

Prospects for the Development of *Souraja* Cultural Heritage Area for Community-Based Tourism Development, Palu City

Harifuddin Thahir¹, Irdinal Arief², Noor Riefma Hidayah³, Suci Amalia Namira⁴

¹ Department of Management, Faculty of Economics, Universitas Tadulako

² Department of Architecture and Planning, Faculty of Engineering, Universitas Tadulako

³ Department of Accounting, Faculty of Economics and Business, UIN Datokarama Palu

⁴ Department of Civil Engineering, Faculty of Engineering, Universitas Tadulako

Correspondence Author: ¹harifuddinthahir@untad.ac.id

ABSTRACT

Community-based tourism can create employment opportunities for local communities and reduce poverty, were tourism revenues from tourism service. In the development of facilities and infrastructure needed by the development prospects, apart from being a tourist object, the community plays a role in its development and is integrated with the surrounding environment. The thing of tourism is in the form of cultural heritage buildings located in urban areas so that this becomes integrated with the local community and the Government. This happened in Palu City, but a natural disaster (earthquake, liquefaction and tsunami) occurred on 2018 which resulted in damage some buildings, one of which was the Souraja traditional house located in Kampung Lere, Palu. The "Souraja" Traditional House is one of the physicals remains of the cultural heritage of the past ancestors, namely the Kingdom of Palu, which was founded in 1892. After the disaster, the Souraja cultural heritage will be rehabilitated. Still, it will also revitalize the area because since long ago, the people of Kampung Lere, who are local people from the environment around Souraja, have wanted to be fully involved in developing and reviving Kampung Lere to be better known in urban cultural tourism which has past historical values of the Kaili tribe on the coast of Palu City. The finding is that the prospect of development will be an opportunity to revive the environmental area around Souraja for the Kampung Lere community to develop urban tourism with the Souraja cultural heritage as a regional landmark.

Keywords: *Development Prospects; Souraja Cultural Reserve; Community Based Tourism Development*

ABSTRACT

Community-based tourism can create employment opportunities for local communities and reduce poverty, were tourism revenues from tourism service. In the development of facilities and infrastructure needed by the development prospects, apart from being a tourist object, the community plays a role in its development and is integrated with the surrounding environment. The thing of tourism is in the form of cultural heritage buildings located in urban areas so that this becomes integrated with the local community and the Government. This happened in Palu City, but a natural disaster (earthquake, liquefaction and tsunami) occurred on 2018 which resulted in damage some buildings, one of which was the Souraja traditional house located in Kampung Lere, Palu. The "Souraja" Traditional House is one of the physicals remains of the cultural heritage of the past ancestors, namely the Kingdom of Palu, which was founded in 1892. After the disaster, the Souraja cultural heritage will be rehabilitated. Still, it will also revitalize the area because since long ago, the people of Kampung Lere, who are local people from the environment around Souraja, have wanted to be fully involved in developing and reviving Kampung Lere to be better known in urban cultural tourism which has past historical values of the Kaili tribe on the coast of Palu City. The finding is that the prospect of development will be an opportunity to revive the environmental area around Souraja for the Kampung Lere community to develop urban tourism with the Souraja cultural heritage as a regional landmark.

Keywords: *Development Prospects; Souraja Cultural Reserve; Community Based Tourism Development*

Informasi Artikel: Submit: 2023-04-28 Revisi: 2023-06-26 Diterima: 2023-07-31



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

INTRODUCTION

Tourism Development Prospects

Heritage Tourism is an alternative to reduce mass tourism which tends to be more capitalist in developing the tourism industry. According to the study results, cultural heritage tourism is now suspected as one of the segments of the tourism industry that is developing the fastest. This is based on a new tendency or trend for tourists to look for something unique and authentic from a culture (Suarmana et al., 2017). The characteristics of Heritage Tourism tourists are also very different from tourists in general. According to the results of a study from the Travel Industry Association and Smithsonian Magazine in 2003, it showed that tourists who visit historical sites and cultural attractions are generally highly educated, with more income, stay longer and spends more money than other types of tourists in general (Suarmana et al., 2017). Urban tourists use urban facilities that city dwellers also use as tourist attractions (Law, 1996) (Mbulu et al., 2017). Heritage Tourism is tourism that utilizes heritage and historical relics as tourist attractions. Heritage tourism is oriented towards specific interests such as socio-cultural, castles (kingdoms), pilgrimages, and important archaeological and historic sites (Inskip, 1991).

Souraja Cultural Heritage Area

Cultural heritage is a cultural heritage whose existence needs to be preserved because it has crucial values for history, science, education, religion, and culture through its determination. The diligent effort to maintain the exist heritage and its values by protecting, developing, and utilizing them is called preservation. The importance of preserving a cultural heritage building is part of an effort to maintain cultural values during the modernization of development. This is something that must receive attention so that the physical form of a cultural heritage building can become an information legacy for the next generation related to the existence of a civilization (Zubaidi, 2009).

Souraja/Banua Mbaso or *Banua Magau* is known as the traditional house of the *Kaili* tribe, which was lived by the king/*magau* in his day. The function of *Souraja*, which was once the seat of Government for the *Kaili* tribe, has now become a heritage building/historical site of the *Kaili* tribe in Palu city. The layout of *Souraja*, which is in the *Lere* sub-district, is a common thread regarding the civilization of the *Kaili* tribe in the city of Palu, see (Fig. 1). *Souraja* was built in 1892. The construction of *Souraja* was headed by Amir Pettalolo, son-in-law of Yodjokodi. In the construction of *Souraja*, most of the workforce was brought in from Banjar, so the Banjar style appears in the building (Zubaidi, 2009). The stilt house itself has proven to be resistant to disasters. This can be seen when the earthquake hit the area on September 28, 2018, *Banua Oge/Souraja* was not damaged. Natural disasters (earthquakes, liquefaction, and tsunami) that occurred some time ago in 2018 impacted damage to buildings and structures in Palu City, such as government buildings, educational facilities, worship facilities, health, community residential buildings and historic buildings.



Figure 1: Location Points on the *Souraja* Cultural Heritage Map

The *Souraja* Traditional House, which is in *Kampung Lere*, Palu City, is one of the buildings affected by the disaster with damage to several parts of the existing building, so this cultural heritage needs attention regarding the physical condition of the building. Thus, to maintain and carry out the mandate of the Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Heritage related to protecting, developing, and utilizing a cultural heritage building and carrying out repairs.

***Kampung Lere* Community Involvement**

Community participation in formal events/festivals, based on the results of interviews with several communities around *Kampung Lere* and the royal family, the *Souraja* traditional house is a cultural heritage that needs to be preserved because it is a cultural heritage which is an attraction for tourists, one of the attractions is the role of the involvement of the surrounding community.

Community by People

Formulating the context of regional development, this concept is the basis for building a simple structural framework, which can provide a new basis for more creative tourism design in regional development. Creating a concept design requires a specific application of design principles. Therefore, humans as users, especially for their travel activities, and the environment needs a functional space for tourism activities. (Samantha, 2005) in (Arief & Thahir, 2020). The concept of regulating regional movements has three basic things in structuring tourist areas (Gunn, 2002), namely : The group (by environment, scope, magnetism, benefits, and creation) is the raw material from which visitor satisfaction is obtained to delight in the journey and the attractions that express the whole series of activities, all attractions from the most remote to the most urban, are linked to community groups/service centers, and the fundamental thing determining tourist accessibility is linkage, namely the linkage between the attraction and the community and the interconnection between the community and access systems that play a role in tourist objects.

The three elements are attraction groups, community service centers, and special relationships for specific land uses. In other words, systemic linkages built are important things that will determine the level of accessibility to the location of attractions. The concept commonly used by designers of tourism development strategies to mobilize communities is to actively participate in the development as partners in the tourism industry Together. (Dewa Putu, 2012), following in the image below (See Figure 2) :

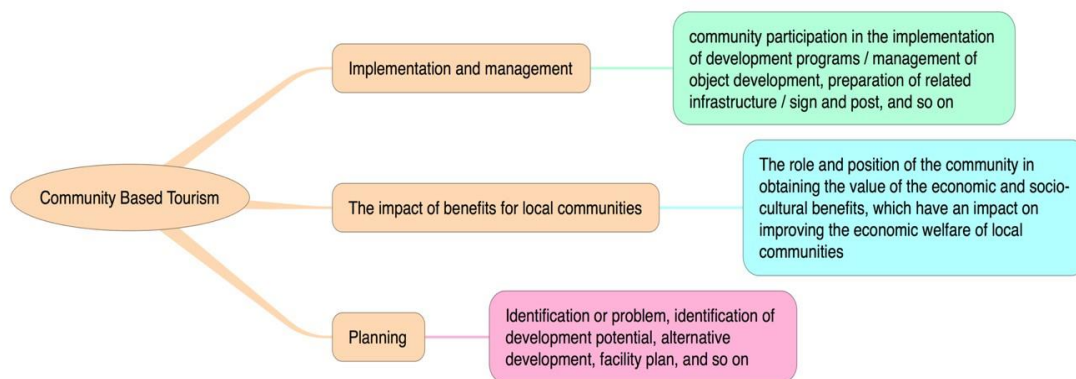


Figure 2. Tourism-Based Community Strategy

Implementation of community-based sustainable local tourism

According to Mitchell (2003) in (Aulia & Dharmawan, 2010), Local wisdom has 6 dimensions: local knowledge, local values, local skills, local natural resources, local decision-making mechanisms, and local group solidarity. The fading of local wisdom values in most Indonesians is an alarming condition that needs attention. The influence of globalization has made the differences in values and norms today even more incredible and often appear to contradict one another. The real impact of the effect of globalization on people's lives is that it creates a few social problems. Therefore, it is necessary to deal with these problems through community empowerment by upholding local wisdom values that vary in each region. In practice, a series of community empowerment strategies are carried out in stages, the stages in implementing community empowerment are as follows:

- **Planning.** To achieve good quality planning, it is necessary to involve the community as a party that understands the priority needs of the local community. In planning, empowering parties can apply the Participatory Rural Appraisal (PRA) method, which is a research or study method to explore societal potentials and problems. The community aims to be capable and skilled in analyzing problems, finding solutions and making plans for themselves and the community (Hamid, 2018).
- **Implementation.** As a party that participates in planning the development program, the community certainly has sufficient knowledge to implement the program. The implementation phase is usually done with assistance, and activities facilitating empowerment programs are held.
- **Evaluation.** The role of the community in the evaluation stage includes providing input, suggestions and criticism of the development programs that have been implemented. If the empowerment program is successful, the next stage is the termination of all activities, including mentoring, which will then hand over the assistance task to the community.

RESEARCH METHOD

The research method used by researchers in this study is qualitative. According to Creswell (2016), qualitative research explores and understands the meaning of a few individuals or

groups of people that originate from social problems. Qualitative research, in general, can be used to research people's lives, history, behavior, concepts or phenomena, social issues, and others. The methods used are adapted to the needs of the study, including:

- Interviews, measurements in the field, and analysis carried out the method used to obtain primary data. The secondary data is obtained using the literature study method, and data collection is done through interviews and surveys.
- The impact forecasting methodology uses the impact flow matrix or check list method.
- The approach method used in this study is adjusted to the aspects to be discussed. The level of need, besides that the approach in this case is intended to facilitate qualitative and quantitative assessment, following the data's completeness and the importance of each problem, to achieve the aims and objectives described in the working terms of reference. The approach method used is:
 - Spatial: Analyze spatial phenomena, through spatial development, distribution, and interaction with the surrounding environment.
 - Descriptive: We are analyzing the physical condition of the building and the surrounding area as well as non-physical conditions through a qualitative and quantitative description and explanation in the form of writing and analysis.
 - Normative: An approach method based on existing norms or rules to assess current conditions to determine future development.
- Integrated Approach: A problem approach will always be related to another problem because it requires an integrated approach that links several factors that influence each other. This approach is to avoid gaps in terms of implementation. The analytical method used is descriptive qualitative analysis. SWOT analysis is an evaluation of the overall strengths, weaknesses, opportunities, and threats, with SWOT analysis a company will be able to determine the right marketing strategy to survive in a competitive environment.

RESULT AND DISCUSSION

Sustainable tourism is all forms of tourism activity, management and development that maintain natural, economic, and social integrity and ensure that the maintenance of natural and cultural resources will be conscious of tourism, in this case consisting of 3 aspects namely economic, social, and environmental aspects. Based on the results of interviews and distribution of questionnaires, it is known that conditions in social, economic, and environmental aspects, the finding is that the prospect of development becomes an opportunity to revive the environmental area around *Souraja* in the *Kampung Lere* community for the development of urban tourism with *Souraja* cultural heritage as a regional landmark.

Social Aspect

Based on the results of interviews with several communities around *Kampung Lere* and the royal family, the *Souraja* Traditional House is a cultural heritage that needs to be preserved because it is a cultural heritage that is an attraction for tourists, therefore the impact felt by the surrounding community in ancient times. The role of the community in activities during implementation is very enthusiastic such as joining committees, trading, this has an impact on the economic impact on local industries such as providing kiosks outside the *Souraja* complex area. As for the products or attractions presented in the form of performing arts, theatrical and traditional music, these attractions are related to the activities established by the *Souraja* management for the preservation of tradition, especially for the younger generation, namely by establishing the *Souraja* art studio.



Figure 3. The Role of the Kaili-Palu Royal Descendants, and the Role of UNTAD Architecture Students in Conservation and Tourism-based Communities

Environmental Aspect

Infrastructure and facilities as opportunities and threats, *Kampung Lere* represents the typical *Kaili* village with local wisdom in the form of several houses on stilts by the road close to rivers and the sea. However, the impact of the earthquake and tsunami resulted in the damage to the Palu Bay dam so that when the tide rose, the sea level fell. The hydrological impact is in the form of a water discharge under the house which also rises quickly during the rainy season and reduced water catchment areas. Parking conditions are lacking and require large areas of land for parking lots, even though parking fees alone will get retribution to the local area.

Economy Aspect

Tourists visiting the *Souraja* Cultural Heritage tourist destination as opportunities and weaknesses. The economic factors of the residents as strengths and weaknesses, namely the livelihoods of most of the population are as fishermen and street vendors, with these professions, some concerns with such community conditions are community conflicts, this can be tourists, especially foreign tourists and competition for opportunities work. The opportunities are in the form of people who want to be involved in supporting the tourism development of the *Souraja* Traditional House. Community involvement in various traditional events that allow for tourism visits or tourism activities will have an impact on the

income of residents, can also create business opportunities. So, it is necessary to identify the local community's desires in *Kampung Lere*, such as the desire for involvement from fishermen in making souvenirs, or street vendors who sell merchandise or food and snacks typical of *Kaili*.

Government Support

The management system for the *Souraja* traditional house in *Kampung Lere*, which involves multi-stakeholders, should be a great opportunity for optimal development. Through the Directorate of Preservation of Cultural Heritage and Museums with the Technical Implementation Unit, namely the Cultural Heritage Preservation Center (BPCB) in Gorontalo, which covers the working areas of North Sulawesi, Central Sulawesi and Gorontalo Provinces, the central Government has so far funded the honoraria of caretakers. At the same time, the Government The regions through the Department of Culture and Tourism conduct training. After identifying the sociocultural, economic, environmental and government support aspects described above, a SWOT analysis can be made based on internal and external factors in developing the competitive advantage of the *Souraja* Cultural Heritage as a Tourism Asset, by conducting questionnaires and interviewing respondents, with respondents being professional jobs around the *Souraja* area.

Analysis of Tourism-Based Community Development Prospects

The *Souraja* Traditional House area management strategy is based on preserving local wisdom resources. Various internal and external factors that influence was analyzed using SWOT analysis. SWOT analysis is a strategic planning method based on logic to systematically evaluate multiple factors by maximizing Strengths and Opportunities, simultaneously minimizing Weaknesses and Threats in the *Souraja* traditional house area in *Kampung Lere*.

Table 1. Results of Identification of Strengths, Weaknesses, Opportunities and Threats

Strength		Weakness	
- Unique, aesthetic, and adaptive custom home architecture	- This traditional house has high historical, archeological, tourism and cultural value.	- The age factor of the house is that it is old so it is prone to damage	- Lack of green open space (RTH) supporting activities
- Easy to reach location	- Tour Guide by traditional/kingdom leaders	- Some people do not have awareness in disposing of garbage in the <i>Souraja</i> area	- Less parking space
- Community Acceptance and Openness to society	- Community involvement in traditional events/festivals	- Narrow roads	- Tourism object marketing is very lacking
- The social environment of <i>Kampung Lere</i> is still heavily influenced by the <i>Kaili</i> tribe	- Art and cultural activities in the <i>Souraja</i> traditional house area	- The issue of thuggery between villages	
Opportunities		Threats	
- Momentum for the development of regional potential, one of which is <i>Souraja</i> as a cultural heritage	- Managers who are multi-stakeholders at the regional and central levels	- Wooden houses are prone to mold and termite growth	- Social impacts of area development (security, conflict)
- Community curiosity and appreciation of cultural heritage	- Increase Local Yield Revenue	- Environmental pollution due to visitor drink and food waste	- Internal conflict within the governing body and local government instability
- Opening of Business Opportunities		- The impact of the damage caused by the	

earthquake and tsunami, which resulted in a decrease in environmental quality

Table 2. The *Souraja* Traditional House management strategy model in *Kampung Lere*

	Strengths (S)	Weakness (W)
	Strategy S – O	Strategy W – O
OPPORTUNITIES (O)	<ul style="list-style-type: none"> - Utilization for cultural tourism with an environmental perspective - Integrated management and coordinated - Strengthening community appreciation - and elements of local culture such as traditional events and traditional festivals - Arrangement of Strategic Corridor Areas - Provide income for the region 	<ul style="list-style-type: none"> - Repair of settings and environments damaged by the earthquake and tsunami - Repair damaged parts of the house according to the rules - To make additional parking lot - To build facilities of tourism activities - To build a disaster mitigation concept in corridors - To open business opportunities like souvenirs shop - Technology based tourism promotion
	Strategi S – T	Strategi W – T
THREATS (T)	<ul style="list-style-type: none"> - Regular and periodic conservation - Enhancement of regional security - Regulation and supervision - Visitor behavior Active role in cleaning and environment 	<ul style="list-style-type: none"> - Preservation and minimization impact of the earthquake - Restore the condition of the traditional house as it used to be structure and color

Based on the results of several aspects, namely Economic Aspects, Socio-Cultural Aspects, Environmental Aspects, using the SWOT analysis method, the marketing strategy will be obtained as follows:

1) External factors

Analyze external and internal conditions based on SWOT, then calculate the weight and rating to determine the heritage of *Souraja* House which is deemed for development. The calculation of the factor weight is done by tabulating the EFAS (External Strategic Factor Analysis Summary) score data. Calculation of the weight with the provision that the weight of 0.00 is not important to 1.00 is very important, then each factor is ranked or assessed based on the factor concerned in the form of the number 4 (very superior), 3 (above average), 2 (average), and 1 (below average or bad). By multiplying the weights and ratings, the values of each factor are obtained which are then added up to obtain the total EFAS score as described below:

Table 3. Matrix of Weighting and Rating of External Factors

Opportunities				
External Strategic Factors	Weight (a)	Rating (b)	Total (a x b)	
- Momentum for regional potential development, one of which is <i>Souraja</i> as a cultural heritage/cultural heritage	0.116	4.750	0.551	
- Multi-stakeholder managers at regional and central levels	0.117	4.350	0.500	
- Curiosity and appreciation of the community for cultural heritage	0.115	4.450	0.511	
- Increasing Local Yield Income	0.122	4.500	0.549	
- Open business opportunities	0.135	4.050	0.546	

Sub Total (c)	2.650
---------------	-------

Table 4. Matrix of Weighting and Rating of External Factors (continue)

Threats			
External Strategic Factors	Weight (a)	Rating (b)	Total (a x b)
- Wooden houses are susceptible to the growth of mould and termites	0.050	2.770	0.130
- Social impact of area development (security, fighting)	0.030	2.050	0.060
- Environmental pollution due to food and drink waste from visitors	0.030	2.850	0.080
- Internal conflicts within the management body and local government instability	0.060	2.050	0.120
- Impact of damage caused by the earthquake, which resulted in a decrease in environmental quality	0,060	3,000	0.180
Sub Total (d)			0.570
Total Score (c + d)			3.220

The results of the analysis of external strategic factors through opportunities and threats scored a total external analysis score of 3.220 which indicates that the momentum factor for developing regional potential, one of which is *Souraja* as a cultural heritage/cultural heritage is "strong" in taking advantage of opportunities to overcome the threats it faces. This means that the development of *Souraja* cultural heritage responds well to opportunities and can overcome threats to minimize the impact of threats that may arise. The main opportunities in the development of the *Souraja* Cultural Heritage are in the Momentum factor for the development of regional potential, one of which is *Souraja* as a cultural heritage/cultural heritage with an external score of 0.551, then followed sequentially by multi-stakeholder management factors at the regional and central level, the curiosity and appreciation of the community for cultural heritage, Increasing Regional Yield Revenue, and Opening business opportunities.

The main threat that exists in the development of the *Souraja* Traditional House Cultural Heritage is the factor of the impact of damage due to the earthquake and tsunami, which results in a decrease in environmental quality with an external score of 0.18, then followed sequentially by factors Wooden houses are susceptible to mold and termite growth, social impacts area development (security, fights), environmental pollution due to visitors' food and beverage waste, internal conflicts within the management body and local government instability.

2) Internal factors

Internal factor weights are calculated by tabulating IFAS (Internal Strategic Factor Analysis Summary) score data. Calculation of the weight with the provision that the weight of 0.00 is not important until 1.00 is very important, then each factor is ranked or assessed based on the factor concerned in the form of a number 4 (very superior), 3 (above average), 2 (average), and 1 (below average or bad). By multiplying the weight and rating, the value of each factor is obtained which is then added up to obtain the total IFAS score which is described as follows in Table 5.

Table 5. Weighting Matrix and Internal Factor Rating

Strength			
Internal Strategic Factors	Weight (a)	Rating (b)	Total (a x b)
- Unique, aesthetic, and adaptive custom home architecture.	0.115	4.150	0.470
- This traditional house has high historical, archaeological, tourism and cultural value.	0.117	4.750	0.550
- Easy to reach location	0.112	4.500	0.500
- Social Environment Still influenced by the <i>Kaili</i> tribe	0.066	4.000	0.240
- Tour Guide by Royal Descendants	0.066	3.000	0.180
- Art and cultural activities in <i>Souraja</i> house area	0.113	4.150	0.460
- Community involvement in traditional events/festivals	0.115	4.250	0.480
- Community acceptance and openness to tourists	0.050	4.050	0.200
Sub Total (c)			3.080
Weakness			
Internal Strategic Factors	Weight (a)	Rating (b)	Total (a x b)
- The issue of thuggery between villages	0.083	2.000	0.160
- The age factor of the house is old so it is prone to damage	0.083	2.450	0.200
- Some people do not have the awareness of disposing of garbage in the <i>Souraja</i> area	0.083	2.050	0.160
- Lack of support activities (RTH)	0.050	2.050	0.150
- Lack of tourism object marketing	0.100	2.050	0.100
- Less parking space	0.060	2.050	0.120
- Marker/Signed	0.050	2.050	0.100
Sub Total (d)			0.900
Total Score (c + d)			3.980

Based on the results of the internal strategic factor analysis in the table above, it shows that the total score of the results of the internal analysis is 3.980 which indicates the cultural heritage tourism of the *Souraja* Traditional House is in a "strong" position in utilizing strengths to deal with the weaknesses encountered in the development of cultural heritage tourism of the *Souraja* Traditional House. This means that the development of cultural heritage tourism for the *Souraja* traditional house has been able to overcome its weaknesses by taking advantage of its strengths because it is in a position above the average (2.00).

The main strength of the development of cultural heritage tourism in the *Souraja* Traditional House lies in the factor that the traditional house has very high historical, archeological, tourism and cultural values, so it is necessary to carry out rehabilitation and restoration for the development of Heritage Tourism in *Kampung Lere*, with an internal score of 0.55, then followed by the environmental factors of the settlement and the unique atmosphere of *Kaili* which is exotic, in addition to traditional houses that support Heritage Tourism, also the atmosphere of *Kampung Lere* as a strategic area for tourism in the city's cultural history. Thus, the goal of sustainable tourism development in Tourism Heritage can be carried out. The weaknesses are the age factor of the old house making it prone to damage,

also the impact of the earthquake accompanied by a tsunami with a score of 0.20, followed sequentially by the factor of cleanliness that is not maintained in the *Souraja* area, narrow road infrastructure, lack of tourism promotion marketing, land insufficient parking, and lack of availability of Souvenirs, and lack of supporting activities (RTH).

3) Internal and external factors

Internal-external analysis (IE) based on the analysis of internal factor strategies and external factors can be entered into the internal-external matrix as the matching stage for cultural heritage tourism development in the *Souraja* Traditional House. From the results of the previous analysis, the total score for IFAS was 3.98 and EFAS was 3.71. The results of the total score of the IFAS matrix are on the X axis and the total score of the EFAS matrix is on the Y axis. The position of the *Souraja* traditional house cultural heritage tourism development can be seen in Table 6 of the following IE Matrix:

Table 6. IE Matrix

EFAS	Strength (S)	Weakness (W)
IFAS		
Opportunities (O)	SO	WO
Threats (T)	ST	WT

The total weighted score on the internal-external matrix (IE) in Table 6 above shows that the cultural heritage of the *Souraja* traditional house is in cell I with a score of 3.7 or a strategy through horizontal integration which can be described as "growing and developing". This is the main strategy for developing tourism objects by organizing and rehabilitating or restoring and expanding existing tourism potential to increase tourist attractiveness.

4) SWOT Analysis

The results of calculating the IFAS and EFAS values obtained with a total of IFAS is 3,710 and EFAS is 3,980, after knowing these two values, a SWOT analysis diagram can be compiled to determine the relative position of the *Souraja* Traditional House cultural heritage tourism development in the first, second, third quadrant or quadrant fourth. SWOT analysis calculation is as follows:

- The sum of the multiplication of weights and ratings on opportunities and threats is set aside to get point Y.

$$\begin{aligned} \text{Point Y} &= \text{Opportunity} - \text{Threat} \\ &= 2.65 - 0.57 \\ &= 2.08 \end{aligned}$$

- The sum of the multiplication of the weights and the ratings on strengths and weaknesses are adjusted to get point X.

$$\begin{aligned} \text{Point X} &= \text{Strength} - \text{Weakness} \\ &= 3.08 - 0.9 \\ &= 2.18 \end{aligned}$$

The calculation results above can be determined that the relative position of the *Souraja* Traditional House cultural heritage tourism development is at the coordinate points (2.08; 2.18) in the first quadrant which shows that the *Souraja* Traditional House has strengths and opportunities so that it can take advantage of existing opportunities by using the strengths it

has. The development strategy that is by the position of the cultural heritage tourism of the *Souraja* Traditional House is a strategy to support policies on tourism growth and more can be seen in the diagram below.

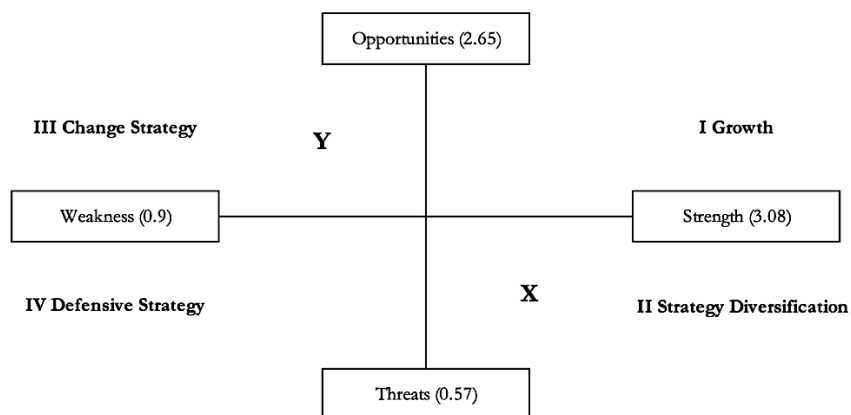


Figure 4. Diagram of the relationship between heritage tourism engagement in *Kampung Lere*

Based on the results of the analysis in the figure above, it is known that the *Souraja* Traditional House cultural heritage tourism development strategy lies in quadrant I (external opportunity growth strategy and internal strength). namely a strategy designed to achieve growth in the number of tourist visits (frequency of visits and tourist areas of origin), assets (objects and tourist attractions, infrastructure and supporting facilities), and income (entry fees and amount spent). The quadrant I position is very advantageous because *Souraja* cultural heritage tourism has opportunities and strengths to take advantage of existing opportunities. The strategy that must be applied in this condition is to support growth policies—then using the matrix to show strategies that can be carried out for the development of cultural heritage tourism in the *Souraja* Traditional House. These strategies are included in the SWOT Analysis Matrix. The SWOT matrix is a matrix that interacts with internal and external strategic factors. This matrix can clearly describe how the (external) opportunities and threats faced can be adjusted to the strengths and weaknesses they have.

Regarding tourist visits, according to the latest data for 2019, tourists who come to *Souraja* tourist destinations can reach 3,000 people/year, which are dominated by student visits and students who usually come in groups of up to 100 people and at least 20 people, for study about the history of the origin of the kingdom of Palu, not only that foreign tourists who visit almost around 15% of the total visitors. The better the development and management of the *Souraja* Traditional House cultural heritage, the more tourists visit heritage tourism. Thus, the more tourists who visit the cultural heritage of the *Souraja* Traditional House, the greater the Regional Original Revenue of Palu City which is obtained through entrance fees. Tourism has become an industry at this time. Wahab (1975) argues that the tourism industry is a new industry capable of producing rapid economic growth in providing employment, increasing income, living standards and stimulating other productivity sectors (Wahab, 1975).

Furthermore, as a complex sector, tourism activities include real classic industries such as the handicraft and souvenir industry, where transportation is also seen as an industry. Tourism development is all coordinated activities and efforts to attract tourists, provide all the necessary infrastructure and facilities, goods, and services, to serve the needs of tourists. All tourism activities and development cover very broad aspects and involve various aspects of society, starting from transportation activities, accommodation, tourist attractions, food and drink, souvenirs, services, and an atmosphere of comfort.

SWOT analysis in the results obtained in the form of tourism development activities cover very broad aspects and involve various aspects of life in society, while the benefits of tourism development, namely:

- Expand business opportunities
- Expanding employment
- Increase the income of the community and Government
- Encouraging the preservation of culture, historical heritage, and the environment
- Encouraging related sectors to develop further
- Encouraging the maintenance of order and security
- Strengthen the unity and unity of the nation
- Broaden the horizons of the archipelago and foster a sense of love for the motherland.

CONCLUSIONS

The appearance and richness of customs which has been hereditary was initiated by the slogan "*Nosarara Nosabatutu*" is interpreted as participation in working together with family and relatives (Septiwiharti et al., 2019), in the *Souraja* traditional house area. The community's role is part of the planning stage, and the active implementation stage of the development itself. This becomes very influential in togetherness and unity as an act of wisdom in maintaining the tradition of cultural values.

Community trust in the community's role in efforts to develop tourism is very important in the broadest sense. Because the implementation of tourism is directed towards the realization of equal income distribution and equal distribution of business opportunities, the implementation of various tourism businesses that are carried out can complement each other, are interrelated, and mutually support one another (Musaneff, 1996) in (Eman et al., 2018). Therefore, public awareness needs to be developed to build a tourism industry.

The participation and support of the entire community is a significant factor in creating a conducive climate for tourism development in a tourist destination. High public awareness of tourism can increase the number of tourist visits, leading to efforts to improve local communities. Not only local people, with the running of the tourism industry in an area will automatically increase revenue for the local Government. Increasing public awareness in developing the tourism industry can be carried out using the *Sapta Pesona* concept. According to the Regulation of the Minister of Culture and Tourism Number: PM.04/UM.001/MKP.2008, *Sapta Pesona* is a concept to improve the performance of national tourism development by optimizing the support, role and participation of the community through Tourism Awareness activities which aim to increase the understanding of all community components regarding tourism in creating a conducive climate for the growth and development of tourism in a region (Setyani, 2020). The *Souraja* Traditional House management strategy model is carried out by optimizing strengths and minimizing weaknesses to take advantage of opportunities and prevent threats. The traditional house area which has now become a tourist attraction, must be managed by considering the aspects of preserving cultural resources and the principles of local wisdom. If referring to the principle of preservation, the pages must be repaired and returned to their original condition. Making parking lots and parking pockets or parks, as well as supporting activities in traditional events and traditional rituals can be carried out by the cultural heritage environmental zoning so that the harmony of cultural heritage buildings and the meaning of local environmental wisdom is maintained.

ACKNOWLEDGMENT

We would like to thank all parties involved in this research because this article will be a constructive idea for the local Government of Palu City in maintaining and preserving the *Souraja* cultural heritage, especially for developing urban historical tourism in Indonesia. Then thank you to Tadulako University (UNTAD), as a place of dedication.

REFERENCES

- Arief, I., & Thahir, H. (2020). Community Based Tourism for the Concept of Village Tourism Facility Development in Papan Island. IOP Conference Series: Materials Science and Engineering,
- Aulia, T. O. S., & Dharmawan, A. H. (2010). Kearifan lokal dalam pengelolaan sumberdaya air di Kampung Kuta. *Sodality: Jurnal Transdisiplin Sosiologi, Komunikasi, dan Ekologi Manusia*, 4(3), 345-355.
- Dewa Putu, O. P. (2012). Hegemony of Tourism Development and People's Involvement at a Tourist Village. *Mudra (JURNAL SENI BUDAYA)*, 27(1), 1-1.
- Eman, I. O., Sagay, B. A. B., & Jocom, S. G. (2018). Strategi Pengembangan Objek Wisata Danau Linouw Terhadap Peningkatan Pendapatan Asli Daerah (PAD) Kota Tomohon. *AGRI-SOSIOEKONOMI*, 14(1), 371-388.
- Gunn, C. A., & Var, T. . (2002). *Tourism Planning: Basics, Concepts, Cases (4th ed.)*. (4 ed.). <https://doi.org/https://doi.org/10.4324/9781003061656>
- Hamid, H. (2018). Manajemen Pemberdayaan Masyarakat. In: De La Macca.
- Inskeep, E. (1991). *Tourism planning: An integrated and sustainable development approach*. John Wiley & Sons.
- Law, C. M. (1996). Introduction, Law, Christopher M., *Tourism in Major Cities* pp. 1-22. In: Routledge-International Thomson Business Press, London.
- Mbulu, Y. P., Firmansyah, R., & Puspita, N. (2017). Identifikasi Daya Tarik Pariwisata Perkotaan Terhadap Tingkat Kunjungan Wisatawan di Kota Mataram Lombok. *Tourism Scientific Journal*, 3(1), 74-91.
- Septiwiharti, D., Maharani, S. D., & Mustansyir, R. (2019). The concepts of Nosarara Nosabatutu in the Kaili Community: Inspiration for religious harmony in Indonesia. *Wawasan: Jurnal Ilmiah Agama dan Sosial Budaya*, 4(2), 222-231.
- Setiawan, B. (2006). Pembangunan Berkelanjutan dan Kearifan Lingkungan. Dari Ide Ke Gerakan, PPLH Regional Jawa. In: Kementerian Negara Lingkungan Hidup RI, Yogyakarta.
- Setyani, A. (2020). Peran Kelompok Sadar Wisata Dalam Mengembangkan Potensi Pariwisata Di Sendang Bulus Desa Pager. *J+ PLUS UNESA*, 9(2).
- Suarmana, I. W. R., Ardika, I. W., & Putra, I. N. D. (2017). Pengembangan Pusat Kota Denpasar sebagai 'Heritage Tourism'. *Jurnal Master Pariwisata (JUMPA)*, 4(1), 62-77.
- Wahab, S. (1975). Pengantar Ilmu Pariwisata. *Bandung: Angkasa*.
- Zubaidi, F. (2009). Arsitektur Kaili sebagai Proses dan Produk Vernakular. *Ruang: Jurnal Arsitektur*, 1(1), 220965. <https://doi.org/https://web.archive.org/web/20180427115424id/http://jurnal.untad.ac.id/jurnal/index.php/RUANG/article/viewFile/720/619>