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## Empowering Villagers for the Development of Fort Alla Site as Cultural Tourism Destination in Enrekang

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### ARTICLE INFO

### ABSTRACT

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Cultural tourism is a type of tourism that focuses on preserving a place's or region's heritage. This type of tourism is used to recognize a country's or place's history, inheritance items, culture, art, or architecture, to gain an appreciation of the past. One of the natural attractions and has historical value in Enrekang is the Fort Alla site. The fort is often used as an Edu tourism for students from other places to commemorate the traces of the struggle of the heroes in the Dutch colonial era. However, the community and local government in the Fort Alla areas are still underdeveloped as cultural tourism destinations. Villagers' awareness of cultural tourism is still very low. Through the education program, we aimed to empower Benteng Alla Utara villagers to know about cultural tourism. The activity was carried out in 12-13 March 2022 at the village head office. The methods used in this program are lectures, Q & A, and discussions. The total participants of the program are 30 villagers. All the participants are given pre-test and post-test to measure their knowledge about cultural tourism. Results show that after the education program, all the participants' knowledge about the potential of cultural tourism in Benteng Alla Utara village increased for the "Good" category, from 33.3% to 70%, and decreased in the category of "Less" from 43.3% to 0%. In addition, they made a work plan for the cultural tourism program. This program is considered the starting point for the preparation of the Fort Alla Site development to become a new cultural tourism destination in South Sulawesi Province.

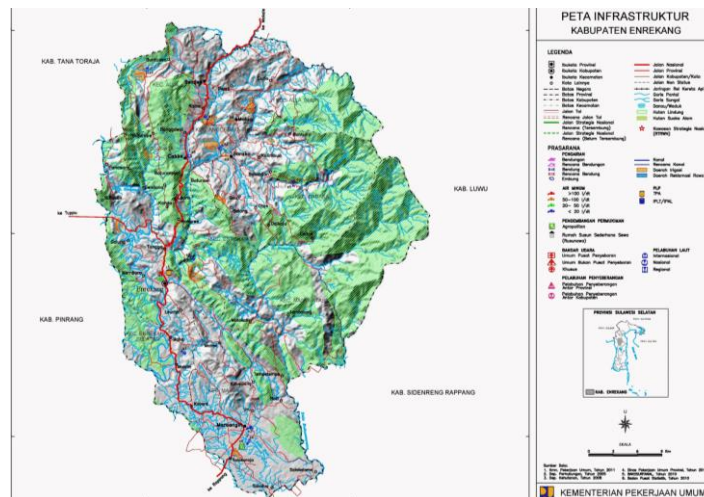
## 1. Introduction

Tourism is one of the important aspects of a country, it brings a variety of benefits to the local community and the surrounding areas, it helps the society to create jobs, to help the economic growth and even tourism has big energy that can change various aspects of the society. Indonesia has many tourists destination that is well known for their uniqueness (Yuliari & Riyadi, 2019). Cultural tourism is a kind of tourism that exposes the heritage things of a place or a region. This kind of tourism is used to recognize the history of a country or place, the inheritance of things, the culture, the art, or the architecture of something but the overall purpose of the cultural tourism destination is to gain an appreciation of the past. According to Pendit (1994), cultural tourism is a journey that is done based on a desire to expand one's outlook on life by visiting another place or abroad, studying the state of the people, habits and customs, and way of life, culture and their art. Cultural tourism is important for some reasons it has a positive impact on economic and social section, it establishes and strengthens identity, it helps to defend the cultural heritage with culture as an instrument, and it facilitates harmony and understanding among people and it supports culture and helps renew tourism. Cultural tourism has several objectives that must be met within the context of sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors' experience, and the stimulation of the earned revenues of cultural resources. We can see that cultural tourism is not only concerned with the identification, management, and protection of cultural values but it must also involve understanding the impact of tourism on regions and communities, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion (Fladmark, 1994).

Enrekang regency is one region that is situated in the northern piece of the South Sulawesi province of Indonesia, which has sloping and rugged regions. According to Wardaninggar (2016), the ancient social variety of Enrekang has an openness to regular assets as well as supporting human settlement contiguity Austronesian culture pre-neolithic until around quite a while back with the usage of their normal assets. From a socio-cultural perspective, the people of the Enrekang regency have their peculiarities. It is because the culture of Enrekang is between the Bugis, Mandar, and Tana Toraja cultures. According to the Profile of Enrekang, since the XIV century, this area has been called *Massenrempulu*. It means 'stepping aside from the mountain' or 'along the mountain'. Meanwhile, the name Enrekang is from *Endeg* means 'up from' or 'climb', and this is the origin of the name *Endekan*.

One of the natural attractions in Enrekang regency is the Fort Alla Mountain Site. The Mount Fort Alla site is a rock mountain in the form of a fortress that extends about 5 km with an area of 80 hectares (Albar, 2017). This site is about 47 Km from Enrekang City or 277 Km from Makassar City. The historical site of Benteng Alla is located in Benteng Alla Village and Benteng Alla Utara Village, Baroko District of Enrekang Regency.

Fort Alla site has two tourist object categories. They are natural and cultural tourist attractions (Figure 2). The site is beautiful, a very distinctive coffee producer, and unique historical stories and cultural values that are very good to be introduced to the nation's generation of children as evidence of the struggles of the past. Therefore, the site is often be a place of traces for students from Tana Toraja or Enrekang to commemorate the traces of the struggle of the heroes of independence. However, until now the government of Benteng Alla Utara still do not develop the site to be a cultural tourism destination. They only offer it as tourist objects due to its beauty and natural wealth, as well as the coffee. Lack of villager's awareness of cultural tourism and inadequate facilities and infrastructure needs an empowerment program for the community.



**Figure 1.** Map of Enrekang



**Figure 2.** Fort Alla Site in Benteng Alla Utara

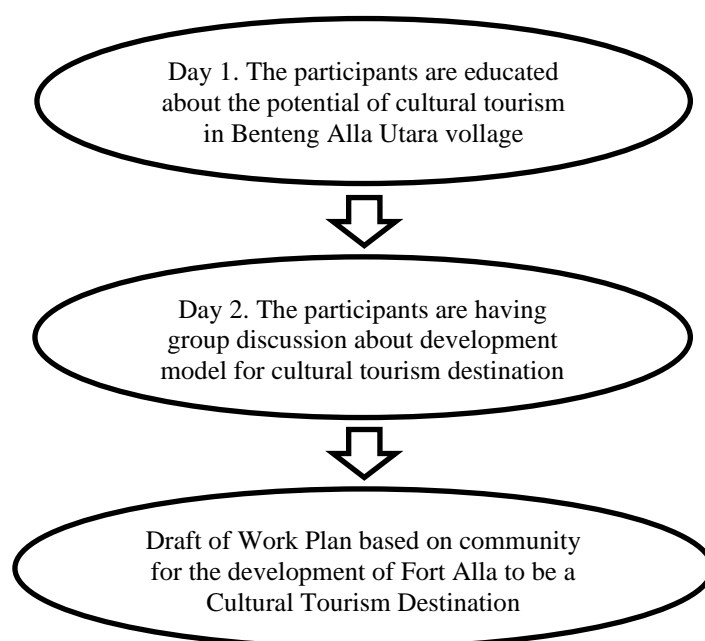
Community empowerment that is given to the villagers in Benteng Alla aims to increase their knowledge through cultural tourism. Commonly, supported factors that affect community empowerment in tourism development are innovative programs, a budget for developing tourism, the role of religious and community leaders, and a culture of cooperation. So, this empowerment program aims to educate the villagers of Benteng Alla Utara about the development of cultural tourism in terms of the role of community leaders. Through this program, the villagers learn how to develop cultural tourism in the Benteng Alla village using the model of community-based tourism (CBT). Community-based tourism is tourism where the community or residents play an important and major role in decision-making, to influence and benefit their lives and environment (Usman, 2008). In community-based tourism contained the concept of community empowerment, which are essentially always linked to the characteristics of the target as a community that has the characteristics, and background, of an empowered community (Sari, 2020). Therefore, the villagers are educated to be tourism promoters by exploring their culture which is the potential to be developed as a tourism destination.

The development of Benteng Alla Utara village into a cultural tourism destination is the development of all village potentials to be used as tourist attractions, so its development must involve the Benteng Alla Utara villagers and other stakeholders to explore all the potentials in the village, be it natural potential, socio-cultural potential, and potential resources. human power. The strong socio-cultural potential as a tourist attraction in Benteng Alla Utara village as a cultural tourism destination will certainly provide a more unforgettable experience for visiting tourists. The development model for the cultural tourism destination of Benteng Alla Utara village is certainly related to the socio-

cultural potential, including crafts, traditions, history, architecture, traditional food, arts, people's way of life, religion, language, traditional clothing can be intensified.

## 2. Methods

This empowerment program conducts on 12-13 March 2022 at the head office of Benteng Alla Utara village. A qualitative and quantitative approach was taken to reach the aims. Quantitative data are collected based on the results of pre and post-tests. There are 30 villagers joining the program as participants. They are given tests to measure their knowledge about cultural tourism before and after giving lectures. The data are analyzed and presented in a descriptive form. Meanwhile, qualitative data are taken based on observations and interviews before and during the education process. It is divided into two steps. Firstly, on 12 March 2022, the villagers are educated in the village office through lecturing methods about all the potential culture and history in Benteng Alla which can be developed to be cultural tourism. In this session, the team presents the material using a PowerPoint and continues with a question and answer (Q & A). Secondly, on 13 March 2022, participants are divided into 3 group discussions and they are thought how to make a simple work plan for tourism development in Benteng Alla Utara village. They named the group “Tourism Awareness Group” because all the participants will be volunteers for the development of the fort Alla site to be a cultural tourism destination. The activity is described in the flow chart below:



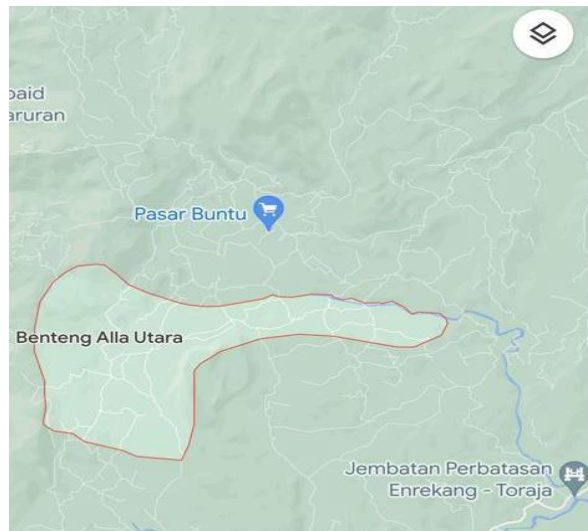
**Figure 3.** Steps of Empowerment Programs

After doing the empowerment program, the team prepares the reports in the form of video and photos as documentation of the activities. Next, the team evaluates the program including problems during the activities, program plans, program implementation, and documentary evidence.

## 3. Results and discussions

### 3.1. Location Description

This empowerment program is carried out in the office of Benteng Alla Utara village. According to [Benteng Alla Utara's Profile \(2022\)](#), this is one of the villages included in the Baroko District of Enrekang, which is located at an altitude of 500-1750 meters above sea level and is located at the coordinates: S.08°03'22,1" E112°30.41.8". The population of Benteng Alla Utara village is 2,436 people. It consists of 1,181 men and 1,255 women. The number of family heads is 644 families. The area is 11.14 Km<sup>2</sup> which consists of settlements, plantations, rice fields, fields, and public facilities. A map of the location of the service program is shown at Figure 4.



**Figure 4.** Map of Benteng Alla Utara village in Enrekang

### **3.2. Implementation of empowerment program**

This Empowerment program Activity is designed to obtain benefits that can be applied directly by the villagers of Benteng Alla Utara. By doing Extension activities about the potential of cultural tourism in the village of Benteng Alla Utara, the development of the Alla Fort site into a cultural tourism destination can be carried out well. The development pays more attention to the community and local culture so that its development leads to a positive impact by empowering local communities as volunteers.

The implementation of the empowerment program begins with submitting a permit letter to the head of Benteng Alla Utara village and the tourism department of the local government. After the permits are granted, the team prepares the material. The presentation material using PowerPoint detailed the potential of cultural tourism destinations and their development model in Benteng Alla Utara. The learning methods applied during the service implementation were lectures, questions and answers (Q & A), and discussions. The lectures and Q & A are given on the first day with the duration of time used being 120 minutes.



**Figure 5.** Presentation the material

Before giving the lectures, all participants filled out a pre-test to measure their prior knowledge about cultural tourism. After that, the team starts to present the materials using PowerPoint. Participants were enthusiastic about listening and asking questions during the learning session. The second day is the process of making a rough work plan for the development Fort Alla Site to be a cultural tourism destination. It takes about 180 minutes. The participants discuss steps to develop the

site and compose it in a draft plan. The last stage is the participant's assessment. All the participants are given some questions to measure their knowledge about the materials as a post-test.



**Figure 6.** Q & A session

The results of the assessments that have been carried out are presented in Table 1.

**Table 1.** Frequency distribution of participants' knowledge

No	Participants Knowledge	Cultural Tourism Education	
		Pre-test N (%)	Post-test N (%)
1.	Good	10 (33.3%)	21 (70%)
2.	Sufficient	7 (23.3%)	9 (30%)
3.	Less	13 (43.3 %)	0 (0%)
Total		30 (100%)	30 (100%)

Table.1 shows the increase in participants' knowledge about cultural tourism for the "Good" category, from 33.3% to 70%. On the other hand, there is a decrease in the category of "Less" from 43.3% to 0%. Increased knowledge is important to improve villagers to start developing the Fort Alla site to be a cultural tourism destination. The use of pre and post-test methods is in line with [Aprilianti & Jatmika \(2022\)](#) who educate the housewife about mask waste management in Demangan Yogyakarta through an empowerment program. After educating the participants, they show increasing knowledge of participants after giving educated through an empowerment program.

At last, a monitoring process is carried out. The team does monitor by observing the villagers' and local governments' actions related to tourism development. Monitoring is carried out for three weeks after the education. In the third week, the head of Benteng Alla Utara village continues this program by inviting all other stakeholders to have a meeting and starting to arrange the working plan. In the end, this empowerment program has positive benefits, especially to help the villagers have good knowledge about cultural tourism.

#### 4. Conclusions

The development of the Fort Alla Site to be a cultural tourism destination in Benteng Alla Utara village may open many benefits to the villagers. Improving their knowledge and awareness about the potential of cultural tourism of Fort Alla through an empowerment program is very effective in the initiation of site development. The results of the empowerment program show an increase in participants' knowledge based on the result of the post-test increased for the "Good" category, from 33.3% to 70%, and decreased in the category of "Less" from 43.3% to 0%. This program has motivated the villagers and its local government to collaborate with other stakeholders to plan the site's development program. In addition, since the empowerment program in cultural tourism is still limited, so the results are expected to be used as a reference for future researchers.

## 5. Acknowledgement

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