

The Mangga Bridge-Culinary Tourism Destination: Abandoned Infrastructure, Policy, and Revitalization

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Abstract

The development of tourism village is a mainstay of many countries which has potential because they are considered useful in improving the economy and welfare of their people. There are many papers on the development of tourism village by finding various unique attractions as different tourist features. Likewise, Indonesia has a story of revitalizing an unused bridge into a culinary tourist attraction called the Mangga Bridge. The purpose of this study is to analyze the process of revitalizing an abandoned bridge to become one of the rural culinary tourism destinations and the impact of implementing this revitalization in the context of developing a tourism village. Using descriptive qualitative methods with data collection techniques such as interviews and from documents. The collected data were then analyzed using the interactive model. We found that revitalizing an abandoned bridge is one of the strategies that can turn Namo Sialang village into a tourism village because Mangga Bridge or the bridge cafe is a culinary tourist attraction. In addition, the tourism village development policy through the revitalization of abandoned bridges has had several positive impacts: 1) Namo Sialang village can already be proposed as a tourism village because it has unique resources as a tourist attraction; 2) through the mangga bridge, the government opens jobs for the community through culinary businesses managed by village-owned enterprises (BUMDES), where this can increase people's income. 3) the government regains public trust and increases community participation in village development.

Keywords

mangga bridge; bridge café; culinary tourism; tourism development

Introduction

The concept of tourism village has become a concern in many countries around the world. This is evidenced by the many articles on the development of tourist villages based on the Scopus database. In 2010, only 67 articles were found discussing the development of tourist villages, and this number continues to increase every year until the last 5 years are very significant, namely 186 articles in 2018, 218 articles in 2019, 282 articles in 2020, 369 articles in 2021, and as many as 422 articles in 2022. Several countries are conducting research related to the development of

tourist villages, for example, carried out by (Seken et al., 2019) related to the potential for the modern development of tourism village in Kazakhstan. Then research by (Zhao et al., 2020) examines the development of tourism village informatization in Jilin Province based on intelligent tourism, as well as research by (Chi & Han, 2021) on the phenomenon of the emergence of tourism village in the tourism industry and the behavior of Chinese tourists in Anji County as well, and many other countries.

The development of tourism village is a mainstay of many countries that have potential because they are considered useful in increasing business activities (Ključnikov & Mura, 2018) so that this will also have a positive impact on increasing economic growth and social welfare (Hajar, 2022; Purba & Arma, 2022; Sharpley, 2002). The existence of a tourist village attracts many people to visit and enjoy village conditions that are hard to find in urban areas. Just like in Indonesia, tourist villages have become a development priority. So that many villages see opportunities to develop themselves into tourist villages.

Namo Sialang Village is one of the villages in Indonesia that has taken the opportunity to develop its village into a tourism village by exploring its potential by creating objects for tourism. Based on the geographical location of this village, the Tangkahan ecotourism object has clean and very clear water conditions so that it has the opportunity to add tourism objects to be developed. The development of tourism in the village must be carried out together with the entire community, as according to previous literature that in developing tourism or tourism villages, community participation is needed to produce good decisions (Roman & Ruiters, 2020; Setokoe et al., 2019; Setokoe & Ramukumba, 2019). However, the village of Namu Sialang in 2020 is experiencing a "public trust" problem. The community does not have trust in the village government because of the low realization of development that has been planned with the community. So that the attitude of society is no longer participatory towards development. This phenomenon of community distrust is a problem that hinders village development plans and is a challenge for the government. Facing this public trust problem, encouraged the village government of Namu Sialang to innovate by revitalizing the old, worn-out bridge to be turned into a culinary tourist attraction called "Mangga Bridge". This revitalization is an activity to change the old village infrastructure that is

no longer used into an efficient place for the village and the community to encourage the development of a tourist village. This is because developing a tourist village must be supported by the use of local wisdom with the characteristics and attractiveness of its natural resources (Lubis et al., 2020; Wijijayanti et al., 2020).

Based on this research background, this study aims to discuss the process of revitalizing a bridge that was abandoned and abandoned by the community to be turned into a culinary tourism object so that it can increase the productivity of village infrastructure which was no longer useful. This study is important to do considering that Namo Sialang village can be an example of villages in developing countries and even in the world that can re-function old bridges so that they are efficient, not only as a tourist attraction but also to increase the productivity of the village community and even solve public trust problems.

Many previous studies have reported on the development of tourist villages through innovation in the formation of owned tourist objects to increase productivity, such as packaging knowledge and tourism promotion practices that contribute to maintaining and revitalizing cultural heritage (Katelieva & Muhar, 2022). Then research related to the development of tourist villages in Albania through entrepreneurial empowerment, especially in agro-tourism farming through environmental revitalization (Sulaj et al., 2022). There are also tourist villages created through cultural history for residents who have left being replaced with scarecrows in the form of dolls later known as an attractive tourist attraction in Japan (Hashimoto et al., 2021). China revitalized tourism village by developing types of tourism from sightseeing tourism destinations and cultural tourism destinations to increase to five types including agricultural tourism destinations, agricultural technology, tourist destinations sightseeing, cultural tourism, and special village and city destinations (Feng et al., 2020). However, studies on the creativity of village governments by revitalizing outdated and abandoned village infrastructure into culinary tourism destinations that have an impact on productivity have never been conducted by any research in the world. .by car Therefore, this needs to be examined to contribute to the development of tourist villages in the world.

Methods

This study is the result of research conducted in 2021 in Namo Sialang Village, Batang Serangan District, in the Langkat Regency, North Sumatra Province. The method used in this study is descriptive qualitative which seeks to provide information about the problem of revitalizing an old bridge into a culinary tourism object which is related to behavior, beliefs, and so on (Mack et al., 2005).

Data collection techniques used were interviews, and by conducting document reviews. Interviews were conducted with the village government and its officials and several communities who directly assisted in the revitalization of the Mangga Bridge. While secondary data from various documents such as old archives, photos, village development documents, newspapers, and social media provide information regarding the revitalization of the Mangga Bridge bridge in Namo Sialang village. The collected data will be modified and analyzed using an interactive model and using some relevant literature.

Results and Discussion

Tourism Village Potential and Government Challenges

Namo Sialang Village is one of the villages in Langkat Regency which based on its geographical location is directly adjacent to Nanggroe Aceh Darussalam and in its surroundings, there is the Gunung Leuser National Park (TNGL) area. TNGL is one of the Natural Conservation Areas in Indonesia, which administratively is located in Aceh and North Sumatra Provinces, one of which is Langkat Regency, Namo Sialang Village, and Sei Serdang. The location between the villages of Namo Sialang and Sei Serdang Village, there is an ecotourism area known as Tangkahan which is part of TNGL. The existence of this ecotourism is because it has a Tangkahan forest that is still natural and stores a lot of diverse flora and fauna. The fauna found in Tangkahan include Orangutans, Sumatran Tigers, Kedih, Elephants, and several types of rare protected birds such as Kuaw, Hornbills, and Peacocks (Maja, 2009). This makes Tangkahan an enchanting nature and attracts many visitors ranging from local, national, and international communities.

Figure 1.**Appearance of Tangkahan Ecotourism, Langkat**

Source: kompas.com, 2022; pedomanwisata.com 2020 Merdeka.com

This Tangkahan ecotourism object is in great demand by many people so that it is famous. One of the access to the location is through Namo Sialang Village and from Medan City it is approximately 95 kilometers or the equivalent of 3 hours (Tiara, 2020). This distance is quite far and takes a lot of time, so the village government of Namo Sialang has an initiative to make the village one of the objects of stopover for visitors to Tangkahan by utilizing the village's natural resources. Another natural resource owned by Namo Sialang village is the Batang Serangan river, which is clear, fresh and clean, flowing throughout the village so that it can be used as a beach tourism object.

The Namo Sialang village government's plan to make Tangkahan a stopover must be implemented through village development. Village development requires cooperation between the village government and the community. Community participation is really needed in development, especially sustainable development related to tourism villages. Such as research (Yu, 2022) in China which assesses that developing a tourist village requires the participation of farmers who are part of the community. Then the Tibetan Village of Jiaju, China based on research (Shui et al., 2022) identified an effective transformation in reducing poverty from development through community participation in tourism to develop its tourist village. However, the village administration of Namo Sialang has a low level of community participation.

The Namo Sialang village community has a non-participatory attitude towards the village government's plans for development. Based on the interviews conducted, it was found that the

cause of the community's non-participatory actions was due to the low level of public trust in the village government as the actor carrying out village development activities. The loss of public trust in the government has been going on for a long time since the previous village government. The community considers that the village government has never proven that there has been any significant development from the plans that have been agreed upon. Therefore, revitalizing the abandoned old bridge to become a culinary tourism object is proof of a change in village development to develop a tourism village.

Revitalization Mangga Bridge Into A Culinary Tour

Tourism has long been a sector that plays a role in the economy because it can help regions improve the welfare and economy of their people (Dwijendra et al., 2022; Korres, 2008; Ratnasari et al., 2020). Tourism that is built in villages can increase village income and also create new jobs for people in villages (Stanisic, 2020). A village is very likely to be developed into a tourist village if the village has its own uniqueness which can be in the form of natural resources and a beautiful location, has attractions, has culinary, there are handicrafts and many other things (Revida et al., 2021) including experiences that involve a combination between attractions, activities and accommodation experiences (Dimitrovski et al., 2012). Therefore, the government of Namo Sialang Village in 2020 has aspirations to make their village one of the tourist villages in North Sumatra, especially Langkat Regency. Because they realize the potential of natural resources they have.

The river flow is clear, clean, and fresh and the existence of Tangkahan ecotourism makes the village government aware of innovation. Innovation is indeed very much needed in tourism development and innovation also has a role in improving the economy which is in line with tourism development (Bassi et al., 2022; Carlisle et al., 2013; Ergashev & Jabborova, 2021; Fatmawati & Santoso, 2022; Hjalager, 2002; Peng & Lin, 2016). These previous researchers have proven that developing an innovation-based tourism village model it can contribute to managing and developing a tourism village. From the economic or SME side of the community, innovation in tourism villages is in the form of opportunities to differentiate tourism products that are more competitive to enable increased socio-economic benefits. Innovations like this have become the

fruit of thought for the village government of Namo Sialang in developing their village into a tourism village. In addition, according to the village government, this tourism village development innovation is expected to be a solution to restore public trust.

Building a tourist village must not only have potential, but a tourism village must have the uniqueness of this potential to serve as a unique tourist attraction and community of people who can create a combination of tourist attractions with supporting facilities (Hamzah & Irfan, 2018) including nature provides a place to eat. For this reason, the village government of Namo Sialang sees an opportunity for the abandoned village infrastructure to be revitalized as one of the indicators of becoming a tourist village.

Revitalization is understood as revalorization, restoration, reconstruction, to modernization or actions whose purpose is to revive buildings, villages, or cities that were destroyed in various aspects (Pawtowska & Swaryczewska, 2022). Revitalization in this study is limited to re-functioning village infrastructure that has been neglected to become Mangga Bridge. Mangga Bridge is a cafe built on the old Namo Sialang village bridge and is a creative innovation. This is because the village government can see outdated infrastructure that is no longer used by the local community and then converted into a bridge cafe. According to the village government, this old bridge is no longer in use and is being neglected because a new bridge has been built. This bridge is made of the iron base so it has the potential to be stolen by irresponsible parties. Therefore, the village government took the initiative to re-function the bridge into a place of value, namely to become a culinary tourism object as a support for tourism villages. This cafe is a culinary tour of Namo Sialang village. From this cafe, visitors can carry out culinary activities on the bridge while enjoying views of the clear river flow. In addition to this bridge, access is also given to the river that flows underneath so that visitors who want to take a tour of the water can go straight down.

The 'Mangga Bridge' is the name of the hamlet where the bridge is located. Apart from being a tourist attraction, Mangga Bridge is also a community business place managed by a Village-Owned Enterprise. Various foods contained in the culinary tour on this bridge are provided by the community. That way, Mangga Bridge has had a positive impact on people's

income because it creates one of the jobs for the community. this indicates that the revitalization of Mangga Bridge is based on community needs and the productivity of the village itself. So that the achievement of the revitalization of Mangga Bridge also indicates the success of the village government in restoring community trust. this can be seen from the increasing enthusiasm of the community in running businesses around Mangga Bridge and mutual cooperation in other village development activities.

Conclusion

The policy of the Namo Sialang village government in revitalizing the abandoned bridge is strategic in realizing the development of a tourist village. Reusing the old bridge as a bridge cafe has become one of the village's culinary tourism destinations because of its strategic location hanging over a clear river flow. Apart from being a tourist attraction, the bridge revitalization policy provides benefits not only in increasing people's income but also in restoring public trust as seen from increased community participation in development.

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