

Research article

Integrating Community Partnership Program in Cengkeh Afo: A Community-based Tourist Attraction

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Abstract.

Cengkeh Afo, a spice-based tourist attraction in North Maluku, is situated in the forest area behind Mount Gamalama. It has the potential to attract both domestic and international tourists through community-based tourism (CBT). The area is managed by the Cengkeh Afo Gamalama Spices (CAGS) community that uses the world's oldest clove spot as an icon for the Spice Island. The community partnership program (PKM) has been integrated in response to the COVID-19 pandemic, which has had a wide impact on business and tourism. The PKM was integrated to build collaboration among the community for building the CAGS management capacity. Mastering basic English, managing data on tourist visits, utilizing local wisdom related to traditional gastronomy (local cuisine), mastering technology in managing tourism promotion, and understanding the application of the CHSE health protocol in tourism services in the region are among PKM's goals for partnerships with the CAGS community. The qualitative approach was used in this research. Data were gathered through observation, questionnaires, and interviews in a field survey. The results showed that by working together the CAGS community has met the criteria for community-based tourism service. Collaboration with research counterparts has aided the CAGS community's capacity-building in its service.

Keywords: Cengkeh Afo, community-based tourism, capacity-building

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1. Introduction

The Cengkeh Afo region is a historically significant spice destination. Aside from cloves, this region is rich in spices like nutmeg, cinnamon, vanilla, and others. Exploring the spice forests that prevail in the jungles of Mount Gamalama is an excellent way to learn about Indonesian spices. Aside from cloves, this region is rich in spices like nutmeg, cinnamon, vanilla, and others. Exploring the spice forests that thrive in the jungles of Mount Gamalama is an excellent way to learn about Indonesian spices. The Cengkeh Afo and Gamalama Spices Community (CAGS) was founded after extensive discussion with stakeholders, including the founder, who paid special attention to this location. CAGS

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offers forest and historical heritage tourism services with the concept of community-based tourism or CBT.

CBT tourism is referred to as community-based tourism because it places the community as the main actor through community empowerment in tourism activities. The benefits obtained are solely for the welfare of the community [1]. Cengkeh Afo is also known for its natural surroundings, which include a clove and nutmeg grove. It is one of the natural resources that ecotourism refers to. Ecotourism [2] is a type of alternative tourism that considers the current use of natural resources for future generations while also being responsible [3]. This CBT construction is, in principle, one of the most important and critical ideas in the development of traditional tourism development theory (growth-oriented model) [4]. It also aims to empower communities in managing tourism development and achieving community goals, as well as to maintain their own income, well-being, and social and environmental sustainability [5].

Local spices are used by the CAGS community, and the food menu is brought back to be served in tourist food stalls. This is a way of showing tourists their cultural identity while somehow expressing concern for local wisdom. The Cengkeh Afo and Gamalama Spices Community, which was formed with the goal of developing the Cengkeh Afo area as an ecotourism-based tourist destination, manages the Cengkeh Afo tourism area. Moreover, the concept of community-based tourism (CBT) aims to preserve Cengkeh Afo as the world's oldest clove and increase revenue for the community's economy by providing sales outlets in Cengkeh Afo, while also enjoy spice tourism through culinary arts, cultural attractions, local wisdom, and education.

In terms of service criteria, CAGS has met the requirements as a community-based tourism area. Since its inception in 2017, this location has focused on the three pillars of sustainability: social, environmental, and economic benefit [6]. Area managers' capacity to maintain data collections over time is required so that they can measure service achievement from year to year. Furthermore, despite the fact that the community has received services for English course training on several occasions, this has decreased as a result of the COVID-19 situation. CAGS employees have also failed to demonstrate mastery of English as a basic communication language. Accordingly, this is a major concern for community partnership implementation.

Aside from that, the employees have not been trained to use technology and information to promote tourism, at least through social media. The use of local wisdom in culinary is an important aspect of area management, and it is at the heart of CAGS tourism promotion (providing food with local spices and local bamboo). During the study, community engagement work was done to collaborate with and assist the community

in achieving the research's goals. A number of students were worked as counterparts of this research as part of community service, where the university requires final year youth to engage in developing and assisting the community. This location was chosen because it allows counterparts to collaborate with the community in terms of proposing new ideas and innovation [7] and technology familiarity [8].

2. Materials and Method

2.1. Materials

This research utilized questionnaires, interviews and observation to obtain data from tourist visit to the site and from the community of Cengkeh Afo . The data collected among others:

1. Basic English comprehension, technology usage for site promotion, tourist visit database, local wisdom materials in the culinary service record, social media knowledge for promotion, health protocol practice in service
2. Visitors/tourist category, meal and beverages preferences and impressions of services

2.2. Method

The qualitative approach was used in this research. "Qualitative research is largely inductive," according to Creswell [9], "with the inquirer generating meaning from the data collected in the field." The analysis also explored the goal, interpreted, and described the situation in the site, as it was intended to gather general ideas from the subjects taken in the specific area of study— Cengkeh Afo community—located in Ternate's CBT Tourism area. During the course of this study, the researcher and a few coworkers observed and interacted with subjects in the field. Apart from the CAGS community, a number of visitors (tourists) were also taken into account when gathering data for the visit. The study took place from 8 August 2021 to 8 September 2021.

3. Discussion

3.1. Result of the analysis

Five main activities were carried out during the four-week community partnership fieldwork. Basic English course training for the CAGS community, designing social media for promotion, providing a database for tourist visits, recording local basic ingredients for culinary purposes, and implementing CHSE (Cleanliness, health, safety, and environmental sustainability) health protocols in the site were among them. The training for Basic English (BE) was delivered by research counterparts to CAGS community. The following graph depicts the feedback received during the training:

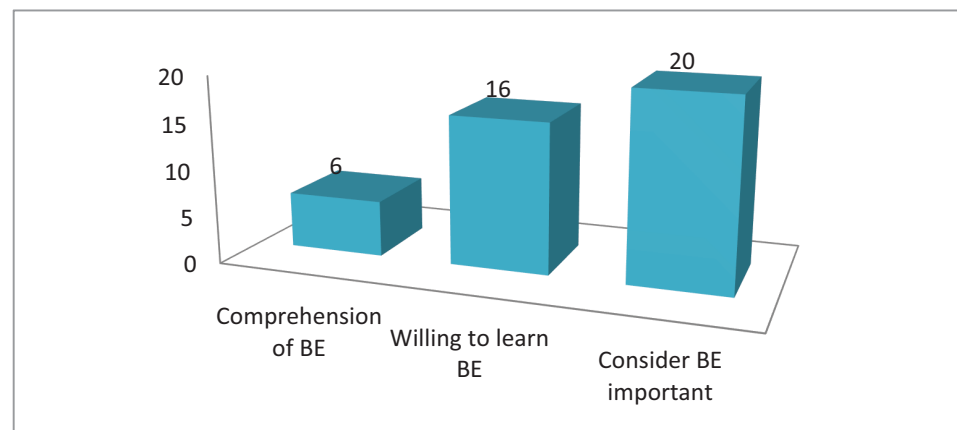


Figure 1: Community Responds Toward Basic English Course.

The graph illustrated that from 20 respondents of the community, 6 of them comprehend Basic English well. This is mostly youth who assisted the community during part time work. Almost all respondent willing to learn Basic English and all of them consider English as an important lesson for the community.

CAGS community owned their social media such as Facebook and Instagram. And during the community work, the counterpart worked with the youth community to produce those media. The display of the social media is presented as follow:

The social media help to promote the services of the CAGS community and hence during the field work, a significant number of visitors pay a visit to the site. The social media is then dedicated to the community.

Despite the short length of the fieldwork, the researcher counterparts were able to maintain the database for domestic visitor to Cengkeh Afo. The database is presented in the following chart.

The local ingredient clove and nutmeg are well-known at Cengkeh Afo site. By its origin, Cengkeh Afo is the biggest clove tree in the world. People living surround utilize



Figure 2: Social Media Promotion Facebook.



Figure 3: Social Media Promotion Instagram.

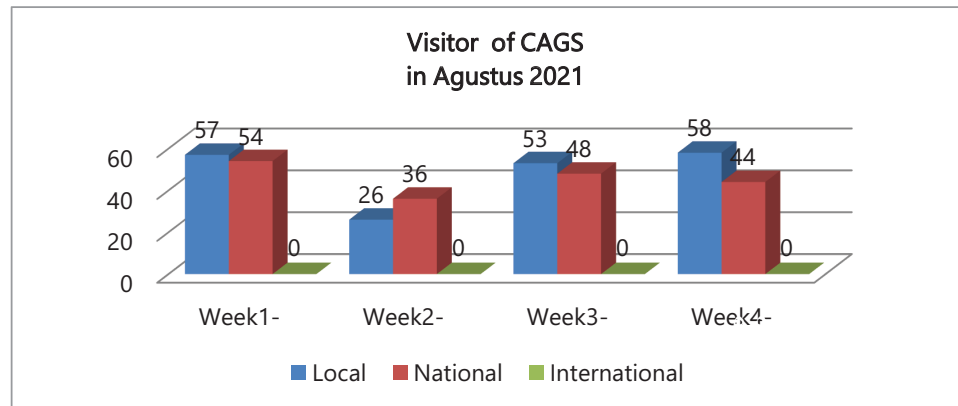


Figure 4: Visitor Data in August 2021.

the leaf, fruit, and trunk of the tree for daily consumption. CAGS community had used clove since 2017 as condiment to beverages and food.



Figure 5: Clove Aromatic Tea (served with traditional cup).

Aromatic tea has specific aroma with clove mixed in it with its leaf and cinnamon. This beverage is becoming the top preference of the visitors. Grater cassava and coconut were mixed with brown sugar and clove leaf, cinnamon, lemongrass and nutmeg. It was served by cooked inside the bamboo in the burning fire. Cengkeh Afo site enable a group of community to empower themselves by engaging local people.

Data from the questionnaire was also taken from randomly 86 visitors related to favorable food and beverages, service quality, CHSE protocols and visit impressions.



Figure 6: Baked Grater Cassava (served in bamboo made basin).

TABLE 1: Local Ingredient Utilized by CAGS Community for Culinary Service.

Name	Culinary Mix	Category		
		Food (F)	Beverage (B)	Other
Clove	<i>Ikan bakar sambal kenari, Kasbi Ngo, Teh, Kopi</i>	√	√	
Nutmeg	<i>Ayam Rimo, kasbi Ngo,</i>	√		
Cinnamon	<i>Kasbi Ngo, Teh, Kopi</i>	√	√	
Batikala (Kecombran)	<i>Sayur garu</i>	√		
Cassava	<i>Kasbi Ngo</i>	√		
Coconut	<i>Ikan bakar sambal kenari, ayam rimo, ikan kari, kasbi Ngo, Kelapa Muda</i>	√	√	
Bamboo	<i>Sayur bulu</i>	√		√

Visitors to Cengkeh Afo generally enjoy the culinary offerings at the site (Figure 7). This was also amplified by the location’s food service quality (Figure 8), which domestic tourists rated as excellent. Only a small number of people come to the location for other reasons. These are good indicators that meet the Asean CBT initiative’s criteria (ASEAN).

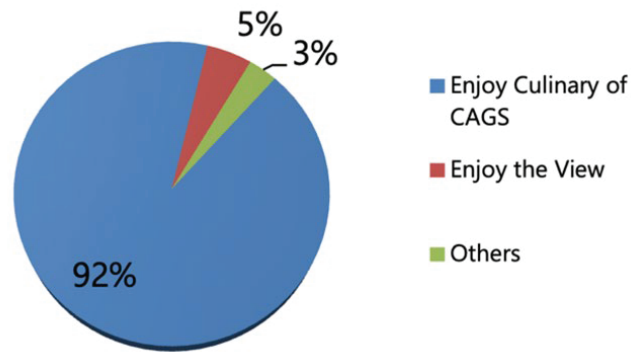


Figure 7: Visit Purpose.

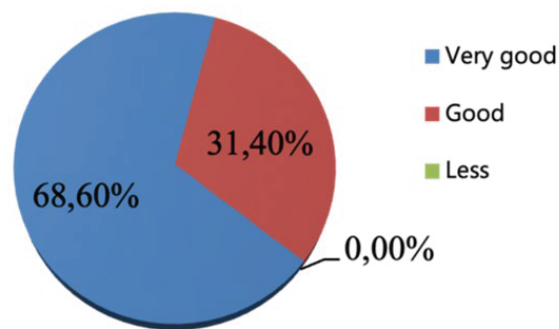


Figure 8: CAGS Service Quality.

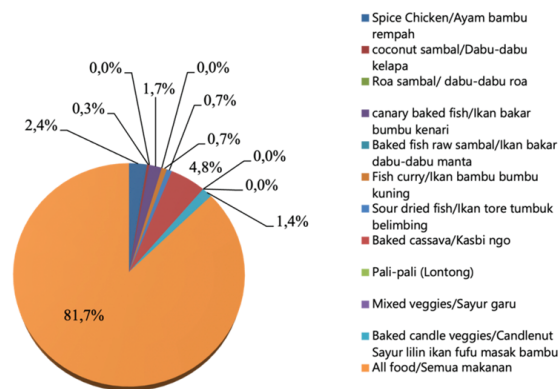


Figure 9: Favorable Food.

Figure 9 showed the most favorable food that chosen by the visitors. Three top food most chosen were *kasbi Ngo* or baked grater cassava cooked in bamboo, *roa sambal* and spice chicken cooked in bamboo as well. The spice tea (Figure 10) was also in the first place of tourist preference.

The number of visitors to Cengkeh Afo has decreased as a result of the covid 19 pandemic. The community, on the other hand, thrived in providing the service and using the CHSE protocols to adhere to the CBT criteria. The tourist’s positive response

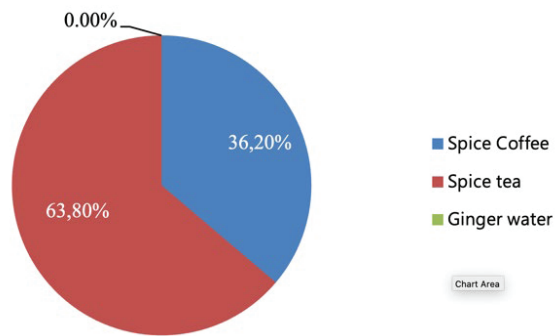


Figure 10: Favorable Beverages.

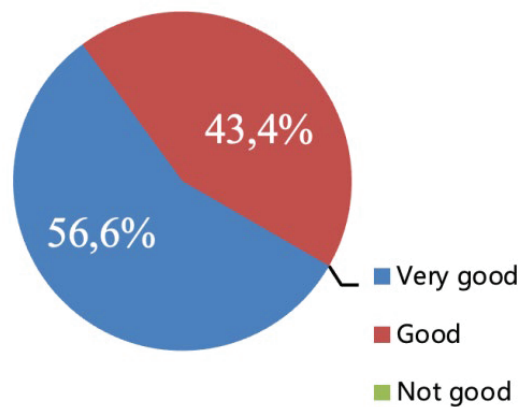


Figure 11: CHSE Protocol.

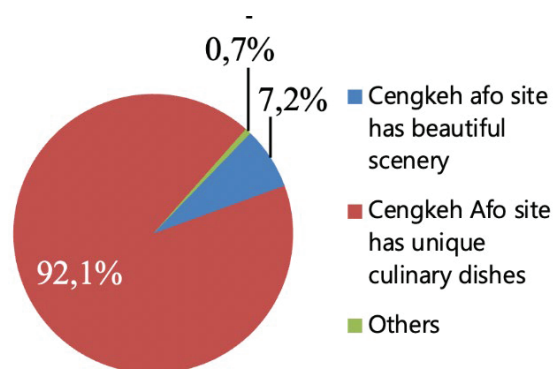


Figure 12: Visit Impression.

indicated that the site’s health procedure was well maintained (Figure 11). The site attracts the majority of visitors because it offers unique culinary dishes (Figure 12). The guest was undoubtedly enthralled by the view from the mountain.

4. Conclusion

Academic collaboration with local society had been possible through community partnerships. The cooperation had aided communities in a number of ways through CBT in a specific area of cengkeh Afo. To increase the community's capacity in terms of English communication skills, the ability to design a database for tourist visits, expertise in managing local spices for culinary purposes, knowledge of how to use social media to increase site visibility, and familiarity with using health procedures as an important point in tourism sites. CAGS group demonstrated good interaction with academics and the local community, proving to be a good model of community-based tourism that contributes to the goal of sustainable development. Furthermore, the group had properly managed the site. The number of visitors has steadily increased, and the service has progressed satisfactorily. Regardless of the pandemic, the CAGS community's capacity was gradually built up. And as a result, the CBT mission of promoting community awareness and practice for managing the site in small societies [10] and enabling cultural resources to prosper has been fulfilled toward sustainable tourism [11].

Community partnership had allowed the academics to work in tandem with local society. Through CBT in a specific area of cengkeh Afo, the cooperation had assisted communities in a number of ways. To build the capacity building of the community in terms of English communication skills, ability to design database on tourist visit, build up their expertise in managing local spices for culinary as well as knowledge on the use of social media to increase site visibility, and the familiarity in applying health procedures as the important point in tourism site. CAGS group had shown a good interaction with academics and society living surround the spot and proved as a good model of community-based tourism towards sustainable development goals.

Acknowledgement

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