

Educational aspects in the development of multicultural tourism: A multisite study on Pura Lingsar and Makam Batu Dendeng

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Abstract: This study aims to explain the relationship between education and the development of multicultural tourism in Pura Lingsar and Makam Batu Dendeng. Tourism development often marginalizes the role of education, but in fact, optimal education plays a very important role in the process of tourism development based on multiculturalism. The study adapts qualitative research with multisite studies. The data was obtained using observation and interviews; in addition, the Miles, Huberman, and Saldana model was used as a data analysis technique and integrated with triangulation techniques to obtain valid data. Based on the results of data analysis, the educational aspect in the development of multicultural-based tourism in Pura Lingsar and Makam Batu Dendeng consists of two scopes. First, education is an effort to preserve tradition and culture so that tourism does not become a destructive element that eliminates cultural identity. Second, education supports the strengthening and development of multicultural-based tourism for the economic progress of the community around Pura Lingsar and Makam Batu Dendeng, especially related to improving human resources. It can serve as a literature review on the importance of the educational aspect in tourism development.

Keywords: Culture, Education, Local wisdom, Multicultural, Tourism.

1. Introduction

In recent decades, tourism has become one of the most dynamic and fast-growing economic sectors in the world. International tourism has experienced significant growth, with an increase in the number of international tourists. This growth is driven by increased income, technological advancements, and ease of transportation access [1, 2]. In addition, cultural and traditional tourism has become an increasingly important segment, with tourists looking for more immersive and meaningful experiences [3, 4]. For example, cultural tourism accounts for a significant percentage of the total revenue of global tourism, showing a strong interest in local cultural heritage and traditions [5, 6].

Lombok Island, one of the tourist destinations in Indonesia, has experienced significant tourism development. In 2023, Lombok recorded 3 million tourist visits, an increase from 2.5 million in 2022 [7]. Known for its natural beauty and rich culture, Lombok attracts tourists from different parts of the world. However, although tourism in Lombok is growing, challenges in sustainable tourism management and development still exist. One important aspect that needs to be considered is the role of education in supporting the development of multicultural tourism [8, 9]. Education can serve as a tool to increase the awareness and skills of local communities in managing tourism sustainably [10-12].

Empirically, tourism in Lombok, especially in *Pura Lingsar* and *Makam Batu Dendeng*, has made a significant economic contribution to the local community. However, there is a gap in the understanding and implementation of sustainable and multicultural-based tourism. Ideally, education should play a central role in equipping local communities with the knowledge and skills necessary to manage tourism

effectively and sustainably [13, 14]. Formal and informal education can be a means to increase community capacity in facing the challenges of modern tourism [11, 15].

In the context of the development of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*, relevant theoretical studies can provide a strong foundation for understanding the role of education. One of the theories often used in tourism research is the Social Exchange Theory, which explains the interaction between tourists and local communities as mutually beneficial exchanges [14, 16]. A positive relationship between tourists and the local community can increase tourist satisfaction and support tourism sustainability [15, 17]. In the context of tourism at *Pura Lingsar* and *Makam Batu Dendeng*, education can serve as a bridge to increase understanding and interaction between the two parties, thereby creating a more meaningful experience for tourists and local communities [18, 19].

The theory of Sustainable Tourism Development is also very relevant to this study. This theory states that sustainable tourism development must consider economic, social, and environmental aspects in a balanced manner [20, 21]. The statement also pointed out that education and training for local communities are essential to achieving sustainable development goals in tourism [22, 23]. In the context of tourism in *Pura Lingsar*, education can help the community understand the importance of preserving cultural heritage and the environment, as well as provide the necessary skills to manage tourism sustainably [24, 25].

Other studies also mention and emphasize the importance of community participation in tourism development [26, 27]. It is stated that people who are educated and involved in the decision-making process tend to be more supportive of tourism development in their areas [28–30]. This shows that education not only increases knowledge but also empowers the community to play an active role in tourism development. In *Pura Lingsar* and *Makam Batu Dendeng*, increasing community participation through education can be the key to creating more inclusive and sustainable tourism.

Furthermore, education that focuses on cultural awareness can enhance the tourist experience and strengthen local cultural identity [31, 32]. In the context of tourism in *Pura Lingsar* and *Makam Batu Dendeng*, culture and tradition have an important role in attracting tourists, education that emphasizes cultural values can help local communities to appreciate better and preserve cultural heritage. This is not only beneficial for the community but also increases the attractiveness of *Pura Lingsar* and *Makam Batu Dendeng* as a multicultural tourist destination on the island of Lombok.

Although many studies have been conducted on tourism in Lombok, especially studies on *Pura Lingsar* and *Makam Batu Dendeng*, there is still a gap in the literature that specifically discusses the role of education in the development of multicultural tourism. Previous research has focused more on economic and environmental aspects, while educational aspects have often been overlooked. Only a few of the tourism studies in Lombok highlight the educational aspect, pointing to the need for further research in this area on the development aspect of tourism in *Pura Lingsar*.

The main problem faced is the need to integrate the educational aspect in the development of tourism in *Pura Lingsar* and *Makam Batu Dendeng*. Formal and informal education has not been fully utilized to support the development of sustainable and culture-based tourism. This raises questions about how education can be effectively integrated into tourism development strategies, especially in *Pura Lingsar* and *Makam Batu Dendeng*.

This research aims to explore the role of education in the development of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*. By understanding the relationship between education and tourism, it is hoped that effective strategies can be found to improve the quality of tourism in *Pura Lingsar* and *Makam Batu Dendeng*. This research is important to provide policy recommendations that can support the development of sustainable and multicultural-based tourism. The researcher seeks to emphasize the importance of this study in providing insights for tourism policymakers and practitioners in designing a more effective and sustainable multicultural tourism development strategy in general on Lombok Island.

This research is expected to make a significant contribution to tourism studies, especially in the context of the role of education in the development of multicultural tourism in *Pura Lingsar* and *Makam*

Batu Dendeng. This research is also expected to provide insights for tourism policymakers and practitioners in designing more effective and sustainable tourism development strategies.

2. Study of Research Theory and Concept

Education has a very important role in shaping people's understanding and awareness of cultural values and traditions [33, 34]. In this context, education not only functions as a means of knowledge transfer but also as a tool to build character and identity [35, 36]. Through education, the community can understand and appreciate the cultural heritage and existing traditional values [37, 38]. A good education will encourage people to be more active in preserving existing cultures and traditions [38, 39]. Which will eventually support the development of cultural and traditional tourism [31, 40].

The development of multicultural tourism at *Pura Lingsar* and *Makam Batu Dendeng* on Lombok Island is a strategic step to take advantage of the local potential that is rich in tradition and spiritual values. In the aspect of religious culture, the context of multiculturalism is a view of life that understands differences and encourages tolerance and cooperation between cultures and religions [41, 42]. According to several studies, the development of tourism that focuses on cultural and traditional aspects can increase tourist attraction, both domestic and international [43]. This will not only have a positive impact on the local economy but will also strengthen the cultural identity of the community around *Pura Lingsar* and the *Makam Batu Dendeng*. By promoting unique cultural traditions and practices, such as traditional ceremonies and cultural festivals in general, Lombok Island can become an attractive destination for tourists looking for a more immersive and authentic experience [25, 44]. Tourism will not only be a source of income but will also serve as a means to preserve and promote Lombok's local culture [24, 44].

Overall, the relationship between education and the development of multicultural-based cultural tourism, as well as the progress of tourism in *Pura Lingsar* and *Makam Batu Dendeng*, is very close. A good education will equip people with knowledge and awareness of the importance of preserving culture and tradition [32, 38]. Which will support the sustainable development of tourism [15, 27]. The involvement of the community, especially the younger generation, in cultural activities can strengthen the sense of belonging to cultural heritage and increase people's interest in contributing to tourism development [26, 29]. By involving the community in decision-making and tourism management, the community will feel owned and responsible for the sustainability of tourism in the region [26, 29].

In this context, the progress of tourism at *Pura Lingsar* and *Makam Batu Dendeng* must be directed to create an authentic and in-depth tourism experience. Tourists who come to Lombok are not only looking for natural beauty but also want to experience and understand local culture and traditions [18, 45]. Therefore, the development of tour packages that integrate multicultural cultural experiences, such as visits to traditional villages, participation in religious ceremonies, and exploration of local cuisines, will provide added value for tourists [46, 47].

The importance of developing multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng* cannot be underestimated. The synergy between education, tourism development, and sustainable progress will create a mutually supportive ecosystem. A good education will give birth to a generation that cares and is committed to cultural preservation. At the same time, the development of tourism that focuses on multicultural culture will provide economic and social benefits for the community.

3. Research Methods

The research takes a qualitative research design, by applying a multi-site study. This approach allows researchers to explore variations and differences in the same phenomenon in different places [48, 49]. Furthermore, this qualitative research aims to explore how education can serve as a tool to increase public awareness and understanding of existing multicultural cultural values, as well as its impact on the preservation of cultural heritage and sustainable tourism in *Pura Lingsar* and *Makam Batu Dendeng*.

This study uses two data collection techniques. The first technique is interviews, conducted by selecting key informants, including educators, community leaders, and tourism industry players. This technique allows researchers to dig up information directly about the informant's experiences, views, and expectations [50, 51]. With open-ended questions, this interview is expected to produce an in-depth and comprehensive narrative regarding the interaction between education and tourism.

The second technique, namely observation, is also an integral part of the data collection process. In this technique, researchers directly observe community activities, both in the context of education and tourism. Through observation, researchers can observe social dynamics, interactions between individuals, and ongoing cultural practices [52, 53].

After the data was collected from the two sites, data analysis was carried out to reduce data, present data, and verify data [54]. The data from each site is reduced and then presented in themes and subthemes; the data that has gone through the process is then compared to find the same meaning to the formulation of the problem that has been determined, namely the meaning of the educational aspect in the development of multicultural tourism at *Pura Lingsar* and *Makam Batu Dendeng*.

To increase the validity of the data obtained, triangulation techniques are also applied. Triangulation is a method used to verify data using various sources or data collection techniques [55, 56]. In this study, triangulation was carried out by triangulating sources, namely using various informants from different backgrounds, such as educators, community leaders, and tourism industry players on two research sites, to obtain diverse perspectives on the topics being researched.

4. Result

The research on the educational aspect of the development of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng* is divided into three parts according to the findings on each site as follows:

4.1. Research Results on Pura Lingsar

The results of an interview with one of the educational figures, informant 1, revealed:

"The educational aspect at *Pura Lingsar*, in particular, is not just a transfer of knowledge, but also a means to instill a sense of love for local culture. By understanding culture, the younger generation will be better able to face challenges that come from outside, including in the tourism sector.

This statement emphasizes the importance of education in maintaining cultural identity and preparing the community to participate actively in tourism development.

In addition, informant 2, a local tourism activist, added:

"We need educated and skilled human resources to manage our tourism potential. A good education will produce a workforce that is not only competent but also has an awareness of the importance of preserving our culture."

This shows that education has a crucial role in creating quality resources to support the development of tourism in *Pura Lingsar*.

Furthermore, an interview with informant 3, a cultural expert engaged in tourism, also provided valuable insights. He revealed,

"I often face challenges in finding a workforce that is not only skilled but also understands and appreciates the local culture. A good education will help create individuals who are not only ready to work but also have a sense of responsibility to preserve the culture."

This shows that there is an urgent need to develop educational programs that focus on technical aspects and strengthen cultural identity.

In addition, informant 4, a social activist who focuses on community empowerment, added,

"Education must be a tool to empower the community in dealing with the negative impacts of tourism. It is necessary to teach the community about the importance of sustainability and how society can contribute to protecting the environment and culture."

This statement highlights the role of education in equipping people with the knowledge and skills necessary to adapt to the changes brought about by tourism developments.

4.2. Findings on the Makam Batu Dendeng

Interview with informant 1, a Head of Destination Development at a Government agency in Lombok, stated:

"As a public policy implementer, it is important to integrate educational aspects in teaching students about local cultural values. It is hoped that the younger generation will not only learn about culture but also develop skills to become local tour guides and will create a generation that is proud of the regional identity."

In an interview with informant 2, a tourism activist in Lombok stated that:

"I often recruit workers from young people who have received formal education. However, I am also looking for individuals who have a deep understanding of Lombok culture. Education that teaches about sustainable tourism and cultural preservation is essential. I want our employees to be not only skilled but also have an awareness of responsibility to the environment and local culture."

In an interview with informant 3, a researcher in the field of tourism mentioned that:

"In my observations, I found that education that integrates cultural and tourism aspects can increase public awareness about the importance of preserving cultural heritage. Educational programs that involve the community in tourism development can create a sense of belonging and responsibility."

4.3. Comparison of Findings on Two Sites

Based on the results of the analysis and comparison of data from the two sites, two major themes are important findings regarding the meaning of the educational aspect in the development of multicultural tourism. The first finding or theme shows that education plays a role in preserving cultural identity. Through education, the community around the research site can understand and preserve cultural values that have been passed down from generation to generation so that cultural identity is maintained in the midst of globalization. Education gives people the ability to adapt and take advantage of the opportunities offered by the tourism sector without losing their identity.

The second finding or theme emphasizes that education is a strategic effort in preparing quality human resources, which is indispensable to support the sustainable development of multicultural tourism. With good education, the community will be able to contribute effectively to the tourism industry, so that it can improve people's welfare.

The results of these interviews make it increasingly clear that education has a very important role in the development of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*. Education that focuses on cultural preservation, environmental awareness, and practical skill development will create human resources who are not only ready to contribute to the tourism industry but also commit to maintaining and preserving cultural identity.

5. Discussion

5.1. Education to Maintain Self-Identity in the Development of Multicultural Tourism at Pura Lingsar and Makam Batu Dendeng

Education, in a broader context, can be defined as a learning process that aims to develop individual knowledge, skills, and attitudes in society [57, 58]. Meanwhile, culture can be understood as the entire way of life, values, norms, and practices owned by a group of people, which are inherited from generation to generation [59, 60]. Meanwhile, in the process of tourism development, cultural and educational aspects become a fairly influential unit [28, 40].

Education plays a very fundamental role in the development of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*, especially in the context of maintaining and preserving the cultural

identity and traditions of the rich and diverse local community. In the face of the challenges of globalization and modernization, where outside influences often threaten cultural values and practices, education becomes a strategic means to equip young generations with a deep knowledge of cultural heritage and long-standing traditional values [11, 40]. Through a specially designed curriculum, schools can integrate lessons on local history, art, and religious practices so that students not only learn about the culture but also understand the importance of its preservation.

Education that prioritizes local values can increase students' awareness of the importance of cultural preservation, which encourages students to participate in cultural activities Yuristia [60] actively. Furthermore, education also serves as a tool to increase public awareness of the importance of maintaining traditions and cultural values in the midst of the rapid development of tourism [28, 46]. In this context, education can create a better understanding of how multicultural tourism can be managed sustainably so that it is not only economically beneficial but also respects and preserves existing cultural richness and traditions.

Educational programs that involve the community in managing tourist destinations can help people understand the positive and negative impacts of tourism and ways to minimize these negative impacts [15, 17]. People will be better prepared to adapt to the changes brought about by tourism while still maintaining their cultural identity.

However, the development of tourism in *Pura Lingsar* and *Makam Batu Dendeng* cannot be separated from various impacts, both positive and negative. On the one hand, tourism can be a significant economic driver, create jobs, and increase people's income [13, 14]. The revenue earned from the tourism sector can be allocated to fund education and cultural preservation programs, thus creating a positive cycle that supports each other.

On the other hand, unplanned tourism development can result in cultural commercialization, where cultural traditions and practices are displayed only to attract tourists' attention [61, 62].

This phenomenon has the potential to erode the original meaning of the tradition, turning it into a mere attraction that has lost substance. Cultural commercialization can result in the loss of original values from traditions, potentially damaging the integrity of local culture [63, 64]. Therefore, the community and stakeholders need to realize that the sustainability of multicultural cultural life in *Pura Lingsar* and *Makam Batu Dendeng* does not only depend on the development of tourism but also on collective efforts to educate and make people aware of the values contained in their heritage.

In this case, education serves as a bridge that connects tourism development and cultural preservation, ensuring that the identity of the community around *Pura Lingsar* and *Makam Batu Dendeng* is maintained in the midst of rapid change. Collaboration between the education sector, government, and society is urgently needed to create a sustainable tourism model that is not only economically beneficial but also respects and preserves the cultural and traditional richness that is the identity of Lombok Island.

Through a holistic and inclusive approach, where education is at the core of tourism development, the community around *Pura Lingsar* and *Makam Batu Dendeng* can reap the maximum benefits from the tourism sector without having to sacrifice cultural identity and tradition. Education that focuses on cultural preservation can create an authentic and meaningful tourism experience for tourists while strengthening a sense of community and identity among local communities. Education not only serves as a tool to preserve culture but also as a driver of innovation and creativity in creating a tourism experience that can be enjoyed by all parties, both tourists and local communities.

5.2. Education to Build Human Resources to Support the Development of Multicultural Tourism at *Pura Lingsar* and *Makam Batu Dendeng*

Education has a very crucial role in developing human resources (HR) that support the progress of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*. In the context of tourism, the phenomenon that occurs shows that the success of this sector does not only depend on the natural beauty and cultural richness it has but also on the quality of human resources involved in the industry

[30, 40]. The good quality of human resources will contribute to the improvement of tourist services and experience, which will increase the tourism attractiveness of the area [65, 66]. This shows that well-trained and knowledgeable human resources can create a more satisfying experience for visitors, thus encouraging people to return and recommend *Pura Lingsar* and *Makam Batu Dendeng* as tourist destinations.

The role of education in the context of developing tourism human resources in *Pura Lingsar* and *Makam Batu Dendeng* is very strategic. Education not only serves as a means of knowledge transfer but also as a tool to shape individual character and skills [58, 67]. Education that is integrated with local cultural values and traditions can create human resources who are not only skilled, but also have an awareness of the importance of preserving culture and traditions.

The function of education in developing quality human resources also includes the development of soft skills, such as communication, cooperation, and leadership. This skill is indispensable in the dynamic and service-oriented tourism industry [30, 66]. Furthermore, education also plays a role in creating awareness of the importance of sustainability in tourism [11, 30]. In the era of globalization and climate change that is increasingly real, it is important for human resources in the tourism sector to understand the concept of sustainability and the impact of tourism activities on the environment and local communities [15, 68].

Education that prioritizes sustainability issues can equip individuals with the knowledge and skills needed to manage tourism responsibly. Educated human resources will be better able to implement sustainable tourism practices, which are not only economically beneficial but also preserve the local environment and culture.

Overall, education has a very vital role in building quality human resources to support the progress of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*. Through education oriented towards skill development, instilling cultural values, improving soft skills, and awareness of sustainability, it is hoped that the human resources produced can contribute significantly to the growth of the tourism sector in this area. Investing in education is a strategic step towards achieving sustainability and tourism progress in *Pura Lingsar* and *Makam Batu Dendeng*, as well as ensuring that local communities can benefit from the rapid development of the tourism industry.

6. Conclusion

Education plays a very important role in the development of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*, which not only functions as a means of knowledge transfer but also as a means to strengthen the cultural identity of the local community. Through education, people can understand and appreciate cultural heritage, which includes traditions, arts, and values that have been passed down from generation to generation. This process not only helps in the preservation of cultural identity, but also creates a sense of pride among the community towards its own culture. Education acts as a bridge that connects the younger generation with cultural roots so that it can convey it to tourists authentically and interestingly. This creates opportunities for the community to get involved in the tourism industry, which can improve economic well-being. By building quality human resources, education is the key to creating a competent and professional workforce, which is indispensable to supporting a sustainable and competitive tourism industry.

In order to develop multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*, it is recommended to develop a comprehensive strategy. The development of an educational curriculum that integrates material on local culture and tourism is essential to ensure that the younger generation has a deep understanding of cultural values. In addition, organizing training for local communities on tourism management, marketing, and services to tourists will improve the quality of services provided so that it can attract more visitors. Building partnerships between governments, educational institutions, and tourism industry players will also greatly support the development of sustainable tourism by creating relevant and innovative programs.

However, it should be noted that this study has certain limitations. Therefore, it is recommended to continue research with quantitative or mixed methods to obtain more comprehensive and in-depth data on the influence of education on the development of multicultural tourism in *Pura Lingsar* and *Makam Batu Dendeng*. With a more holistic and data-based approach, the development of multicultural tourism on the island of Lombok can run sustainably and provide maximum benefits for the local community.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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