific (Pitana and Gayatri, 2005: 48). It is estimated that four out of ten global tourists choose travel destinations based on its cultural offer. Global tourists are increasingly attracted by special motivations such as the atmosphere of the place, its connection with famous people, and places of culture, tradition and history. The emergence of the culture-based thematic tourism genre, especially in the form of a cultural route, is basically an attempt to redefine modern travel as a form of pilgrimage in contemporary contexts and packaging. Travel is part of the activity of "releasing fatigue" or rest and relaxation, but has also developed into a new kind of adventure to recognise and respect the traces of world civilization.

Cultural tourism is not just talking about tourism business but also looking at the relations of cultural exchange (cultural exchange). Cultural tourism products are not positioned only as a commodity for the benefit of the tourism industry, but also as a cultural product owned by the local community and which must be respected. The development of thematic tourism in the form of cultural routes is not only to meet tourist satisfaction but also to preserve the value and products of Indonesian cultural heritage.

Sports tourism sport-as-play is usually associated with active tourist behaviour (participating in sports), while sports competition is usually associated with sport-as-play (watching sports)

(Ritchie and Adair 2004: 5). Ritchie and Adair conclude that sports-competition and sport-as-play are legitimate ways to conceptualise the physical activity that we normally think of as sports. This allows for sports as a tourism product (Ritchie and Adair 2004: 6).

Law of the Republic of Indonesia No. 3 of 2005 concerning the national sports system also states that recreational sports are sports that are carried out by people with a passion and ability to grow and develop in accordance with the conditions and cultural values of the local community for health, fitness and pleasure (article 1 paragraph 12). Sports aims to provide pleasure while tourism is an activity carried out to get pleasure.

Sports tourism is a synergy of phenomena that is more than a simple combination of sport and tourism, (Weed and Bull, 2008: 15). Therefore, it requires an understanding between sports and tourism and also a concept that does not separate the notions of sports and tourism, and recognises the elements that synergise with each other so that they can be understood. One of the ways in which we can understand the phenomenon of sports tourism is to understand about sports and tourism then to rebuild an understanding of sports tourism derived from these understandings.

Tourism is a trip from one place to another place that is temporary, which is usually done by people who want to refresh their minds after working and use vacation time to spend with family and relax (Sugiyarto & Amaruli, 2018). Tourism is everything related to the administration of tourism (Law No. 9 of 1990, chapter 1 article 1). All activities and affairs that are related to the planning, regulation, implementation and supervision of tourism, and tourism, whether carried out by the government, the private sector or the community, are called tourism (Tourism, 2011 article 1 paragraph 1). Tourism is a whole of activities related to tourism and is multidimensional and multidisciplinary in nature, which emerges as a manifestation of the needs of each person and country as well as the interactions between tourists and the local community, fellow tourists, the Government, Regional Government and entrepreneurs.

Tourism was actually only standardised after the second national tourism conference was held in Tretes Pandaan-East Java on 12-14 June, 1958. Previously as a tourism word used the word Tourism which was standardised as Tourism. The word tourism consists of two parts; namely *pari* which means many, many times, round and round, complete, while the word *travel* means travel, meaning the same as travel in English (Yoeti, A., 2006: 108). Sports tourism according to Spillane (1987: 30) can be divided into two categories, namely: (1) big sport events, such as major sporting events like the Olympic games, world ski championships, world boxing championships and other sports that attract attention not only to the athlete himself but also thousands of viewers or fans; (2) sporting tourism of the

practitioners, namely sports tourism for those who want to practice the sport themselves, such as mountain climbing, horse riding, hunting, fishing and so forth.

Bima Regency's tourism development needs to be considered because it is a major factor in developing it. Some of the considerations needed are: 1) tourism objects that have not been well organised; 2) there is still lack of human resources (HR) in the field of tourism; 3) tourism laws have not been applied to the maximum; and 4) there is not yet good cooperation between the government and the community. Regional autonomy that is oriented towards the development of tourism, participation and community involvement needs to be considered. Without community involvement and participation, tourism development will not run effectively. Regional autonomy is the right, authority and obligation of autonomous regions to regulate and manage their own government affairs and the interests of their local communities in accordance with statutory regulations (UU Pemda, 2004, article 1 paragraph 5).

Sports tourism is a synergy of phenomena that is more than a simple combination of sport and touris, (Weed & Bull, 2008: 15). As such, it requires an understanding between sports and tourism and also a concept that does not separate the notions of sports and tourism and recognises the elements that synergise with each other so that it can be understood. (Cho, Joo & Chi, 2019). Sports tourism quantitatively tests how nostalgia is related to audience type, age and past experiences.

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The method used in this research is qualitative. Qualitative research is about non-numeric data, collecting and analysing narrative data. Qualitative research methods are a new, post-positivistic, artistic and interpretive research methods, used in order to obtain rich data and in-depth information about issues and problems to be solved (Sugiyono, 2017).

Qualitative research means the process of exploring and understanding the meaning of individual and group behaviour, describing social or human problems (Creswell, 2009: 32). Qualitative research can be any number of types, namely, research of naturalistic or natural inquiry, ethnographic, symbolic interactionist, inwardly perspective, ethnomethodology, the

Chicago school, phenomenology, case studies, interpretative, ecological, and descriptive (Bogdan & Biklen, 1982: 30). Qualitative research methods that are usually used are interviews, observation and the use of documentation (Moleong, J., Lexy, 2018: 5). Qualitative research is namely: process, understanding, complexity, interaction and humans (Sarwono, J., 2018: 208).

The method used in this research is the descriptive qualitative research approach to phenomenology and symbolic interaction. The design of this study is to analyse data inductively, paying more attention to the process than the results, where the researcher is a key instrument. The focus of this research is to analyse cultural uniqueness. Data collection techniques used are by observation, interviews and documentation. The data validity technique uses a triangulation of sources, techniques and time. Data analysis techniques use the SWOT analysis model.

The analytical method used in this research is Strength Analysis, Weakness, Opportunity and Threats (SWOT). Strength Analysis, Weakness, Opportunity, and Threat (SWOT) are used to analyse the potential cultural uniqueness of the people of Bima Regency for the development of sports tourism and to test for internal and external problems. Internal analysis is reviewed from the strengths and weaknesses found in sports tourism based on the cultural uniqueness in this study, while external analysis is reviewed from opportunities and threats. Strengths, weaknesses, opportunities, and threats are weighted with the aim of obtaining priorities and interrelationships between strategies (Asmarini, 2010). This matrix can produce four possible alternative strategic cells, the details of which can be seen in Table 1 below:

Table 1: SWOT Matrix

	Kekuatan (*Strengths*-S)	Kelemahan (*Weaknesses*-W)
Peluang (*Opportunities*-O)	Strategy SO	Strategy WO
Ancaman (*Threats*-T)	Strategy ST	Strategy WT

Based on the table above it can be explained that SO is utilising all strengths by calculating opportunities, WO utilises weaknesses by considering opportunities, ST is utilising strengths by considering threats, and WT utilises weaknesses by considering threats. (3) Classification; Existing data are then grouped according to emerging themes, making it easier to analyse. (4) Conclusions, Data obtained are sought for meaning and the conclusions drawn initially are vague and doubtful. However, if it has been added to the conclusion, it will be perfect so that the researcher can explain in accordance with the facts in the field systematically and perfectly.

Discussion and Analysis

Bima Regency generally has a variety of cultures, oral traditions, rituals and traditional dances both born from the Palace and outside of the Palace. However, the unique culture of Bima, which is quite popular and growing at this time, is "Taji Tuta". This *spur taji* is a unique Bima cultural and cultural attraction. The early history of the existence of Ntumbu Tuta in Bima until now no party knows for sure. However, Ntumbu Tuta was only found in the village of Ntori, Wawo District, Bima Regency. Based on the results of interviews the researchers said that:

Taji Tuta (headfighting) has existed for hundreds of years ago since during the Bima Sultanate. During the war, the Bima army was captured by the enemy. Then, Hamid invited the Bima troops to dare to go forward by only relying on their heads as weapons. Bima forces attacked by butting in the direction of the enemy. Taji Tuta (headfight) later became known as a manifestation of the value of resistance to the enemy. Taji Tuta (headfighting) is carried out by two elected people who head butt against each other in turn or the so-called, "Sabua dou ma te'e sabua dou ma ntumbu" (one in a defensive position and one in an attacking position), while drums fill and serunai / Silu (musical instruments from palm leaves) accompany the participants (interview with Noriori village leaders, 8/16/2019).

The cultural uniqueness of the Bima Regency is a characteristic and product of the cultural heritage of the ancestors. Unique cultural products serve as tourist destinations for tourists from all over the world. Taji Tuta games (headfighting) are usually played when there are parties or traditional rituals. To enliven the atmosphere, usually the game is accompanied by a musical instrumentation typical of Bima, the drum beat and the blowing of "Silu" (a wind instrument like a trumpet made of palm leaves). Festive, colourful, it contains elements of magic, yet it is not scary.

"The cultural uniqueness in the district of Bima is very much, yes. Cultural diversity. For example, if there are quite a lot of dances in the district of Bima, the dances that are appearing today are already full of exhibitors. So it has run away with its authenticity, only a few original ones remain. For example, *wura bongi monca* (yellow rice sow) as a guest pick-up dance, then the tradition of folk games, for example *ntumbu* that is in *wawo*, continue to hang, then *mpa'a* overseas in *sape* and so on. Indeed, we have developed it today because indeed every cultural event we always carry, both at the local (regional) and national level, we are always asked for it, including art attractions, *mbojo swamp* (Nyanyi Bima) we have ever performed. Besides that, what is more prominent now is the problem of *rimpu*. Yesterday I saw the preserving district of Dompu but now what stands out more is Sambolo. Therefore, each of our cultural festivals, we are required to use *sambolo*. That is one of the things we have developed that has never existed. One example, in one service for example.

The tourism office on Wednesday and Thursday we usually use Sambolo. Sambolo is a traditional custom of the community, that's what we develop today." (Interview with Head of Culture, Bima Regency, Drs. Salam Salam Gani, S.Pd., M.Pd, 09/28/2019).

The results of this study indicate there is a unique culture that is owned by the people of Bima Regency. Both historically and philosophically Taji Tuta (Adu Kepala) was created by a soldier named Hamid who settled in Ntori Village, Wawo District, Bima Regency. This game is very unique and interesting when it is utilised as the development of Bima Regency sports tourism.

"What we later saw was that what was unique in the district of Bima was in the village of Wawo with its distinctive *uma lenggenya* characteristics and thick tradition of ntumbu *tutanya* and then there were traditional *lenggo* dances and so on. Then in *donggo* which is typical with the dance of the calender then in *langgudu* also its own characteristics." (Interview with Head of Tourism Development in Bima Regency, Drs. Muhammad Akbar, M.Pd, 19/09/2019).

In general, the results of in-depth interviews between researchers and several research respondents can be grouped as statements to form an important part of the research. Based on the results of the deduction from some of the interviews above, the findings in this study are as follows:

Table 2: Cultural Uniqueness of Bima Regency

No	Bima Regency Cultural Uniqueness	Instrumental use
1	Taji Tuta (Adu Kepala)	• Sarune (Serunei) • Gong • Genda Ka No (Gendang) • Katonda (Talempong)

The purpose of the game was created Taji Tuta (Headfighting) as a form of resistance by the Bima community against the repressive invaders and their cronies. This game is also often exhibited in various tourism and cultural festivals held both by the government and the local community. An example of it can be seen in the image below:

Picture. Taji Tuta (Headfighting) Community of Bima Regency

The cultural uniqueness of the Bima Regency is a characteristic and product of the cultural heritage of the ancestors. Unique cultural products have become tourist destinations for tourists from all over the world. The diversity of tourist attractions, culture, and cuisines that derive from the many different countries on this continent becomes a special attraction that bewitches tourists to continue to come and visit from countries and cities in Europe, each year. Maryani (1991: 11) describes the conditions that make an attraction, including: (1) what to see, namely in that place there must be tourist objects and attractions that are different from those of other regions. In other words the area must have special attractions and cultural attractions that can be used as "entertainment" for tourists. What to see includes natural scenery, activities, arts and tourist attractions; (2) what to do in that place, in addition to what can be seen and witnessed, recreational facilities must be provided that help tourists feel at home for long periods of stay in tourist attractions; (3) what to buy, a tourist destination must have available facilities for shopping, especially souvenirs and folk handicrafts as souvenirs to bring back to their place of origin; (4) what is needed to arrive, which includes accessibility, how we visit the tourist attraction, vehicles that will be used and how long it will take to arrive at the tourist destination; and (5) where to stay is how the tourist will stay temporarily while on vacation.

After the division of Bima Regency into Bima City and Bima Regency in 2007, there were no regulations that significantly governed customs and sites. However, community involvement in developing sports tourism can have a significant impact (Zadel, Ivančić & Apevapović, 2014). The involvement of local communities in the development of tourist destination areas is very important, especially in formulating decision making. In other research (Alrwajfah, Almeida-García & Cortés-Macías, 2019), it states that sociodemographic conditions can affect perceptions of the impact of tourism management on local communities. However, traditional activities in the midst of the community are based on traditional traditions carried out by customary law in each village area and by residents in all areas of Bima Regency.

The unique culture of the people of Bima Regency is a reflection of the strong culture of the Bima Regency in responding to the development of sports tourism. Sports tourism based on cultural uniqueness is a regional strength, with the packaging strategy of the unique culture of the people of Bima Regency based on the analysis of the Strength (Strength), Weakness, Opportunity and Challenge (Threats). The table below shows the results of a SWOT analysis of the cultural uniqueness of Bima Regency.

Table 3: Results of Strength Analysis (Weakness), Weakness, Opportunity and Threats of Cultural Unity of the District of Bima.

	Strength	**Weakness**
The Bima District Community's Cultural Uniqueness for Sports Tourism Development	- Unique local cultural potential - Cultural uniqueness is only played by one descendant - HR that supports the development of sports tourism	- Only played when there is an event - Inadequate infrastructure in several tourism locations - Lack of promotion of tourism destinations
Opportunity - Republic of Indonesia Law Number 10 of 2009 concerning Tourism - Law of the Republic of Indonesia Number 5 Year 2017 Regarding the Advancement of Culture - Law of the Republic of Indonesia Number 3 of 2005 concerning the National Sports System	**Strategy SO** - Increasing the potential of the uniqueness of the local culture through collaboration with the Government and the private sector - Increasing the potential of local culture which is supported by cultural	**Strategy WO** - Improve marketing of cultural tourism destinations through collaboration with relevant parties, government, and support of local communities - Improve the quality of human resources with training and Focus

- Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 - Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations - Minister of Tourism Regulation No. 11 of 2017 concerning the Organisation and Work Procedures of the Ministry of Tourism - Perda no. 2 of 2016 concerning regional medium-term development plans for 2016-2021 - Perda no. 9 of 2011 concerning the Bima Regency Spatial Planning (2011) - 2017 RIPPDA in Bima Regency - There is cooperation in tourism development with the private sector and local government - Begins the emergence of tourist awareness groups - Local people still hold beliefs (myths) beforehand - Local Government Assistance	craft centres and the role of local communities and tourism awareness groups - Advances in sports tourism based on national, provincial and local government laws and regulations - The government is a key player in opening opportunities that maintain the exotic level of diversity and cultural uniqueness for the development of sports tourism - Cultural uniqueness is maintained in the midst of changing globalisation - Cultural uniqueness remains a priority in promoting tourism development. - Maintaining the uniqueness of cultural tourism in accordance with local wisdom that is supported by other cultural products.	Group Discussion (FGD) - Maintaining cultural uniqueness as a regional treasure through professional promotion. - Sports tourism sites are developed based on cultural potential by collaborating with the government, the community and the private sector.
Threats - Some destinations are developed into sports tourism which is prone to abrasion	**Strategy ST** - Mitigation of coastal cultural tourism - Maintaining the uniqueness of cultural	**Strategy WT** - Improving supporting infrastructure at the location of the development of sports

- There is local culture based tourism from other districts. - The cultural uniqueness of Bima Regency is played by one descendant	tourism in accordance with local wisdom supported by adequate expertise - Places for sports tourism based on cultural uniqueness that are still far from crowds.	tourism based on cultural uniqueness - Enhancing cultural tourism cooperation between the government and the private sector, especially regions located in areas close to cultural uniqueness.

Based on the above table, Taji Tuta (Headfighting) as the sole principle of the unique culture of the people of the Regency of Bima, can be used as a media for promotion and introduction to tourist destinations (DTW). Brida, Disegna and Osti (2014) suggest that people's perceptions about the economic, environmental and socio-cultural impacts affect their support for local tourism policies, while Bagri and Kala (2016), show that residents understand the extent of the impact of tourism in their mountainous region with respect to economic, social and environmental dimensions. Kiráľová and Pavlíčeka (2015) state that social media plays an important role both on the demand and on the supply side of tourism, which allows destinations to interact directly with visitors through various internet platforms and monitor and react to visitors and evaluate services. According to Homsud (2017), perceptions of tourism impacts (welcomed tourist behaviour, local economic perceptions and personal benefits), attitudes towards tourism, and pro-tourism behaviour will have a significant positive impact on attitudes towards tourism and pro-tourism behaviour. These promotional activities can take the form of providing information on local cultural tourism activities, DTW cultural photography exhibitions and the introduction of Bima Regency icons. The promotion of local culture can also be supported by displaying festivals with attractions that take advantage of the uniqueness of other local cultures. Kantola, Uusitalo, Nivala and Tuulentie (2018) are of the understanding that local governments have an adequate understanding of what tourists like or need and how the interests of local communities can be integrated in tourism planning.

Conclusion

The cultural uniqueness contained in the previous local community is still practiced today. The uniqueness of local culture in the district of Bima in general has unique potential and can be developed into sports tourism.

Strategies for enhancing the uniqueness of local culture that are formulated based on the strengths, weaknesses, opportunities and threats of, for and to, respectively, local culture

include: (1) increasing the potential of local culture through collaboration with the government and the private sector; (2) increasing the potential of local culture, which is supported by cultural craft centres and the role of local communities and tourism awareness groups; (3) improving the marketing of cultural tourism destinations through collaboration with relevant parties, the government and the support of local communities; (4) improving supporting infrastructure at cultural tourism locations; (5) increasing cultural tourism cooperation between regions / regencies, especially areas located in the north coast region; (6) improving governance in the management of cultural tourism; (7) improving the quality of human resources in the tourism sector, especially cultural tourism with training and assistance; (8) maintaining the uniqueness of cultural tourism in accordance with local wisdom and supported by local craft products; and (9) mitigating cultural tourism located on the coast. The packaging strategy for the uniqueness of local culture could be carried out in the form of cultural festival parades such as the Bima Bay Cultural Festival Parade.

The government policy and marketing strategy of the Bima Regency Culture and Tourism Office needs to: 1) arrange a Regional Tourism Development Master Plan (RIPPDA) and develop integrated and comprehensive planning documents; 2) increase human resources as a driving force in the development of regional sports tourism; 3) increase the safety factor and its coordination with related parties; 4) improve facilities and infrastructure as well as support facilities for objects and sports tourism potential in Bima Regency; 5) develop promotion that is creative, innovative and integrated systematically and comprehensively; 6) collaborate with third parties or investors, and coordinate well across sectors; 7) improve the ability of the apparatus by conducting training, as well as comparative studies and including them in functional technical training; 8) recruit employees by taking into account clear educational qualifications based on an educational background that has knowledge, expertise and skills in the field of tourism; 9) increase the allocation of sufficient funds to realise the development of the culture-based sports tourism sector.

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