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A Curtural Approach to Tourism Through The Technopreneur Model

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ABSTRACT

One way to develop tourism in Banten to achieve these contributions is through a cultural approach using the technopreneur model. This approach is interesting to study and apply in tourism development because its concept integrates and collaborates the strengths of cultural roles, technological roles, and entrepreneurial spirit. This integration allows for mutual development among culture, technology, entrepreneurship, and tourism to achieve the aforementioned goals. This study aims to describe the cultural approach in tourism development, and the application of the cultural approach in Banten tourism development through the technopreneur model. To achieve these objectives, a qualitative research method was used with a literature review approach. Data is obtained by reading theories that are relevant to the research problems. The study was conducted in January-June 2024. Data credibility is carried out by increasing the number of journals used as references. Data analysis is carried out using four stages, starting from data collection, data classification, data reduction, and drawing conclusions. The results of the literature review study concluded that the cultural approach model for Banten tourism can be concluded through the following steps. First, Banten tourism must be developed by paying attention to, maintaining, preserving, developing, advancing, and utilizing the diversity. Second, creating and growing entrepreneurs who have an entrepreneurial spirit. Third, through the technopreneur model, steps are taken to pay attention to, maintain, preserve, develop, advance, and utilize the diversity. Fourth, working on diverse cultural tourism so that it attracts many tourists to visit; creating and growing tourism entrepreneurs. Fifth, optimizing the cultural approach with the integration of technological competence and entrepreneurial spirit in tourism development. Sixth, the maintenance, preservation and development of the main characteristics of Banten.

Keywords: Cultural approach, tourism, technopreneur model.

ABSTRAK

Salah satu cara pengembangan pariwisata di Banten untuk mencapai kontribusi tersebut adalah melalui pendekatan budaya dengan menggunakan model teknopreneur. Pendekatan ini menarik untuk dikaji dan diterapkan dalam pengembangan pariwisata karena konsepnya mengintegrasikan dan mengkolaborasikan kekuatan peran budaya, peran teknologi, dan jiwa kewirausahaan. Integrasi ini memungkinkan

terjadinya pengembangan bersama antara budaya, teknologi, kewirausahaan, dan pariwisata untuk mencapai tujuan tersebut.Penelitian ini bertujuan mendeskripiskan pendekatan kultural dalam pengembangan kepariwisataan, dan penerapan pendekatan kultural dalam pengembangan kepariwisataan Banten melalui model technopreneur. Untuk mencapai tujuan tersebut digunakan metode penelitian kualitatif dengan pendekatan kajian pustaka. Data peroleh melalui pembacaan teori-teori yang relevan dengan masalah-masalah penelitian. Penelitian dilakukan pada bulan Januari- Juni 2024. Kredibilitas data dilakukan dengan meningkatkan jumlah jurnal yang dijadikan rujukan. Analisis data dilakukan dengan menggunakan empat tahap, mulai dari pengumpulan data, klasifikasi data, reduksi data, dan penarikan kesimpulan. Hasil kajian kajian pustaka menyimpulkan bahwa model pendekatan budaya untuk pariwisata Banten dapat disimpulkan melalui langkah-langkah berikut. Pertama, pariwisata Banten harus dikembangkan dengan memperhatikan, memelihara, melestarikan, mengembangkan, memajukan, dan memanfaatkan keberagaman. Kedua, menciptakan dan menumbuhkan wirausahawan yang memiliki jiwa kewirausahaan. Ketiga, melalui model technopreneur, dilakukan langkah-langkah untuk memperhatikan, memelihara, melestarikan, mengembangkan, memajukan, dan memanfaatkan keberagaman. Keempat, menggarap pariwisata budaya yang beragam sehingga menarik banyak wisatawan untuk berkunjung; menciptakan dan menumbuhkan wirausahawan pariwisata. Kelima, mengoptimalkan pendekatan budaya dengan integrasi kompetensi teknologi dan jiwa kewirausahaan dalam pengembangan pariwisata. Keenam, pemeliharaan, pelestarian, dan pengembangan ciri khas utama Banten..
Kata kunci: Pendekatan Kultural, Kepariwisataan Banten, Model Technopreneur.

A. INTRODUCTION

In the current era of globalization, the tourism sector has become one of the largest and strongest industries in the world, and tourism is the largest contributor to income, especially in terms of the economy of society and the country (Jamilah & Fitri, 2023). Tourism activities have become part of people's lives, from people in cities to people in villages (Jumiati & Rusyadi, 2023)). People, especially those who care about economic progress in their villages or who want to improve the economy in their families or their own economy, are starting to realize the importance of the role of tourism in increasing their economic income (Nibel & Basrowi, 2022). This tourism activity is carried out by the community to encourage the economic progress of the local community and it cannot be denied that economic progress in a country also has an influence because of the economic progress of each region and the burden borne by the state also decreases because each region also decreases. . active participation in their regional economic development (Pebriane & Sucahya, 2023). This proves that the role of tourism in the economic development of a society or a country is very large (Hidayah, 2021).

Tourism activities have now developed rapidly along with increasingly dynamic human movements and increased access to adequate modes of transportation (Tamrin et al., 2021). The dynamics that occur have created various travel patterns that vary from time to time. This is both an opportunity and a challenge for tourism development in Indonesia, especially in Banten (Kartini, 2021)

Banten Province is one of the regions that has quite large and diverse tourism potential so that many tourists are interested in it and can be a sector that can be trusted to develop the regional economy. BPS data for 2024 in Banten Province has at least 344 types of natural tourism potential such as beaches, seas, caves, waterfalls and mountains, then there are 591 types of religious tourism potential, cultural history and pilgrimage tourism as well as 231 types of artificial or special interest tourism potential (BPS Banten, 2024). The potential value of tourism in Banten Province can be proven by data on the Gross Regional Domestic Product (GRDP) of Banten Province obtained from the Banten Province Tourism Office which explains that the percentage of GDP growth borne by the tourism sector from 2019 to 2020 is higher, namely 0.03 % compared to the percentage of GDP growth in the Non-Tourism Sector which experienced a decline of 0.03% of the GRDP of Banten Province (BPS Banten, 2024). This explains that the tourism sector also drives the growth of Banten Province's GRDP (Permana, 2021). The potential contribution made by the tourism sector to the GRDP of Banten Province must of course be further increased so that the tourism sector can play a bigger role in encouraging economic growth in Banten Province (Solihah et al., 2024).

However, of this wealth of valuable tourism potential, most of it has not been developed properly (Mardy & Mintardjo, 2020). Therefore, there is a need for strategic and optimal development efforts so that all potential tourism wealth in Banten can contribute to increasing economic growth, improving community welfare, eliminating poverty, overcoming poverty, protecting nature, the environment and its resources, advancing culture, improving national image, fostering love for the homeland, strengthening national identity and unity, and strengthening friendship between nations (Ardhi & Madiun, 2022).

One way or effort to develop tourism in Banten to achieve these expected contributions is to use a cultural approach through the technopreneur model (Ardhi & Madiun, 2022). This model can be used to develop tourism in Banten through efforts, first, the use of technology in culture. The technopreneur model integrates technology with local culture to increase tourist attraction. For example, using applications or digital platforms to promote tourist attractions, destination information and tourist experiences. Second, development of tourism products. By using technology, tourism products can be developed to be more interactive and interesting. For example, creating applications that allow tourists to interact directly with tourist attractions via augmented reality (AR) or virtual reality (VR). Third, the use of technology for tourism management. Technology can help in tourism management, such as using a management information system (SIM) to manage ticket reservations, manage accommodation, and so on. Fourth, development of a

marketing system. The technopreneur model can help in developing an effective marketing system through social media, email marketing, etc.

Thus, the technopreneur model can be an effective way to develop tourism in Banten, integrating technology with local culture to increase tourist attraction and economic contribution. This is interesting to study and apply for tourism development because the concept combines the strengths of the role of culture, the role of technology, and The role of the entrepreneurial spirit is integrative and collaborative so that it is possible to develop culture, technology, entrepreneurial spirit and tourism together to achieve the above expectations (Wulung & Abdullah, 2020).

In line with the problem formulation, this research aims to describe the cultural approach in tourism development, and the application of the cultural approach in Banten tourism development through the technopreneur model.

B. RESEARCH METHOD
Research approach

The method used to answer these problem questions is a qualitative research method with a literature review approach, namely qualitatively describing theories that are relevant to research problems.

Method of collecting data

Data was collected by reading theory from various reputable international journals, Sinta indexed journals, and national journals with proven reputations (Anggito & Stiawan, 2018). By using this method, an assessment of the concepts and theories used is carried out based on the available literature. Literature review functions to build concepts or theories that form the basis of studies in research. In this research, 50 reputable scientific journals were used, with the hope of being able to obtain clarity on the phenomenon and be able to answer research questions credibly. By using this research method the author can easily solve the problem that he wanted to research above.

Data analysis methods

Data analysis was carried out using four stages of data analysis, namely data collection, data classification according to the problem formulation, data filtering, and conclusions (Wakarmamu, 2021).

C. RESULTS AND DISCUSSION

1. Cultural Approach in Tourism Development
   a. Cultural Approach

An approach is a process, action, and way of approaching, an attitude or view of something, which is usually in the form of an assumption or a set of related assumptions; while cultural is a phrase related to culture. Culture is the result of human activities and creations of the mind (reason) such as beliefs, arts, and customs (KBBI).

Based on the meaning of the dictionary, it can be formulated that a cultural approach is a process, action, and way of responding to or viewing something in

terms of culture or the result of human activities and creations of reason such as beliefs, arts, and customs. A cultural approach can also be interpreted as the use of cultural assumptions in carrying out something.

The cultural approach has advantages, including being holistic, meaning viewing something as a whole; being participatory, namely providing a wider space for the community to participate more in doing something: giving appreciation to local wisdom in society; highly appreciating cultural differences in society or supporting pluralism; and emphasizes the aspect of human relations (Kristiana et al., 2020).

b. Tourism Development

Based on several sources, (Widodo, 2019) put forward the definition of tourism as an activity, especially one related to the entry, residence and movement of foreigners in and out of a city, region or country; as a whole of the symptoms caused by the travel and residence of foreigners and the provision of temporary housing, provided that the residence is not permanent and does not earn income from the temporary activity; as a temporary transfer of place from a person or several people, with the intention of obtaining services intended for tourism by institutions used for certain purposes; as the traffic of people who leave their place of residence temporarily, to travel elsewhere, solely as consumers of the fruits of the economy and culture in order to fulfill their life and cultural needs or the diverse desires of their individuals; and as a whole activity related to tourism and is multidimensional and multidisciplinary in nature that emerges as a manifestation of the needs of each person and country and the interaction between tourists and the local community, fellow tourists, government, local government, and entrepreneurs. Based on these sources, the conceptual characteristics of tourism can be identified, including the activities of foreigners entering and leaving a city, region or country, travel and residence of foreigners, provision of temporary housing, not living permanently, not earning income from temporary activities, obtaining services, as traffic of people who leave their place of residence temporarily, to cruise elsewhere, solely as consumers of the fruits of the economy and culture, fulfilling their life and cultural needs or the diverse desires of their individuals, all activities related to tourism, are multidimensional and multidisciplinary in nature that emerge as a manifestation of the needs of each person and country, and the interaction between tourists and the local community, fellow tourists, government, local government, and entrepreneurs (Jamilah & Fitri, 2023). From the concept of tourism, several things are also implied that are included in it, namely tourism as a travel activity carried out by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period; tourists as people who travel; and tourism, namely various types of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, government and local government; tourist attractions

are everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are the targets or goals of tourist visits; tourism destination areas hereinafter referred to as Tourism Destinations are geographical areas located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism; tourism business is a business that provides goods and/or services to meet the needs of tourists and organize tourism; tourism entrepreneurs are people or groups of people who carry out tourism business activities; the tourism industry is a collection of tourism businesses that are interrelated in order to produce goods and/or services to meet the needs of tourists in organizing tourism; and strategic tourism areas are areas that have the main function of tourism or have the potential for tourism development that has an important influence in one or more aspects, such as economic, social and cultural growth, natural resource empowerment, environmental carrying capacity, and defense and security (Jumiati & Rusyadi, 2023).

So, tourism is all activities related to tourism, tourism, tourists, and is multidimensional and multidisciplinary in nature that emerges as a manifestation of the needs of each person and country and the interaction between tourists and the local community, fellow tourists, government, local government, and entrepreneurs (Pebriane & Sucahya, 2023).

The definition of tourism development according to (Hidayah, 2021)is everything about coordinated activities and efforts to attract tourists, provide all facilities and infrastructure, goods and services and all facilities needed to serve the needs of tourists. All tourism activities and developments cover very broad aspects and involve various aspects of life in society, ranging from transportation activities, accommodation, tourist attractions, food and drinks, souvenirs, comfortable atmosphere and services provided to tourists themselves.

2. Technopreneur Model

A technopreneur is a person who runs technopreneurship or someone who runs a business that has an entrepreneurial spirit by marketing and utilizing technology as its selling point (ITS, in Haryono and Andrini, 2020: 2). Meanwhile, technopreneurship is the integration of entrepreneurship with technology which is a form of technopreneurship (Depositario, et.all., in Haryono and Andrini, 2020: 3). Technopreneurship is a collaboration between the application of technology as an instrument and the spirit of independent entrepreneurship as a need. Technopreneurship is an integral character between the competence of applying technology and the spirit of building a business. By becoming a technopreneur, we can contribute to improving the standard of living of the Indonesian people by creating jobs and building the economy and technology of Indonesia (Tamrin et al., 2021). There is a difference between general entrepreneurship and technopreneurship (technology entrepreneurship). Technopreneurship must succeed in two main tasks: ensuring that

the technology functions according to the needs of target customers, and that the technology can be sold at a profit. General entrepreneurship usually only focuses on the second aspect, namely selling at a profit. The concept of technopreneurship explained above basically combines technology with entrepreneurial skills (Kartini, 2021).

Technopreneurship comes from a combination of the words "technology" and "entrepreneurship" (Hardianto et al., 2023; Muti'ah et al., 2023; Rustandi et al., 2023; Suseno & Basrowi, 2023). Technopreneurship is a process of synergy between strong abilities in mastering technology and a thorough understanding of the concept of entrepreneurship (Permana, 2021).

Technopreneur/Technopreneurship (Solihah et al., 2024) technology has a close need in the struggle for knowledge and its applications. This process is needed to obtain the authority of technology that is recognized as existing. The distribution of scientific and technical experiments is obtained through the educational process on campus. The educational process to have adequate competence is called authorization. After having adequate competence, knowledge and various theories must be able to be utilized, both broadly and narrowly (Elia et al., 2016; Gafur et al., 2023; Handadi, 2020; Yusuf et al., 2023). This utilization does not have to produce real products, but can be in the form of concepts and ideas for developing the theory. This process is called utilization (Amiruddin et al., 2018; Basrowi, 2018; Fauzi et al., 2015; Muti'ah & Basrowi, 2016; Usep; et al., 2019).

Based on its applicable character, in order to become technology, the knowledge studied must be able to be applied. This application is in the form of real work that can be used directly in everyday human endeavors (Basrowi et al., 2024; Kharis et al., 2024; Muti et al., 2024; Purwaningsih et al., 2024). The process of technological experiments into products that can be used directly is the final direction of the application of science and science. This stage is called implementation. Then, the technology that has been produced must be able to be collaborated with existing needs, so that it is appropriate and useful both broadly and specifically. This process is called collabora (Ardhi & Madiun, 2022)

a. Entrepreneurship

In developing an entrepreneurial spirit, several stages are needed, including internalization, paradigm alteration, spirit initiation, and competition. Internalization is the stage of planting an entrepreneurial spirit through the construction of knowledge about the entrepreneurial spirit and the field in business (Himmatul & Junaedi, 2024; Muti'ah et al., 2023; Rustandi et al., 2023; Shofwa et al., 2024; Shunhaji, 2023). This stage revolves around the theory of entrepreneurship and the introduction of its urgency. After that, paradigm alteration, which means a change in the general paradigm (Fajar et al., 2023; Hamdan & Basrowi, 2024; Suseno et al., 2023; Yusuf et al., 2023). Pragmatic and instant mindsets must be changed by providing an understanding that real business units are very much needed to stimulate the development of the country's economy, and the entrepreneurial spirit plays an important role in building

these businesses (Basrowi, 2016; Basrowi et al., 2022; Glasier, 2006; Hardianto et al., 2023; Rohan, 2024). At this stage, a view is given about the benefits of business for individuals and society (Ardhi & Madiun, 2022).

After the knowledge is internalized and the pattern has been created, an initiation of enthusiasm is needed to catalyze the movement of developing the business unit. This initiation is by providing assistance in the form of initial capital accompanied by monitoring after that. Then, a competition needs to be held in order to be able to improve the business properly (Wulung & Abdullah, 2020).

b. Technopreneurship

After having technological competence and entrepreneurial spirit, the last thing that needs to be done is to integrate them. We create and innovate the technology that we have to support the development of business units (Akademy, 2023; Damarwulan, 2017; Kurniawati, 2017; Sadikin, 2022). This can be done in real terms in the production process (example: Microsoft), marketing (example: e-Bay), accounting, and so on. Creativity and proper use of technology are the main things in developing a technopreneurship spirit (Kristiana et al., 2020).

3. Banten Tourism Cultural Approach through the Technopreneur Model

The Banten tourism cultural approach through the Technopreneur model is a way of managing and developing tourism in Banten Province that pays attention to, maintains, preserves, develops, advances, and utilizes Banten's cultural diversity by creating and growing entrepreneurs who have an entrepreneurial spirit and are able to utilize technology for the success and progress of their tourism business so that they can contribute to improving the standard of living of the Indonesian people, especially the Banten people by creating jobs and building the economy as well as Indonesian technology (Kartini, 2021; Nababan et al., 2018; Permana, 2021).

Based on this concept, the cultural approach to Banten tourism through the Technopreneur model is taken with the following steps. First, tourism development in Banten Province needs to pay attention to, maintain, preserve, develop, advance, and utilize cultural diversity (language, traditional arts, religious or customary ceremonies, community traditions, traditional culinary, historical relics) and local wisdom of Banten so that tourism efforts receive optimal support from the community, and at the same time can attract and increase tourist visits (Tamrin et al., 2021). Local wisdom is a set of knowledge and good practices that come from previous generations or from experiences related to the environment and other communities belonging to a community in a place, which are used to properly and correctly resolve various problems and or difficulties faced. Local wisdom comes from customary values, religious values and local culture that are naturally formed in a community group to adapt to the surrounding environment (Widodo, 2019)

Second, the diversity of Banten culture that has developed can then be used as a diverse cultural tourism business so as to attract many tourists to visit (Hidayah, 2021). Cultural tourism in question is tourism that uses cultural resources as its main attraction

(Kurniawati, 2017). Culture and tourism are always closely related. Cultural-based tourism places, attractions and events provide important motivation to visit (Pérez Dávila, 2020).

Third, creating and growing tourism entrepreneurs who have an entrepreneurial spirit and are skilled at utilizing technology such as Microsoft, marketing (example: e-Bay), accounting, and Artificial Intelligence-AI (virtual assistants, search engines, chatbots, market places, digital advertising, social media, GPS, virtual travel booking agents, etc. (Siska, 2016).

Fourth, through coaching, training, and education or the process of developing technopreneurship so that it can achieve success and progress in its tourism business and can contribute to improving the standard of living of the Indonesian people, especially the Banten people by creating jobs and building the economy as well as Indonesian technology. Fifth, optimizing the cultural approach with the integration of technological competence and entrepreneurial spirit in tourism development in Banten so that sustainable and highly competitive Banten tourism businesses are realized (Putra, 2019).

The cultural approach to Banten tourism through the technopreneur model also needs to be directed at maintaining, preserving, and developing the main characteristics of the Banten area whose people are known to be religious (Dari et al., 2012). This is certainly inseparable from the historical evidence of Banten which in the past was a famous Islamic kingdom in the archipelago and even abroad, and at the same time as a center for the spread of Islam. This valuable and great characteristic must of course be maintained, maintained, preserved, and developed properly (Jumiati & Rusyadi, 2023; Pebriane & Sucahya, 2023). Don't let its existence be eroded by the strong currents of the times that bring negative-destructive influences to the defense of religious values (Guyatno et al., 2022).

The preservation and development of the uniqueness of the religious Banten community is by making the following efforts (Jamilah & Fitri, 2023). First, maintaining, preserving, and preserving all physical evidence of Banten's historical heritage so that it becomes an asset as well as a historical tourist attraction that functions reflectively, educationally, and also economically (Pembinaan et al., 2019).

Second, maintaining, preserving, and developing the religious values of the Banten community along with its arts, customs, and culture so that it becomes an asset and attraction for arts and cultural tourism that functions attractively, educationally, and also economically (Solihah et al., 2024). Third, helping to develop Islamic education centers such as Islamic boarding schools in the community so that it becomes an asset and attraction for Islamic educational tourism in Banten (Ardhi & Madiun, 2022).

Fourth, helping to develop Islamic arts, customs, and culture in the Banten community such as rebana, pencak silat, debus, marhaban, walimahan, and others so that it becomes an asset and attraction for arts and cultural tourism typical of Banten (Widodo, 2019).

Fifth, building and developing sharia tourism businesses whose elements are all based on Islamic law so that they become assets and attractions of Islamic tourism that

are attractive and accommodating for religious communities, both domestic and foreign. As we know, until now there is still a bad stigma embedded in the Islamic religious community that tourist attractions are identical to places of sin which are indicated by partying, drinking alcohol, clubbing, drugs, free sex, views of the genitals, and others (Kristiana et al., 2020). Therefore, with the presence of sharia tourism businesses, the tourism needs of religious communities can be accommodated. At the same time, this will complement and show the uniqueness (something different) of tourism in Banten (Wulung & Abdullah, 2020).

D. CONCLUSION

The cultural approach model for Banten tourism can be concluded through the following steps. First, Banten tourism must be developed by paying attention to, maintaining, preserving, developing, advancing, and utilizing the diversity of Banten's culture and local wisdom. Second, creating and growing entrepreneurs who have an entrepreneurial spirit and are able to utilize technology for the success and progress of their tourism business so that they can contribute to improving the standard of living of the Indonesian people, especially the Banten community by creating jobs and building the Indonesian economy and technology. Third, through the Technopreneur model, steps are taken to pay attention to, maintain, preserve, develop, advance, and utilize the diversity of Banten's culture. Fourth, working on diverse cultural tourism so that it attracts many tourists to visit; creating and growing tourism entrepreneurs who have an entrepreneurial spirit and are able to utilize smart technology through the technopreneurship development process. Fifth, optimizing the cultural approach with the integration of technological competence and entrepreneurial spirit in tourism development in Banten so that sustainable and highly competitive Banten tourism businesses are realized. Sixth, the maintenance, preservation and development of the main characteristics of Banten, whose people are known to be religious.

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