



Bicycle Tourism Development Model To Increase Community Income in Tourism Villages The Case of Burai Ecotourism Village, Ogan Ilir Regency Muhammad Iqbal Djohan^{1*}, Sulastri², Marlina Widiyanti³, Abdu Rahman⁴

^{1*} Politeknik Pariwisata Palembang, Indonesia

² Universitas Sriwijaya, Palembang, Indonesia

³ Universitas Sriwijaya, Palembang, Indonesia

⁴ Politeknik Pariwisata Makassar, Indonesia

*Corresponding author's email: muidjohan@poltekpar-palembang.ac.id.

Abstract

Sports tourism is booming today fueled by the increasing awareness of health and fitness around the world, resulting in a wide array of sporting events and outdoor recreational activities. One of them is Bicycle tourism, which is developing into one of the increasingly recognized tourist activities. Although it is well-known globally, it has not been packaged well in tourist villages, this potential has not been adequately utilized by the people of tourism villages, furthermore, the completeness of data on the potential of tourism products is also an obstacle to the development of Bicycle tourism product models. This research aims to develop bicycle tourism itinerary products based on tourism village potential prepared with local communities in the Burai tourism village. This research uses a combination method or mixed method with a sequential explanatory design, while the data analysis used is the Miles and Huberman model steps which are interactive, namely, data collection, data reduction, data display, and conclusion. Then the population is tourists visiting tourist villages and the resource persons/informants are: (1) Community Drivers of the tourism sector; (2) Local authorities; and (3) tourists. Data was obtained quantitatively and sampled using the Random Sampling technique. The result of this research is the creation of a light-category and medium-category Bicycle tourism development model and becomes a packaging solution for tourist bicycle products in tourist villages that increase people's income in tourist villages. This research contributes to the form of diversification of tourism products in tourist villages, so that natural tourism attractions, cultural tourism and artificial tourism can collaborate into products that have been made so that the community and further research can be developed on the potential absorption of informal labour that may arise based on needs found in the field.

Keywords: Sports tourism, bicycle tourism, tourism village, tourism village income

1. INTRODUCTION

The tourism industry is experiencing significant growth in both economic and social benefits (Ciascai et al., 2022). Tourism also contributes to value creation in a region (Martini et al., 2017). Tourism is a unique phenomenon by benefits local communities economically and socially to raise awareness in support of environmental protection (Gonçalves et al., 2023). One type of tourism that is growing rapidly today is sports tourism. Sports tourism is defined as a type of tourism that mixes sports and tourism to attract tourist motivation, also contribute to the economy, and participate in promoting local culture (Giango et al., 2022). Furthermore, sports tourism has made an important contribution to local and national economic development and has great potential to be further optimized for its constitutional potential (Deery & Jago, 2005), because sports tourism supports participation from local communities (Heebkhoksung et al., 2023).

Sports tourism is also fueled by the increasing awareness of health and fitness around the world, resulting in a diverse range of sporting events and outdoor recreational activities (Lin et al., 2022). One type of sports tourism is cycling, currently, bicycle tourism is developing into one of the increasingly famous tourist activities (Bakogiannis et al., 2020). As a niche tourism market, bicycle tourism is a cross of the concept of sustainability in rural and mountainous areas (Carvalho et al.,



2024). There is a relationship between cycling and tourism that attracts the attention of scientific research, this is due to cycling activities turning into recreational activities and sports for pleasure (Lamont, 2009).

Academic research on cycling tourism events has increased rapidly in the last twenty years, generally highlighting various sports disciplines based on the terrain conditions travelled, the type of bicycle used, and what accessories are needed (Rejón-Guardia et al., 2023). Well-managed and developed bicycle tourism has the potential to become an important industry in enriching the local environment and adding to job classifications (Pantelaki et al., 2023). Tourists who cycle and do sports activities also find more value in the intended destination, such as land landscapes, history, culture, and typical cuisine. This shows the importance of developing tourism products that connect tourist attractions with cyclists can increase more attractive selling power (Mundet et al., 2022). Another interesting thing is that tourist bikes offer the opportunity to enter natural areas without disturbing wildlife through typical rural roads and divert activities from congested main roads by entering remote villages and meeting traditional life and culture (Bakogiannis et al., 2020). Over time, there has been a lot of literature that provides evidence of the benefits of cycling when it comes to economic, social and environmental issues (Ciascai et al., 2022).

Village tourism is defined as an activity to enjoy the beauty of the village and rural life that for tourists is the tradition and way of life of the community, tourists come to get new insights about traditional village life and the environment around the village (Putra & Adhika, 2024). The relationship between tourism in villages is that there are important factors related to the existence of nature, heritage, community traditions, and traditional customs in a small community population (Isa et al., 2022). Because of this, rural tourism is an effective way to promote farmers and improve the environment in tourism villages (Liu & Gao, 2022). The development of rural tourism has become an important part of the tourism sector, this is shown by several related studies providing data showing that its growth rate in the last 20 years has hovered around more than 28% (Yang & Phan, 2022).

Although sports tourism is well known globally, it has not been packaged well in the Burai tourist village, Ogan Ilir Regency. For a long time, tourist villages have been a path traversed by bicycle tourists, as well as the involvement of local communities in facilitating services for bicycle tourists (Kovačić & Ivek, 2022). However, this potential has not been adequately utilized by the people of the Bulai tourism village. The absence of data on the potential of rural tourism products in the form of attractions, amenities, accessibility, supporting services, and infrastructure related to Bicycle tourism in Burai tourism village is an obstacle to the development of Bicycle tourism product models.

The importance of managing the potential of Bicycle tourism in tourist villages is the reason for developing a Bicycle tourism product model in the tourist village of Burai. This product model can contribute to increasing the income of people in the tourist village of Burai. This research aims to develop bicycle tourism itinerary products based on tourism village potential prepared with local communities in the Bulai tourism village. This product was developed by mapping the potential of tourist attractions for tourists and infrastructure facilities related to Bicycle tourism at the research site.

2. RESEARCH METHODOLOGY

This is the research method. This is the research method. This is the research method. This is the research method. This research uses a combination method or mixed method with a sequential explanatory design by combining qualitative and quantitative research methods sequentially. The reason for choosing this method is to provide a better picture, especially in describing the potential of tourism products in the tourist village of Burai. Meanwhile, in data analysis, Miles and Huberman's model steps are used which are interactive, namely, data collection, data reduction, data display, and conclusion as illustrated in the framework of this study. The stages or steps in the model that will be carried out are:

1. The data collection process carried out is observation, interviews and documentation.



2. Identifying problems that focus on developing a bicycle tourism model to increase income in tourist villages follows 3 established identifications.

3. Then the last one is to give conclusions and suggestions on the topic that has been researched.

In this study, the population is tourists who visit the tourist village of Burai. The resource persons/informants are (1) Community Drivers of the tourism sector; (2) Local authorities; and (3) tourists. Data acquisition was carried out quantitatively and the sample used in this study used the Random Sampling technique which provides the same opportunity randomly for each element or member of the population to be selected to be a member of the sample, which means all tourists who come to visit the tourist village of Burai. Based on visual observation data, tourists who come to Burai tourism village come from various ages and genders, therefore the sampling technique used is the Accidental Sampling technique, while the qualitative data uses the Non-Probability Sampling method with the type of Accidental Sampling. The population and sample size or number of samples in the study are unknown and the error rate has been set at 0.05 or 5% so the formula used refers to the number of unknown populations as follows:

$n =$

Mean :

n = Number of samples

$Z\alpha$ = Confidence Level Measures, $\alpha = 0.05$ (Trust level 95 %)

mean in the table found 1.96)

σ = standard deviation (0.25)

e = Error tolerable standards (5% = 0.05)

$n =$

$n = 96,04$

Based on the data above, the number of samples taken in this study was 97 respondents. However, to achieve representative results, the study took a sample of 100 respondents. Then data collection was carried out with 4 data collection techniques, namely:

1. Observation by visiting Burai tourism village and seeing directly and observing the potential conditions of tourist bicycle products, then compiled into observation data. Then the results of these observations are combined with techniques to obtain qualitative data.

2. Document studies are carried out to get an overview from the point of view of the subject through a written medium and other documents written or made directly by the subject concerned. In this case, the acquisition of data is in the form of archival documents, official letters, writings, oral, photo descriptions, journals, books and other related things.

3. Interview.

Then to validate the data, triangulation to explore the truth of information by using various data sources such as documents, archives, interview results, observations or by interviewing more than one informant who is considered to have different points of view. This is done to increase the validity of observations or interviews in the context of research, and then testing the validity of data is carried out by the triangulation method. This is done by:

1. Method triangulation is done by comparing information or data with different methods. Obtaining reliable information and an overview of information on the development model of bicycle tourism in the tourist village of Burai, using free interview methods and structured interviews. So that through this, a perspective of results that is close to the truth is obtained with reduced research bias results.

2. Source triangulation is carried out to test the credibility of data by checking data obtained from data sources such as interviews, archives, and other related documents.

3. FINDINGS AND DISCUSSION

From the results of interviews with tourists and the government in Burai tourism village based on the gap research, it was concluded that there is tourism potential that can be presented to tourists, especially in the type of bicycle tourism, namely typical local cultural attractions, including local

community activities in tourist villages, namely people consisting of as many as 75% working as craftsmen, informal businesses, ranchers and farmers and fishermen. The uniqueness of the daily activities of the surrounding community is producing and selling directly typical krupuk snacks such as Kemplang, Songket woven cloth (woven cloth typical of tourist villages) with diversification of unique patterns and community group crafts in the form of bags, shopping carts, wallets, tissue boxes, key chains, flip-flops, Tanjak (hats typical of tourism village culture), coasters and other household functional objects from the main material of Purun, namely peat grass plants which often become The cause of forest and land fires so that it becomes a useful raw material commodity for the community because it can be used as a basic material for woven crafts. In addition to the uniqueness of these attractions, people in Burai tourist village have people's houses decorated with various colours so that they are widely known by the community as colourful villages, other facilities are saung wisata (resting places in the form of buildings in small sizes that are simply made of wooden arrangements), gallery buildings typical of tourist villages, tour boats to go down the river and traditional dance service products to welcome tourists named Beume dance, as well as the traditional event of small bidar boat race (traditional boat used by fishermen to catch fish) is also used as a water tourism facility.

Table 1. Tourist Attractions in Burai Tourism Village

Question	Answer (n: 100)					Total	Averages
	5	4	3	2	1		
Burai tourist village has interesting natural attractions.	8	1	1			417	4,17
Burai tourist village has artificial tourism such as historical and modern architecture.	4	4	3			403	4,03
In Burai tourism villages can be found cultural activities such as history and folklore (legends), religion and art, music theatre and other performances as well as museums.	5	0	8			413	4,13
The outlook on life, indigenous tribes and language used by local people are the reasons to visit the tourist village of Burai.	9	5	4			431	4,31
						TOTAL	4,16

Source: Direct Observing by the research team, 2023

From Table 1 above, the highest average value given by respondents regarding tourist attractions in tourist villages is 4.16. This means that this number is included in the rank assessment criteria of 3.40 – 4.19, namely 'agree'. This concludes that tourists see various attractions as tourist attractions in the tourist village of Burai. Meanwhile, for the ease of obtaining information about tourist activities, data is obtained that there is no special room that functions as a tourism information centre, but generally what prospective tourists do is contact cellular phones from local tourism awareness group communities. Accessibility to Burai tourist village is quite smooth and rarely jammed, if there is a traffic jam usually caused by a large number of buffaloes and cows crossing the main road to the tourist village of Burai, this is concluded not a big obstacle, even being part of a unique tourist attraction to be witnessed by tourists. The condition of the road leading to the tourist village can be concluded to be good considering the condition of the road has been concreted so that no potholes are found along the way. For supporting facilities expected by tourists when carrying out bicycle tourism activities in tourist villages, including (1) parking facilities; (2) bath/toilet facilities; (3)

storage of goods/lockers; (4) signage; (5) disable support; (6) health clinics in tourist villages; (7) bicycle repair workshops/places in tourist villages; (8) safety equipment.

Based on the findings in Burai tourism village, by combining tourism attraction factors in the form of attractions, accessibility, amenities and ancillary found in Burai tourism village then factor in the preference of tourist needs related to infrastructure facilities in tourist villages. So the following is a model for developing sports tourism bicycle products that can be implemented in tourist villages.

3.1 Products of medium category tourist bike models.

This bicycle tourism model product is a tour package that is packaged exclusively for tourists while on vacation in the Tourism Village. This tour package can be done individually (private trip) with at least 5 people or groups (groups) with a maximum of 200 people. This tourism model product invites tourists to enjoy the excitement of travelling around the Tourism Village by cycling through a route 10 Km from the main road to the tourist village by enjoying the natural landscape of the countryside with distinctive scenery with 3 water stations prepared by the operator on every 3 km trip or in areas that have typical rural scenery or typical rural tourist attractions, After arriving at the tourist village, tourists interact with the local community directly and participate in activities carried out by the local community, but previously given information on what types of activities will be carried out by tourists, such as weaving songket, making typical souvenirs from Purun, burning kemplang and enjoying food such as pindang soup, crackers, roasted rhubarb, skin crackers, bone chips, and others, in tourist villages. The determination of the price to be paid by tourists is published after calculating all operational costs, emergency and operator fees as well as profits obtained by the community organization that manages the bicycle tour.

3.2 Light category tourist bike model products.

Tour packages are packaged intimately for tourists on vacation in the Tourism Village. This tour package can be booked individually (private trip) for at least 2 people or groups (groups) for a maximum of 50 people. This tour package invites tourists to enjoy intimacy with the community as a host, the selection of this activity is based on data on the uniqueness of tourist village attractions that have attractions in the form of typical local community residential landscapes with local wisdom along with a long history that complements its uniqueness, saung wisata (rest house to eat and enjoy natural scenery), tour boats and water tourism facilities. This bicycle tourism product also offers the experience of tourist involvement in the business of the surrounding community related to the processing of food made from meat, skin, and fish bones, which are processed into various forms of food such as Pindang soup, crackers, roasted rhubarb, skin crackers, bone chips, and others, and of course the experience of excitement around the Tourism Village by cycling through the route of the Burai tourist village area by enjoying the landscape Rural nature with distinctive scenery. Visitors can interact with the local community directly and participate in activities carried out by the local community, ranging from weaving Songket, making typical souvenirs from Purun, burning Kemplang and enjoying the river crossing and tasting typical food at the Burai tourism village, which is a type of soup with a typical spice called Pindang, usually mixed with fish, shrimp or beef ribs. It is the same with the medium category tour bike package, the determination of the price to be paid by tourists is published after calculating all operational costs, emergency and operator fees as well as profits obtained by the community organization that manages the tour bike.

Sports tourism today has grown in line with the increasing awareness of health and fitness around the world, (Lin et al., 2022). In line with that global trend, health-conscious lifestyles can be adapted to tourism activities as well (Lorincz et al., 2020). Especially in the era of globalization and the development of human civilization, it is certainly not surprising to know what potential is offered by tourist attractions in rural areas (Dabrowski et al., 2021). This is the idea of the tourism bicycle development model in tourist villages in this study which then becomes an inseparable part of the form of awareness of health and fitness in the perspective of tourists. The experiential aspects that exist in nature also affect the level of participation in outdoor activities (Haaland & Tønnessen, 2022). This is why outdoor bicycle tourism activities in potential tourist villages continue to be developed.

The tourism bike development model is a solution for packaging bicycle tourism products in tourist villages. Regional bicycle networks are becoming an attractive option to improve tourism facilities in rural areas (Zolotarev et al., 2023). Bicycle tourism activities that were previously organized by tourists from outside the tourist village became more organized with the development model of bicycle tourism products and community involvement as a tour bike operator in their village, with the preparation of cycling itinerary plans that are always based on how intense the depth is carried out in the area to be traversed or used (Petino et al., 2021).

Public awareness of the potential of natural resources developed for tourism will increase when local communities are involved, accompanied by several benefits when tourism involves community participation (Utami et al., 2023). This is because tourism provides a viable alternative to economic activity in rural areas, and is proven to provide an increase in the standard of living of people in villages (Muresan et al., 2019). Therefore, system development significantly benefits tourism empowerment and community participation so tourism empowerment has a significant positive impact on community participation (Tong et al., 2024).

Community participation in compiling a model for the development of tourist bicycles in tourism villages, with the use of tourist attraction data in the form of attractions, amenities, accessibility and ancillary and infrastructure facilities can be processed into products that contribute to rural tourism activities. This is because infrastructure on accessibility for bicycles along with safety and facilities are equally important for the development of bicycle tourism. This will have an impact on increasing the income of people in tourism villages through the use of the tourism bicycle development model in tourism villages (Nilsson, 2019).

4. CONCLUSION

The development of bicycle tourism models in tourism villages produced in this study is that light category and medium category bicycle tourism products are the products in tourist villages that can be relied upon as business opportunities in increasing income in tourist villages. The bicycle tourism development model created will continue to grow so that it is expected to continue to be adjusted to the needs of tourists and can be accepted by the tourist village community as a host. It is imperative for tourism stakeholders to quickly tailor their services to suit the needs of tourists (da Costa et al., 2022). Tourism activities can create perceptions and learning processes, namely the creation of knowledge about the way of life between local communities as hosts and tourists. (Noosut et al., 2023).

Development of a bicycle tourism model based on local potential by utilizing the potential of tourist attractions and infrastructure facilities in tourist villages. Cycling is a way for tourists to take part in local culture and get authentic experiences as local people do (Nilsson, 2019).

This research contributes to the form of diversification of tourism products in tourism villages, so that natural tourism attractions, cultural tourism and artificial tourism can collaborate into products that have been made so that the community and further research can be developed on the potential absorption of informal labour that may arise based on needs found in the field. The impact of this research on local authorities is that the management of data related to tourist attractions and infrastructure facilities contained in tourism villages is a consideration in policy-making, especially those related to the development of bicycle tourism development models as tourism products in tourist villages. This is the basis for tourism development which requires policy formulation as a strategic guideline in the future (Yapanto et al., 2023). Another thing that is expected to be developed in the results of this study is the stages of strategies carried out to be able to provide more contribution, including planning, promotion and marketing, implementation to the evaluation of the tourist bike model carried out in tourist villages.

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