
DEVELOPING OF VILLAGE'S HERITAGE TOURISM PLANNING THROUGH INTEGRATED OF FOODSCAPE AND LANDSCAPE ARCHITECTURE AT LAHAT REGENCY

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ABSTRACT

The complex potential of villages provides a significant chance for local development. Commonly, the potential is developed as a single sector in each village through a separate program of relevant institutions. Lahat Regency is one of the regencies in South Sumatera Province, which has enormous local potential within the district, both material (natural resources, traditional houses, foods, etc.) and immaterial heritage (history, culture, traditions, etc.). These components of cultural heritage wealth will contribute to regional development and Indonesian identity. Among these districts, the Government of Lahat Regency focuses on Pulau Pinang District, particularly Tanjung Sirih and Lubuk Sepang Villages, as integrated tourism villages. This research aims to establish a development planning model by establishing integrated tourism planning, The integration not only unites two villages, Tanjung Sirih Village and Lubuk Sepang Village, in one location perspective related to their close geographical location, but also programs in local tourism themes based on the dominant potential, Tanjung Sirih with its foodscape and Lubuk Sepang with its landscape. Foodscape is an integration between food, people and environment, while landscape architecture is the human and environmental components. The research used qualitative research methods with local potential analysis and development area modeling; several variations of tools were used, such as literature work, surveys, and discussions. The reasearch output is an input for the tourism village integration in Lahat Regency as a development planning model and the foundation of potential tourism village development programs in Indonesia.

KEYWORDS: integrated tourism village, heritage richness, foodscape and landscape, local development

Potensi desa yang kompleks memberikan peluang yang besar bagi pembangunan daerah. Umumnya potensi tersebut dikembangkan sebagai elemen tunggal melalui program tersendiri. Kabupaten Lahat merupakan salah satu kabupaten di Provinsi Sumatera Selatan yang mempunyai potensi lokal besar, baik yang bersifat material (sumber daya alam, rumah tradisional, makanan, dll.) maupun warisan immaterial (sejarah, budaya, tradisi, dll). Komponen kekayaan warisan budaya tersebut akan berkontribusi terhadap pembangunan daerah dan identitas Indonesia. Di antara kabupaten tersebut, Pemerintah Kabupaten Lahat fokus pada Kecamatan Pulau Pinang, khususnya Desa Tanjung Sirih dan Lubuk Sepang, sebagai desa wisata terpadu. Penelitian ini bertujuan untuk menetapkan model perencanaan pembangunan dengan menetapkan perencanaan pariwisata terpadu. Integrasi tersebut tidak hanya menyatukan dua desa yaitu Desa Tanjung Sirih dan Desa Lubuk Sepang dalam satu perspektif lokasi terkait letak geografisnya yang berdekatan, namun juga program dalam tema pariwisata lokal berdasarkan potensi dominan tersebut, Tanjung Sirih dengan foodscape-nya dan Lubuk Sepang dengan lansekapnya. Foodscape merupakan integrasi antara makanan, manusia dan lingkungan, sedangkan arsitektur lansekap sebagai komponen manusia dan lingkungan tersebut. Penelitian menggunakan metode penelitian kualitatif dengan analisis potensi lokal dan pemodelan wilayah pengembangan; beberapa variasi alat digunakan, seperti karya literatur, survei, dan diskusi. Output penelitian merupakan masukan bagi integrasi desa wisata di Kabupaten Lahat sebagai model perencanaan pengembangan dan landasan program pengembangan desa wisata potensial di Indonesia.

KATA KUNCI: desa wisata terpadu, kekayaan warisan budaya, foodscape and landscape, pengembangan lokal

INTRODUCTION

Lahat Regency is the regency in South Sumatra Province, which has many potential villages. Lubuk Sepang and Tanjung Sirih Villages were chosen as the case study areas for the research due to their significance. Lubuk Sepang and Tanjung Sirih are located in the same district of Pulau Pinang.

Those two villages are located as neighbours. Lubuk Sepang and Tanjung Sirih Villages are located along the Lematang River and are surrounded by paddy fields. The existence of the Lematang River is beyond as the source of daily life. However, it also identifies the locals for their economic, social, and cultural role. Most inhabitants use the river not only for agricultural activities but also for stone exploitation, fishing, and local transportation among villages in the region with traditional ways. The village is dominated by traditional houses of Rumah Baghi, a raised structure with two stories; the lower level stores local produce and cooking wood, while the upper floor serves as the main living space. Therefore, those villages provide experiences for authentic local culture and traditions.

Furthermore, both Lubuk Sepang and Tanjung Sirih Villages have specific potential differences. Lubuk Sepang is located directly next to the river, and its scenery is beautiful. The village settlement is oriented to the river with its characteristic of listed heritage houses in Lahat Regency. Tanjung Sirih Village has a unique characteristic of a food street corridor along the main street, connecting Lahat Regency to other Pagaralam and Bengkulu Province cities. The corridor provides local food, particularly "lemang", a traditional dish made from glutinous rice cooked in bamboo in a traditional way directly on the spot.

Those components of local potential, both natural and cultural, provide a wide range of significant programs for local development, primarily through the tourism sector. This is relevant to the everyday challenges of traditional villages in the regency, especially in South Sumatera provinces, even though they are accessible; however, the accommodation is only located in the capital city of Lahat, about 15 km away. Therefore, integrating those two specific local potentials is more likely to be achieved through an integration perspective of local development rather than a common tourism perspective. The supporting facilities would also be developed based on the local potential, such as local houses as part of an accommodation integration, etc.

Potential diversity in Indonesia gives significant development chances on various scales. However, massive development sets complex conditions for productivity, society, economy, and politics (Carta, M. 2016). The difficult conditions of big cities push villages to take the position for broader roles (Prima, L. 2020).

Villages as part of cities and regencies offer a new perspective of local development through recent findings of their potential. However, only some of the components of the potencies have been explored or developed. Moreover, the development framework has to be based on the unique condition of the village (Adi et al., 2023).

Commonly, the challenges of village development are in the regional or geographical conditions. It relates the specific identity of rural areas to geographical characteristics (Kraemer et al., 2020). The dominant problem is the accessibility of remote suburban or regency areas that are not supported by proper infrastructure and reliable transportation. These challenges set the villages to get less attention and slow development. However, the technical aspects (planning, design, and budgeting) are only some factors for thriving rural or village development (Kyriacou et al., 2017). Thus, the development gap between cities and villages is happening in many areas. Indeed, the development of suburban regions provides opportunities and challenges (Schröder, J. 2018).

Furthermore, most existing development programs in villages only focus on one potential or sector. It influences the unsustainable and uncoordinated program, especially for local development. An institution or office develops each program but has yet to coordinate with other related or relevant regional institutions.

Lahat Regency is one region with villages with significant heritage potential to contribute to local and national development. The development of heritage areas and buildings could be acculturated with culture and social potential within a region (Sommariva, E. 2018). The potential is both material and immaterial richness. The material richness is the natural resources of hills and fountains, megaliths, traditional houses, and traditional foods inherited from ancestors many years ago. Hence, immaterial richness is settled in that material richness as historical and cultural values, traditions, and ceremonies, which are strong identities not only for the villages or local regency of Lahat Regency but also for the national identity of Indonesia. The rural development context would equal the national context (Zhang et al., 2022). Awareness of heritage values is an effective way of heritage preservation (Low, Setha M. 2008). This potential provides significant local development opportunities, especially in the tourism sector. Heritage richness has supported local welfare (Rotondo, F. 2016). Therefore, it is essential to promote local development by promoting rural economic activities (Stanny, M. et al. 2021).

Based on the significant heritage richness, both material and immaterial, it is urgent to set a comprehensive strategy to maximise the potential of

the villages as a local development program. This research proposes a perspective of local development by integrating the villages based on the geographical location and dominant local development. The integration focuses on Lubuk Sepang Village, which has traditional food potential, and Tanjung Sirih Village, which has natural resource potential. The food potential and natural resources are set up in the foodscape and landscape architecture framework. This research uses a qualitative method of description and analysis. Literature studies and surveys in the Lubuk Sepang and Tanjung Sirih Villages case studies are the tools or methods for gathering data and analysing basics. The result will align with the Lahat Regency program to promote the village's potential as part of local development.

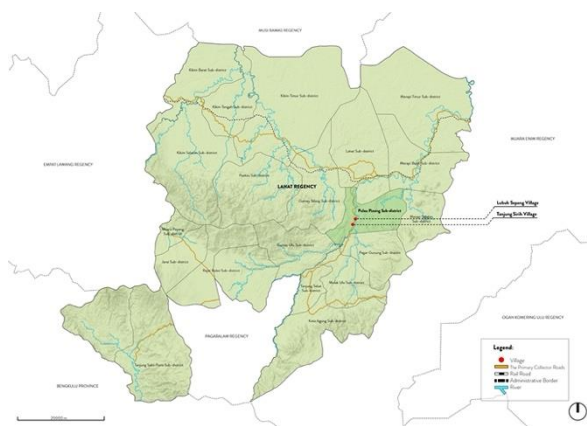


Figure 1. Location of Lahat Regency, Kota Agung District
(Source: Google Earth, Edited by author, 2023)



Figure 2. Location of Tanjung Sirih and Lubuk Sepang Villages
(Source: Google Earth, Edited by Author, 2023)

This research proposes an integrated Tanjung Sirih and Lubuk Sepang villages model as part of a tourism development program. Therefore, there is an urgent need for an effective and sustainable model based on the specific character of the villages and supported by other sectors as well. Each sector involves and empowers the local community as the main actors of the local development framework. The activation

defines the development potential, especially the interaction or link between social and economic. It is stated that community-based activity is strongly related to social interaction and economic development (British Council, 2018). It is essential to revive and develop the local economy and maintain social values and ecological equilibrium (Titisari, E.Y. 2023). The social and economic values strengthen the local values as original or unique characteristics.

An integrated model focuses on the heritage development program as the dominant potential, especially the component of traditional food or culinary and natural resources. This research offers a new perspective on those two elements of foodscape and landscape related to architecture. Understanding foodscape and landscape would be a new perspective that integrates meaning, role and relation with its functional and contextual meaning. Generally, food and natural resources are only separate components of the environment. From this perspective, food and landscape are linked to the architectural perspective, especially in heritage composition.

The history of food influences the structure of its region (Sommariva, E. 2016). It relates that food connects to habitual action, local values, and the transforming process of the local community. Moreover, this food is not only an object for income but also sets an iconic activity or process and a particular spot in the area. The components of traditional food, value and history, and an iconic spot or place are framed as a new perspective of foodscape architecture. Foodscape is everything related to food and the environment (Mckendrik, N. 2014). There are many definitions of foodscape; the point is about food, people, and the environment (Vonhron, S. 2020). Thus, "foodscape is a new perspective of multi-element integration between food, people, and the environment" (Prima, L. 2022). Therefore, the perspective of the foodscape created in Tanjung Sirih Village firmly offers a significant perspective to be developed.

The perspective of foodscape and landscape architecture is firmly founded in two villages of Lubuk Sepang and Tanjung Sirih as case study areas; Lubuk Sepang Village provides the framework of landscape architecture, such as the dominant potential of a river with agricultural or paddy field area or view and traditional houses listed as heritage buildings. Furthermore, The landscape frames the village as part of daily life; the river is the primary orientation of buildings or houses, the river is a source of daily needs as well as a social place, and the temporary bridge is a connector between the village and agricultural lands of fields, as well as the source of wood for local buildings.

Tanjung Sirih Village provides the framework of foodscape architecture as the dominant potential of traditional foods. Its specific space is a commercial

area in the front of its village, close to the river and agricultural or paddy field area or view. The existence of food is more than just a source of income in daily activity. It also sets the spot or village as an icon of the district or regency. Therefore, the foodscape framework would be an essential component for a genuine attraction strongly linked with its people and environment as the landscape component.

Therefore, the perspective of the foodscape in Tanjung Sirih Village and the landscape in Lubuk Sepang Village firmly offers a significant perspective to be developed. This perspective is a genuine idea of local development focused on this village. The implementation of this idea would be proposed by developing the potential area in the village (in the section of discussion).

RESEARCH METHODS

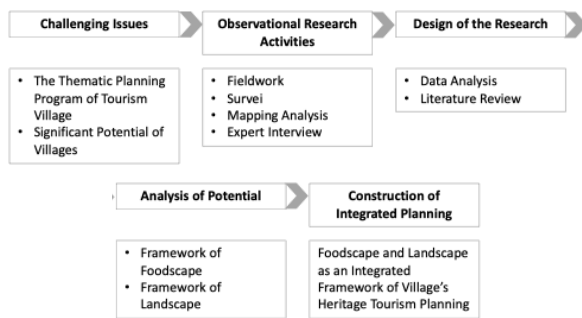


Figure 3. Research Logic
(Source: Author's Analysis, 2023)

This research uses the Lubuk Sepang and Tanjung Sirih Villages case study method. It is a proper method to analyse the two villages further, with distinctive characteristics. The case study method offers a wide chance of integrating a complex composition in each village as a framework. It is said that the case study investigates the phenomena and context in real life with indefinite limits (K. Yin (1996, p.18). Therefore, the case study possibly constructs the complex component of the research element (Groat, L., Wang, D. 2013.p. 421).

The complex components of local potential in Lubuk Sepang and Tanjung Sirih Village define a dominant potential as a characteristic of each. The local potential in both villages provides many forms of heritage components, material and immaterial. Within the complex component in the case study areas, Lubuk Sepang and Tanjung Sirih Villages, a strategic component can be defined as a unique characteristic. Lubuk Sepang Village has distinctive landscape characteristics. Tanjung Sirih Village has distinctive food and culinary characteristics. Therefore, the two distinctive aspects are set as a new perspective in each village, as well as the landscape and foodscape.

Furthermore, this research analyses the local potential into a new perspective of dominance potential as a foodscape and landscape in the architectural framework. The perspective of landscape and foodscape is framed in the connection of architectural framework for village planning, heritage studies, and sustainable development in the villages. Analysing foodscape and landscape from a new perspective would translate from existing to new understanding through developing performances (Laing, R. 2020). Thus, the case study method provides the chance to define the most significant potential of each village as a new perspective of local development, especially in the heritage tourism framework.

This research uses case study tools like field surveys, expert interviews, and mapping analysis. Field surveys construct the understanding of the existing with its local and hidden values. Expert interviews lead to the analysis of the local needs and village improvement. Mapping analysis performs the villages with their local potential, thus clearly describing future chances. Then, this research outlines the model of integrating villages based on specific characteristics as a new development program framework, especially for heritage tourism. This integration also allows the local community to recollect the memory.

RESULT AND DISCUSSION

Potential Foodscape



Figure 4. Potentials of Tanjung Sirih Village
(Source: Google Earth, Edited by Author, 2023)

Lematang River is located opposite Tanjung Sirih Village. Thus, the village entrance is signed by the river and bridge to the main road. The view of the river and paddy field along the main road frames the village. It is one of the standard geographical views of the villages in Lahat Regency. River and agricultural land frame the regency with its natural beauty.

Heritage richness in Tanjung Sirih Village is found in both material and immaterial. Even though it is not listed as a heritage object in Lahat Regency yet, the dominant house in the village is Rumah Panggung or

Rumah Baghi, a two-story house with wood material and a lifted structure. This house is typical in South Sumatra. The two-story house relates to the strong background of the local ancestors who opened the land or forest and started the settlement in the region.

The specific potential in Tanjung Sirih Village comes from culinary stuff called Lemang. Lemang is a traditional food made from sticky rice, packed with bamboo, and grilled with a traditional wood fire. The local people sell this food along the village's main road. The area is the selling area, and the making process is on the spot. This area became the icon of the village and one of the famous areas in Lahat Regency. Many tourists visit this area since the village is in the transit area between Lahat Regency and Pagaralam City, well known as Dempo Mountain, which is settled as one of the tourist cities in South Sumatra Province.

Agricultural activity is mainly activity for living in the Tanjung Sirih Village. The agricultural field is an added point for the village view. The locals use the Lematang River to collect stones and sand manually or traditionally. This activity supports the daily life of local people and is one of the characteristics of local people or areas. The activities of agriculture and river also offer an authentic view and chances to develop more interactive activities in the spots, such as water sports, paddy planting, traditional cooking practices, etc.

Landscape



Figure 5. Potentials of Lubuk Sepang Village
(Source: Google Earth, Edited by Author, 2023)

Lubuk Sepang Village is located near Lematang River. The location is influenced by the direct access to the water and the best view. It is the water source for daily life, such as washing clothes, dishes, showers, toilets, and drinking water. Using traditional methods, local people also maximise the natural resources from the river, such as sand and stones. The hanging bridge brings a unique view to the village and describes an original meaning of the local value of traditional transportation, especially to the agricultural fields. This structure is also one of the iconic infrastructures in the village. The river becomes vital for people in the village. Therefore, the river and the surrounding area

provide significant history about the lives of the local people's ancestors.

Besides, Lubuk Sepang Village has significant resources of material and immaterial heritage richness. The specific material heritage in Lubuk Sepang Village is in the form of the traditional house of rumah Baghi. The most iconic houses in the village are listed as the heritage objects of Lahat Regency. Therefore, tourists also come for that house as a tourist object. The immaterial heritage is found in various forms of the traditional way of life in agricultural cultivation, even in daily life, which describe the local people's deep value, tradition, culture and habits, such as traditional wedding ceremonies, praying rituals, and other local parties in the village.

The main potential of Lubuk Sepang Village with its Lematang River emphasises the importance of natural resources. The natural resources in Lubuk Sepang Village, with their heritage richness, material and immaterial, are possibly integrated as a potent combination. The combination would be set as a new perspective of Landscape Architecture. The Council of Europe Landscape Convention (2000) explains that landscape includes all physical and natural elements in the region where people live.

Development (Area) Planning

Tanjung Sirih Village



Figure 6. Developing Areas of Tanjung Sirih Village
(Source: Google Earth, Edited by Author, 2023)

The Tanjung Sirih Village has an exciting location on the side of the paddy fields, with the main road and bridge as the village's entrance point. The village entrance is signed by the specific activities of local people, with a temporary kiosk with traditional equipment to grill Lemang's traditional food. The spot, method and tools add the specific value of the Tanjung Sirih Village.

This village is also a typical traditional village in Lahat Regency. The domination of lifted houses, called Rumah Baghi, can be found as the significant buildings

in the village. The people do agricultural activities with traditional methods and tools. Moreover, the relationship between each person is strong since most are relatives. Therefore, the local culture strengthened its originality.

In this research, the development area planning of Tanjung Sirih Village (Figure 5) is proposed mainly to support food or culinary development as the main potential in the village. By supporting the local activity of traditional food Lemang, the development area planning is set as a new layout of open space in the Tanjung Sirih Village. This area combines the potential of food, or culinary activity centralised in the village's entrance area with the scenery of paddy fields and rivers in the front of the village. Thus, the village's iconic area is also strengthened as a main entrance of the village or region. This development of planning for the open area facilitates more tourism activities. For future needs, this area offers more liveable activities for the local people as part of the tourism program.

Lubuk Sepang Village



Figure 7. Developing Areas of Lubuk Sepang Village
(Source: Google Earth, Edited by Author, 2023)

The Lubuk Sepang Village has three central potentials: nature river, heritage, and agricultural sector. All those sectors also provide a more comprehensive development planning for the village. The Lematang River is an iconic open space for the local people in the river bank area. The hanging bridge also has a special meaning for the village, transporting the locals to the agricultural farms and providing an additional local scenic point. The agricultural farms support the local potential as a tourist attraction. Moreover, traditional houses also strengthen the local potential of its rich heritage.

Based on that composition, the village needs a development area planning to support those activities. The development area planning in Lubuk Sepang Village (Figure 6) is spread out. It is based on potential local areas in the village, such as the Lematang River, agricultural farms, traditional Baghi houses, and the

cemetery of local ancestors. In the riverbank area, the open space facilitates the daily activities of the local people, not only related to the river as the primary source of water needs but also the role of the river as a central spot to meet the other people of the village. The open space is also spotted in the open area in front of the village to facilitate local performances or traditional parties and other needs with relatively large numbers. Besides, some other open areas are planned in the village. Thus, the open area facilitates future activities for both locals and tourists.

Village's Integration



Figure 8. Integration of Tanjung Sirih and Lubuk Sepang Villages
(Source: Google Earth, Edited by Author, 2023)

Tanjung Sirih Village and Lubuk Sepang Village are neighbouring villages in the same district of Pulau Pinang. The geographical location influences social characteristics in those villages. The same characteristics start from the exact location near the Lematang River, with agriculture or farming as the main activity for living, language, and culture, and houses like a typical house in Lahat Regency. However, the Tanjung Sirih and the Lubuk Sepang Village have more significant potential combinations than other villages in the same district. As mentioned, Tanjung Sirih Village has a foodscape potential, and Lubuk Sepang Village has a landscape potential. Therefore, the government of Lahat Regency plans to promote these villages as tourism villages in the district.

Integrating those two villages needs vital development planning that strengthens the local potential and sustains the local development program in the regency. Based on the potential analysis, these two villages are proposed to have solid characteristics of the Tanjung Sirih Village's natural landscape and the Lubuk Sepang Village's traditional culinary or foodscape.

The model or framework of Landscape and Foodscape is based on the integration between potential, both nature and food, with its context in the

village. The potential in the village is not only taken as a single component but also as a representative among related potentials. Therefore, the meaning of landscape is an integration of nature with people and surroundings. Besides, the meaning of foodscape is a relation between food and its environment. Hence, those two meanings of landscape and foodscape would power the integration between the Tanjung Sirih and Lubuk Sepang Village as a tourism village.

The integrated tourism village sets all the local potentials through the dominant potentials, both material and immaterial heritage. The foodscape and landscape perspective is integrated between those villages into one perspective of local development. This model integration offers a more effective local development program, technical planning, and administration activity for its tourism program. Effective local development planning through this integration influences some conditions, such as better access, a proper facility for tourists, livable activities, and activation for local communities. However, the development planning is not only a local tourism object but also a moment for the visitors to be part of the local living in the villages. Therefore, the villages' heritage values will remain part of the tourism programs as all the ideas come as a response to the local potential.

CONCLUSION

The analysis of local potential in two villages as case study areas of Tanjung Sirih and Lubuk Sepang Village describes a robust framework of Foodscape and Landscape Architecture as the theme to power the other complex potentials in the local areas. Foodscape architecture means a relation between traditional food and its meaning for the local people, both economically and historically. In contrast, landscape architecture shows a strong relationship between natural resources and the context of its environment. Both framework foodscape and landscape architecture are the leading activities that boost the tourism potential of Tanjung Sirih and Lubuk Sepang Village.

The foodscape and landscape architecture framework put the heritage richness as an integration. Besides, each village promotes a unique characteristic which differs from any other village without neglecting other potential sectors. It fulfils the need for tourism activity in the village, simultaneously attracting and preserving heritage richness since the integration was initiated from the local potential. Therefore, by proposing a framework of foodscape and landscape architecture, a framework of local development is also correctly outlined. Integrating foodscape and landscape in both villages would answer the region's

limitless tourism program, especially regarding sustainability.

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