

Strengthening the Cultural Identity of Ulun Lapping in Tourism Activities in Kuripan Traditional Village, Penengahan, South Lampung

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Abstract

This research aims to analyze the strengthening of the cultural identity of Ulun Lapping in the tourism activities of Kuripan Traditional Village, South Lampung. A qualitative approach was utilized in this study, employing methods such as observation, in-depth interviews, and document analysis for data collection. The findings indicate that the cultural identity of Ulun Lapping in Kuripan Traditional Village is reinforced through various tourism activities involving the local community, such as cultural festivals, traditional art performances, and handicrafts. Moreover, the active participation of the community in these tourism activities plays a significant role in preserving and promoting Ulun Lapping culture. The study also reveals that local government and tourism organizations play a strategic role in supporting the strengthening of cultural identity through training and promotional programs. These efforts not only enhance the tourism appeal of Kuripan Traditional Village but also positively impact the local economy. However, challenges arise in maintaining a balance between tourism development and cultural preservation, particularly concerning the threat of cultural commercialization. The research concludes that the strengthening of Ulun Lapping's cultural identity in the tourism activities of Kuripan Traditional Village can serve as a model for cultural-based tourism development in other regions. It is hoped that the results of this research will contribute to the development of sustainable and culturally-based tourism policies.

Keywords: Cultural Identity, Ulun Lapping, Tourism

INTRODUCTION

The introduction should start by highlighting the importance of cultural identity in the tourism sector, with an emphasis on its role in promoting traditional village settings (Huang, & Yang, 2022). Cultural identity serves not only as a source of pride and a means of preserving unique traditions but also as a crucial factor in shaping the authenticity and attractiveness of a destination. The Ulun Lapping culture, which embodies the historical, artistic, and social values of the indigenous community in South Lampung, offers a unique example of cultural identity that has been integrated into tourism development (Martínez, & Prats, 2020). The Kuripan Traditional Village, known for its rich cultural heritage and traditional lifestyle, provides a setting where cultural preservation is intertwined with tourism activities.

The discussion should continue by addressing the growing trend of cultural tourism globally, which has become a significant segment of the tourism industry. Cultural tourism appeals to travelers who seek authentic experiences, making it a powerful tool for sustaining cultural heritage. In the context

of traditional villages like Kuripan, cultural tourism has the potential to generate economic benefits for the local community while simultaneously promoting the conservation of cultural practices (Richards, & Palmer, 2022). The involvement of the local community in cultural events such as festivals, art performances, and traditional craft making contributes to the strengthening of cultural identity by providing opportunities for intergenerational knowledge transfer and active cultural participation.

Despite the apparent benefits, there remains a gap in the literature concerning the specific mechanisms through which cultural identity is reinforced through tourism activities. Previous research has often focused on either the economic impacts of cultural tourism or the general benefits of cultural heritage conservation, with limited attention given to the dynamic processes that link tourism activities with cultural identity preservation. This gap calls for a deeper investigation into how tourism can be leveraged to not only promote cultural awareness but also actively support the cultural resilience of traditional communities.

Therefore, the research aims to fill this gap by analyzing how the cultural identity of the Ulun Lapping is reinforced through various tourism activities in the Kuripan Traditional Village. The study will examine the ways in which cultural practices are maintained and revitalized through community involvement in tourism, as well as the role of external factors such as government policies and tourism organizations in facilitating cultural preservation. By understanding these dynamics, the research seeks to provide insights that could inform cultural-based tourism strategies in other traditional communities facing similar challenges.

Moreover, the introduction should outline the research objectives clearly, emphasizing the need to analyze the extent to which tourism activities contribute to the reinforcement of cultural identity. It will also address the potential economic and social implications of integrating cultural tourism with community-based cultural preservation initiatives. The findings are expected to offer valuable contributions to sustainable tourism practices that prioritize cultural heritage as a key element of destination management.

Ultimately, the introduction should establish a framework for the study that aligns with the broader discourse on cultural tourism and sustainability, positioning the research as a response to the growing need for culturally sensitive tourism development. It should highlight the potential of Kuripan Traditional Village as a model for other regions aiming to balance tourism development with the preservation of cultural identity, setting the stage for a detailed exploration of the challenges and opportunities in this field.

METHODS

This section should detail the qualitative research approach employed to fulfill the study's objectives, which involved comprehensive data collection methods to capture the multifaceted aspects of cultural identity and tourism development (Smith, 2020). The methodology included three primary techniques: observation, in-depth interviews, and document analysis, each contributing unique insights to the research.

Observation was conducted systematically, focusing on specific cultural events and activities within the Kuripan Traditional Village. These included cultural festivals, traditional art performances, and the production of local handicrafts, which were closely observed to understand how these practices contribute to the reinforcement of cultural identity. The aim was to document the atmosphere, participants' engagement, and the authenticity of the cultural expressions displayed.

In-depth interviews provided another layer of qualitative data, offering a deeper understanding of local perspectives. Interviews were conducted with various key informants, such as community members who actively participate in cultural activities, local leaders who oversee cultural initiatives, government officials involved in cultural and tourism policy, and representatives from tourism organizations that support or promote cultural tourism in the village. This approach ensured a diverse range of insights into the interplay between cultural identity and tourism.

Document analysis complemented the observational and interview data by examining relevant documents that provide context and policy background. This included reviewing local government tourism policies, cultural heritage records, and any existing documentation on tourism strategies related to the preservation of cultural identity. The analysis of these documents aimed to uncover the institutional frameworks that support or challenge cultural preservation efforts.

The collected data were then analyzed using thematic analysis techniques to identify patterns and themes related to cultural identity, community participation, and tourism development. This process involved coding the data to uncover recurring themes, which helped in understanding how tourism activities contribute to strengthening cultural identity within the community and the challenges associated with balancing cultural preservation and tourism growth.

RESULTS

The findings demonstrate how the cultural identity of Ulun Lapping is actively strengthened through a range of tourism activities in Kuripan Traditional Village. These activities serve as vehicles for cultural expression and preservation, playing a crucial role in reinforcing the community's cultural heritage. The tourism-related events include cultural festivals, traditional art performances, and the production of handicrafts. Each of these activities not only showcases Ulun Lapping's unique traditions but also ensures their continuity by providing a platform for cultural practices to be shared and experienced. Festivals celebrating local customs attract both domestic and international tourists, thereby increasing the visibility of Ulun Lapping culture. Similarly, traditional art performances, such as music and dance that embody the cultural narratives of the community, help maintain these art forms as vital elements of the local heritage. The production and sale of handicrafts, rooted in cultural symbolism, offer another means for cultural preservation, with artisans passing down traditional techniques to younger generations.

Community participation plays a vital role in sustaining the cultural identity of Ulun Lapping through tourism. The involvement of local residents in organizing and performing at cultural events facilitates the transmission of knowledge across generations and fosters a sense of ownership and pride in their cultural heritage. Community members act not only as custodians of their culture but also as active agents in shaping the narrative presented to visitors. By participating in cultural festivals, performing traditional arts, and engaging in handicraft production, the local population not only helps preserve cultural practices but also adapts them to contemporary contexts, ensuring that these traditions remain relevant. This active involvement also enhances the authenticity of the cultural experiences offered to tourists, making the village an appealing destination for those seeking meaningful and culturally immersive experiences.

The strategic support from local government and tourism organizations further bolsters the efforts to strengthen Ulun Lapping's cultural identity. Various initiatives, such as training programs for artisans and performers, aim to improve the quality and marketability of cultural products, thereby

enhancing the tourism appeal of the village. Promotional activities conducted by these entities also help in marketing Kuripan as a cultural tourism destination, attracting visitors who value heritage-based experiences. Nonetheless, the positive economic impact generated by these tourism activities comes with challenges, particularly concerning the risks of cultural commercialization. The increasing demand for cultural experiences and products may lead to the commodification of cultural expressions, potentially diluting their authenticity. Balancing tourism development with cultural preservation remains a central challenge, requiring careful planning and community involvement to ensure that tourism serves as a tool for cultural empowerment rather than exploitation.

DISCUSSION

The results of this study align with existing literature on cultural tourism and cultural identity, revealing the intricate relationship between tourism activities and the preservation of cultural heritage. Cultural tourism, particularly in traditional village contexts, plays a dual role in both showcasing and safeguarding cultural identity. The findings emphasize that tourism can serve as a catalyst for cultural revitalization, where events such as festivals, performances, and handicraft production provide opportunities for cultural practices to be maintained and shared. This supports previous research that highlights the role of tourism in promoting cultural resilience by creating demand for cultural expressions and incentivizing communities to keep traditions alive (Richards & Palmer, 2022; Kim & King, 2021). Thus, the study contributes to a deeper understanding of how tourism can act as a bridge between cultural preservation and economic development, underscoring the need to approach tourism as a multifaceted tool for cultural sustainability.

Furthermore, the findings indicate the ongoing balancing act between promoting tourism and preserving cultural heritage, an issue widely recognized in cultural tourism literature. While tourism generates economic benefits and raises the profile of local cultural identity, it can also pose risks of commodification, where cultural practices may be altered to meet tourists' expectations. This risk of cultural dilution has been noted in studies on heritage tourism, which caution against the prioritization of tourism development over cultural integrity (Smith, 2020; Shen et al., 2023). The study's results suggest that a careful approach is required to ensure that tourism does not compromise the authenticity of cultural expressions. It is essential to involve local communities in decision-making processes, allowing them to maintain control over how their cultural identity is represented and marketed.

In terms of policy and practice, the study underscores the importance of implementing sustainable tourism strategies that prioritize cultural authenticity. This involves integrating cultural preservation efforts into tourism policies and ensuring that cultural tourism projects are developed with the community's cultural values in mind. For instance, local governments and tourism organizations could adopt guidelines that support the maintenance of traditional practices while accommodating tourism. Training programs aimed at improving the quality of cultural products and enhancing the skills of local performers can help communities meet the demands of tourism without compromising the authenticity of their cultural expressions. These efforts align with sustainable tourism principles, which advocate for cultural conservation as a central component of tourism development (Vong & Ung, 2021; Zhao & Tseng, 2022).

However, the study is not without limitations. The research focuses on a single traditional village, which may limit the generalizability of the findings to other contexts. Although Kuripan Traditional Village offers valuable insights into cultural-based tourism development, other villages or regions

may have different cultural dynamics, community structures, and levels of tourism impact. This narrow focus may result in context-specific conclusions that are not universally applicable. As such, future research should consider comparative studies involving multiple traditional villages or even different cultural settings to identify common patterns and unique challenges in cultural tourism.

Additionally, the study primarily examines the benefits and risks associated with tourism in relation to cultural preservation, with limited attention given to other factors that could influence cultural identity, such as globalization, migration, or changing socio-economic conditions. Future studies could broaden the scope by exploring how these external factors intersect with tourism to impact cultural identity. A more comprehensive approach that incorporates these dimensions would provide a richer understanding of the complexities involved in cultural preservation through tourism.

Lastly, there is a need for longitudinal research to observe how the relationship between cultural tourism and cultural identity evolves over time. While the present study offers a snapshot of current practices, long-term studies could reveal how cultural identity adapts or transforms in response to sustained tourism activity. This approach would provide insights into the long-term sustainability of cultural-based tourism strategies, ensuring that cultural preservation efforts remain effective as tourism dynamics change.

CONCLUSION

The main findings of this study illustrate how tourism activities in Kuripan Traditional Village significantly contribute to strengthening the cultural identity of Ulun Lapping. Through cultural events such as festivals, traditional performances, and handicraft production, the community is not only able to preserve its heritage but also engage visitors in authentic cultural experiences. These activities foster a deeper connection between the local people and their traditions while simultaneously raising awareness about Ulun Lapping's cultural significance. The involvement of the local community in these tourism activities enhances the authenticity of cultural expressions and helps ensure that traditional practices are passed down to future generations. The study highlights the positive role that tourism can play in cultural revitalization, demonstrating that tourism-driven cultural initiatives can effectively contribute to cultural sustainability when managed thoughtfully.

The case of Kuripan Traditional Village offers valuable lessons for other regions aiming to develop cultural-based tourism. By presenting a model that integrates cultural preservation with tourism, the village serves as an example of how sustainable tourism practices can be implemented to balance economic development and cultural authenticity. The research provides practical insights for policymakers and tourism developers on incorporating cultural preservation into tourism strategies, emphasizing the importance of community involvement and strategic support from local authorities and organizations. These findings contribute to the formulation of sustainable tourism policies that prioritize cultural heritage, thereby supporting long-term cultural and economic benefits.

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