

Integrating Tourism Villages Through Thematic Tourism Route Development: A Case Study in Bangka Island

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Abstract.

Bangka Island, as one of the economic centres and the government hub of the Bangka Belitung Islands Province, plays a strategic role in fostering the regional self-sufficiency. Bangka Island as the largest island in the Province of Bangka Belitung Islands has the largest population as well as an abundant potential resources for tourist attractions. To develop these potential resources into tourist attractions, the participation of host community is essential. The tourist village as a form of tourism destination should be able to play its function in optimising the various tourist attractions owned by the village by maximising existing human resources. Due to the limited human resources quality, tourist villages must collaborate with each other in order to strengthen each other to develop their tourism products and addressing their respective shortcomings. This study tries to explore the element that can unite tourism villages on Bangka Island as a holistic tourism destination that offers variety of rural attractions. The findings show that tourism villages on Bangka Island have a common thread that can cluster tourism villages to be developed into several themes, which can then be used to foster several thematic tour packages that connect all the tourism villages. The recommended themes of Bangka Island tourism village development include Bangka Island Geotourism, Bangka Culture, Bangka Maritime Tourism, Bangka Typical Culinary Tourism, Animal Observation Tourism, and Bangka Typical Flora Observation Tourism.

Kata Kunci:

Pembangunan Terintegrasi, Desa Wisata, Pulau Bangka, Pariwisata Tematik.

Abstrak.

Pulau Bangka sebagai salah satu pusat perekonomian dan pemerintahan Provinsi Kepulauan Bangka Belitung memiliki peran strategis dalam mendukung kemandirian daerah. Selain itu, Pulau Bangka sebagai Pulau terbesar di Provinsi Kepulauan Bangka Belitung memiliki sumber daya manusia yang banyak sekaligus juga memiliki potensi daya tarik wisata yang berlimpah. Untuk mengelola potensi daya tarik wisata yang berlimpah tersebut perlu peran serta masyarakat lokal. Desa wisata sebagai destinasi pariwisata harus mampu memerlukan fungsi untuk mengoptimalkan berbagai potensi daya tarik wisata yang dimiliki desa dengan mengoptimalkan sumber daya manusia yang ada. Namun, karena keterbatasan sumber daya manusia pada umumnya di banyak desa maka desa wisata harus melakukan kolaborasi dengan desa wisata lainnya agar saling menguatkan dan mengisi kekurangan masing-masing. Kajian ini mencoba melihat faktor yang dapat menyatukan desa wisata di Pulau Bangka sebagai satu kesatuan destinasi pariwisata yang menawarkan beragam daya tarik bermuatan perdesaan. Hasil kajian menunjukkan bahwa desa - desa wisata di Pulau Bangka memiliki keserasian yang dapat membagi desa wisata kedalam beberapa tema pengembangan yang kemudian dapat dikembangkan menjadi beberapa paket wisata tematik yang membentuk produk desa wisata yang holistik. Tema pengembangan desa wisata Pulau Bangka tersebut adalah Geowisata Pulau Bangka, Budaya Masyarakat Bangka, Wisata Bahari Pulau Bangka, Wisata Kuliner Khas Bangka, Wisata Pengamatan Satwa, dan Wisata Pengamatan Flora Khas Bangka.

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1. Introduction

In its development framework, Indonesia has positioned the development of village as an essential and strategic element (Faisal, 2019). However, the inability of villages to provide sufficient economic opportunities for their residents has often led to significant urbanisation (Rizal & Tahir, 2022; Signes-Pont et al., 2022). In many cases, urbanisation, as an impact of globalisation and modernisation, has resulted in declining village populations and the loss of human capital necessary for rural development to be successful (Haryono, 1999; Saarinen & Lenao, 2014). Therefore, in the last two administrative periods, the Indonesian government has placed greater emphasis on rural development, aiming to foster self-sufficiency by sustainably optimising all available village resources. One such resource with considerable potential to support village self-sufficiency is tourism, one of which through the development of tourism villages (Sussyanti, 2003). Indonesia's vast geographical diversity, combined with its rich cultural heritage, traditions, and local livelihoods, provides villages with the unique potential to offer value for tourism experiences, an essential factor in developing tourism villages. According to the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (MoVDRT, 2018), at least 7,250 tourism villages have been established across the country. Meanwhile, the Ministry of Tourism (MoT, 2024) reported that 6,026 tourism villages across 38 provinces have been registered under the Tourism Villages Network, also known as *Jejaring Desa Wisata* (Jadesta).

The vast number of tourism villages in Indonesia requires each village to build resilience and adopt strategic approaches to develop its tourism value in order to remain competitive and relevant. Strong local leadership and a collaborative approach to governance are also essential to support the consistent development of tourism villages (Pramesti & Indartuti, 2022; Candra & Alfiyah, 2024). One effective way to improve the competitiveness of tourism villages, particularly those with a variety of attractions and in close proximity, is through inter-village collaboration to form integrated tourism destinations offering a diverse range of tourism experiences. In this way, the co-production of tourism value among multiple villages with different attractions can offer tourists greater value than a single village alone, thereby enhancing competitiveness and optimising tourism benefits for host communities. This approach aligns with recent travel trends reported by *National Geographic* (2025) and the World Economic Forum (WEF, 2025), which suggest that tourists increasingly seek a combination of outdoor experiences that integrate natural and cultural resources while being supported and empowered by local communities. Therefore, the future development of tourism villages must respond to these evolving trends by fostering collaboration both within villages and between neighbouring villages to optimise tourism resources in rural areas.

According to UN Tourism (2025), global tourism receipts increased by 11% from the previous year, reaching USD 1.7 trillion. Global inbound tourism is further expected to grow by 3–5% in 2025 compared to 2024. In the Indonesian context, international tourist arrivals in 2024 reached 11.95 million, while domestic tourist trips amounted to 1,021.08 billion (Statistics of Indonesia, 2025). Of these domestic trips, 69.74% were inter-provincial. This indicates that domestic travel represents a substantial potential market for Indonesian tourism. Consequently, tourism villages should be positioned to attract this market by offering alternative tourism destinations that provide distinctive and authentic experiences.

Currently, 12,510 villages in Indonesia are classified as coastal villages, representing approximately 14.88% of the country's 84,096 registered villages (BPS, 2023). This figure reflects the unique geographical condition of Indonesia as the world's largest archipelago, consisting of 18,108 islands stretching from Breuh Island in the west to Sibir Kecil Island in the east, Miangas Island in the north, and Dana Island in the south (Cubb & Ford, 2009). Such geography should be regarded as a competitive advantage, positioning maritime and marine development as a central focus for Indonesia, given the essential role of these resources (Winata, 201). Nevertheless, development

challenges remain, particularly in the smaller islands located outside the country's five main islands, Sumatera, Kalimantan, Sulawesi, Papua, and Java. These smaller islands, often described as the *Zamrud Khatulistiwa* (Emerald of the Equator), represent valuable potential for marine tourism development. Globally, tourism in small islands is ranked as the second most popular form of marine tourism after coastal tourism (Orams, 1999).

Bangka Island is one of Indonesia's smaller islands that requires specific approaches and strategies for regional development. One such approach is the establishment of tourism centres (Megawati, 2020). Tourism represents a viable development pathway for Bangka Island, not only due to its small-island characteristics but also because of its distinctive geological features, including its status as one of the world's largest tin producers (Ibrahim, 2016), its strategic location along Indonesia's archipelagic sea lanes (Radjawane et al., 2018), its valuable historical heritage, and its unique socio-cultural characteristics (Madjid et al., 2015; Franto, 2015; Abimanyu & Srinindita, 2019; Setyati & Buduroh, 2021). The island's long-standing legacy as a tin producer is reflected in its historic buildings and post-mining landscapes, which have been repurposed as tourist attractions (Meyana et al., 2015). These distinctive features provide significant potential to be further developed as tourism resources, capable of attracting both domestic and international visitors.

This research aims to identify the competitive advantages of individual tourism villages on Bangka Island. In addition, it seeks to explore opportunities for integrating these villages around shared development themes, thereby creating a holistic destination that highlights their unique potentials and distinctive strengths.

2. Literature Review

2.1. *Integrated Tourism Development*

Integrated tourism development is a concept derived from the flexible nature of tourism as a sector, which requires support from other sectors and stakeholders in the implementation of its programmes (Goeldner & Ritchie, 2012; Dileep, 2020). The development of tourism depends not only on physical infrastructure but also on political support in the form of policy (Urbano et al., 2010). Several cases demonstrate that the involvement of tourism stakeholders at multiple levels, particularly with government as a dominant actor, is essential for successful tourism development (Scheyvens, 2011; Farmaki et al., 2015). Moreover, tourism areas rarely align with administrative borders, including national boundaries. Tourism can, in many respects, influence administrative jurisdictions, while borders themselves may also contribute to a destination's geographic value (Timothy, 1998; Rowen, 2016).

Due to its dynamic nature and ability to develop across diverse areas, tourism can act as a catalyst for regional growth and development (Marsiglio, 2015). It can also stimulate and mobilise other sectors to actively contribute to regional development (Ernawati et al., 2019). While tourism is often associated with negative impacts on the environment, society, and the economy (Zhao & Min Li, 2018; Lei et al., 2023; Basrawi & Choudhry, 2024; Harahap et al., 2024), it can also generate significant positive effects, particularly in stimulating economic growth. For this reason, tourism is consistently positioned as a strategic avenue for advancing regional development.

The multi-sectoral nature of tourism requires collaborative development with both directly and indirectly related sectors in order to integrate diverse resources effectively. However, coordinating development across sectors with overlapping needs is not a straightforward task. In Indonesia, the tourism development framework underscores the importance of cross-sectoral collaboration. This is reflected in national tourism policy, which positions tourism as a catalyst for regional development

encompassing political, economic, social, cultural, defence, and security dimensions (Indonesia Tourism Law, 2009).

2.2. *Tourism Village in Bangka*

Law Number 6 of 2014 of the Republic of Indonesia concerning Villages provides a definition of a village, including traditional villages (*desa adat*), as community groups within a legal framework that reside in a specific geographical area and possess the autonomy to organise and manage their governance, community needs and livelihoods, as well as indigenous and traditional rights that are acknowledged and recognised within the governance system of the Republic of Indonesia. According to Daldjoeni (1987), a village is generally understood as a human settlement located outside urbanised areas, where the residents' livelihoods are primarily based on agriculture and farming. Furthermore, a village can be described as the outcome of collaboration between groups of individuals and their environment. The result of this interaction is manifested in a physical form comprising various elements, physiographic, social, economic, political, and cultural, which interact with one another and with surrounding areas (Bintarto, 1986). In general, a village can thus be defined as a geographical area where residents' livelihoods mainly depend on agriculture, and where social interactions are strongly shaped by traditions and customs. The structure of village communities typically involves a local or community leader who plays a significant role in mobilising the community to contribute to village development (Hidayatullah & Yani, 2022).

The *Tourism Village Guideline* (*Pedoman Desa Wisata*, 2021), published collaboratively by several ministries including the Coordinating Ministry of Human and Cultural Development, the Ministry of Tourism, the Ministry of Home Affairs, and the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration, defines a tourism village as a specific geographical area with potential resources that serve as unique tourist attractions, including community activities, which together can generate distinctive attractions and tourism facilities capable of attracting the tourism market. This definition extends the earlier concept of a tourism village outlined in the *Tourism Village Development Guideline* (2014), issued by the Ministry of Tourism. In that guideline, a tourism village is defined as an area possessing unique tourism resources, alongside its community, that can combine attractions with supporting facilities to appeal to visitors. This definition also encompasses the notion of a tourism district (*kampung wisata*), which refers to similar initiatives located within urbanised areas (Ministry of Tourism, 2014).

Table 1. Terms Associated with Tourism Village

Tourism Village	Village Tourism	Rural Tour	Rural Tourism
A tourism area or destination that integrates tourist attractions, public infrastructure, tourism facilities, and accessibility, embedded within the living system of the community and intertwined with local traditions and customs that shape everyday livelihoods.	Tourism activities that are located in rural areas. The main attractions are not always based on rural resources as long as they are located in rural areas. The visitors can be tourists or excursionists.	Tourism activities that are located in rural areas, where the main attractions are sourced from rural resources such as natural and cultural assets. The visitors can be tourists or excursionists.	Tourism that optimises rural resources. The tourism activities can be situated in tourism villages or other villages.

Source: Green Tourism Village Development Guideline (*Panduan Pengembangan Desa Wisata Hijau*. (Ministry of Cooperation and Small Medium Enterprises, 2017)

The Green Tourism Village Development Guideline (2017) combines the definition of a tourism destination from the *Tourism Act, Legislation Number 10 Year 2009* with the concept of a tourism village introduced by Nuryanti (1993). According to this guideline, a tourism village is defined as a tourist site, also referred to as a tourism destination, that integrates attractions, public and tourism facilities, and accessibility, all presented within the living or social structure of the local community in alignment with local customs and traditions. From the various definitions of tourism villages summarised in Table 1, it can be concluded that a tourism village is a type of tourism destination located in a rural area, offering the uniqueness, beauty, and values of local natural and cultural resources. However, the concept can also be adapted to urban contexts through tourism districts (*kampung wisata*), which showcase the distinctive patterns of urban community life.

The number of villages recorded on Bangka Island currently stands at 305, of which 34 percent (104 villages) are situated in coastal areas. Tourism villages in Bangka Island are largely characterised by coastal and Bangka community cultural resources (Hidayah et al., 2025). A coastal village is defined as one with direct access to coastal ecosystems, including mangroves, seagrass beds, and coral reefs (Seloningrum and Chistanto, 2014). The proximity of these villages to the coast makes them highly potential for development as tourism villages based on the maritime resources available, often referred to as maritime villages. According to the Ministry of Maritime and Fisheries (2025), a maritime tourism village is a tourism village that emphasises the role of the community as the main actor in managing tourism, by integrating local wisdom, coastal conservation, and the empowerment of local entrepreneurship in the tourism sector. Through this integration, maritime tourism villages can contribute not only to broader economic growth and environmental conservation but also to the sustainable improvement of community wellbeing.

2.3. Thematic Tourism in the Development of Tourism Villages

In the context of tourism destination development, a theme serves as a way of packaging tourist attractions to make them more appealing for marketing. The strength of a theme in tourism lies in its ability to attract and mobilise tourists' interests. A theme often reflects the aspirations and motivations of tourists to travel (UNWTO and ETC, 2017). In practice, a tourism theme draws on the unique elements of a destination, which then form the foundation for the development of tourism products.

Thematic tourism refers to tourism that targets specialised tourists and activities, offering novel places, products, and experiences. This experience is not limited to visiting a place and enjoying its unique environment, but also extends to sharing emotions and happiness (Shalbafian et al., 2020). Moreover, thematic tourism is closely linked to the variety of attractions offered by a destination: the greater the number of attractions, the broader the range of tourists that can be drawn to the destination. Conversely, if a destination offers only a single unique attraction, it will generally attract tourists specifically interested in that feature (Cervinka et al., 2014). Thematic tourism can be implemented through several activities, such as tourism package routes (Nagy, 2012; Kovac & Nagy, 2013) and ethnic tourism (Maragh & Simpson, 2021).

Recently, several tourism villages in Indonesia have been developed by adopting unique themes as a competitive edge and distinctive characteristic of each village. Examples include Tourism Village Gunung Api Purba Nglangeran (Saripurdinata, 2022), Tourism Village Pengamatan Hiu Paus Labuhan Jambu (Sanawiyah et al., 2020), Agritourism Village Kopi Tempur (Prasetyo & Adikampana, 2021), Traditional Tourism Village Sasak Sade (Putri & Umila, 2022), Tourism Village Batik Girilayu (Sari et al., 2021), Tourism Village Irrawaddy Dolphin Conservation Mahakam Pela (Nur et al., 2021), among others developed across Indonesia.

3. Methodology

The purpose of this study is to examine unique tourism potential of the tourism villages on Bangka Island and to identify ways in which these potentials can be collaborated within an integrated tourism development framework. In addition, the study is also looking to formulate thematic tourism routes that establish linkages between primary and secondary attractions across the tourism villages, thereby enhancing connectivity and promoting a more holistic visitor experience on Bangka Island.

This study takes place on Bangka Island, part of the Bangka Belitung Archipelago Province. The subjects of this research are the tourism villages on Bangka Island that are registered in the Tourism Villages Network (*Jadesta*), which currently lists 45 tourism villages. *Jadesta* is a digital platform developed by the Ministry of Tourism and Creative Economy of Indonesia to serve as a networking hub for tourism villages, enabling them to share information and knowledge related to tourism village development (*Jadesta*, 2025). The *Jadesta* platform provides data on the number and geographical distribution of tourism villages across Indonesia, presented from the provincial to the regency and city levels. It also classifies each tourism village based on its development stage: *rintisan* (pioneer), *berkembang* (developing), *maju* (advanced), and *mandiri* (independent). In addition, *Jadesta* is used as a prerequisite for tourism villages to be eligible for the *Anugerah Desa Wisata Indonesia* (ADWI), the Indonesian Tourism Village Award, held annually by the Ministry of Tourism. The ADWI has become a benchmark for evaluating the success of tourism villages in developing tourism products and services, particularly in terms of amenities, attraction management standards, digitalisation practices, governance quality, human resource management, and resilience.

In this study, 45 tourism villages located on Bangka Island were systematically reviewed, from which 16 villages were selected as case studies based on specific criteria. The selection process was guided by six main criteria to ensure the representativeness and relevance of the cases. First, the selected villages must be officially registered in *Jadesta*, the national digital platform for tourism villages managed by the Ministry of Tourism and Creative Economy of Indonesia. Second, the villages must be formally classified as tourism villages rather than general rural tourism destinations. This classification was verified through fieldwork observations to ensure that each village actively offers tourism activities rooted in its daily customs and cultural practices. Third, the villages were required to have an active management structure, which was assessed through the regular implementation of tourism programmes and promotional activities, including consistent engagement on social media platforms. Fourth, the selected villages must have a record of tourist visits, as evidenced by the availability of visitor data logs. Fifth, the villages must have developed commercial tourism packages that are actively marketed and purchased by visitors. Finally, the villages must have received local government support for tourism development, indicated by the allocation of tourism-related funding within the village budget (*APBDesa*). Based on these criteria, 16 tourism villages were identified and selected as the case studies for this research.

The 16 selected tourism villages are Sejagat, Tuatunu Indah, Tari Rebo, Gebong Memarong, Penyusuk Permai, Sungai Upang, Air Limau, Rambat, Cultural Jerieng, Air Lintang, Perleng, Namang, Batu Belubang, Air Panas Nyelanding, Tukak, and Serdang Tourism Village. These villages are all located on Bangka Island and collectively represent every regency and city within the island. The geographical distribution of the selected tourism villages across Bangka Island is illustrated in Figure 1.

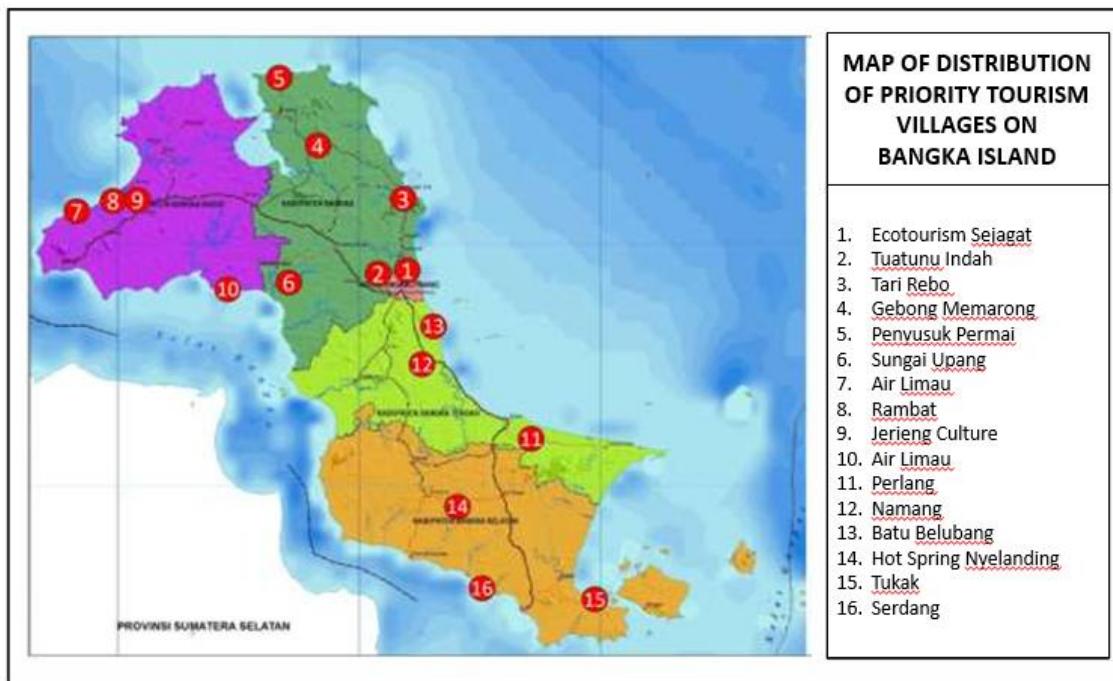


Figure 1. Map of the 16 Tourism Village Case Studies in Bangka Island.

This study employs both primary and secondary data. Secondary data were used to provide an overview of tourism villages and to examine the legal frameworks related to tourism and tourism village development in Bangka Island. These data were collected from online sources, including government reports at national and regional levels, statistical data, academic articles, village government reports, and relevant blogs. Primary data were obtained through field observations and semi-structured interviews with tourism village managers. Observations were conducted to capture the overall characteristics and atmosphere of the tourism villages, particularly focusing on their main attractions to assess competitiveness, maintenance, and management practices. Semi-structured interviews were used to gain updated insights into the current conditions of the villages, while additional interviews with regional tourism authorities, local community representatives, and cultural leaders were carried out to validate the findings.

Outside the main data collection process, two group discussions were conducted involving representatives from the 16 tourism villages, the regency and city-level tourism authorities, the provincial government of the Bangka Belitung Archipelago, including the Tourism Office (*Dinas Pariwisata*) and the Community Empowerment Office (*Dinas Pemberdayaan Masyarakat*), as well as representatives from the Ministry of Tourism and Creative Economy of Indonesia. These discussions were held at two stages, first during the early phase of the research and later at the final stage. The group discussions served multiple purposes: to validate and verify the data collected by the researchers, to provide a platform for participants to reflect on and respond to the preliminary findings, and to contribute additional insights based on their institutional and community perspectives. The feedback obtained from these discussions was incorporated into the final analysis and interpretation of this study's results.

4. Results & Discussion

4.1 Overview of Bangka Island

Bangka Island serves as the administrative and economic centre of Bangka Belitung Province. Astronomically, the island is located between $1^{\circ}50'$ and $3^{\circ}10'$ South Latitude and 105° and 108° East Longitude. Geographically, Bangka Island covers an area of approximately 11,831.02 km², including 388 small surrounding islands. The island's average elevation ranges between 25 and 50 metres above sea level (m.a.s.l.), with the highest point located in the Gunung Maras area, which reaches an elevation of 706 m.a.s.l. (Statistics Indonesia, 2025).

As one of the largest islands within the Bangka Belitung Archipelago Province, Bangka Island comprises four regencies and one city. These administrative regions are West Bangka, Bangka, Central Bangka, South Bangka, and the City of Pangkalpinang. The City of Pangkalpinang serves as the provincial capital as well as the centre of government and economic activities for the Bangka Belitung Archipelago Province. The total population of Bangka Island is approximately 1,207,300 residents, distributed across all regions. Among them, Bangka Regency has the largest population, with around 342,100 residents, while the City of Pangkalpinang is the most densely populated area, with a population density of 2,204 people per square kilometre.

Bangka Island is located approximately 212 miles from Jakarta and can be reached in about 1 hour and 15 minutes by air or around 24 hours by sea transport. The shortest route from the main island of Sumatra to Bangka Island is from Tanjung Api-Api in South Sumatra, which takes about three hours by boat.

Table 2. Regional Profile by Regencies and Cities on Bangka Island

	Regency/City					Total/ Average
	Pangkal Pinang	Bangka Barat	Bangka Selatan	Bangka	Bangka Tengah	
Total Area (sq.km)	104,54	2.851,41	3.598,24	3.016,85	2.259,98	11.831,02
Percentage to Province's Area	0,6	17,0	21,2	18,0	13,6	70,40
Altitude (m a.s.l.)	25	50	25	25	25	30
Population (thousand)	230,4	215,8	208,5	342,1	210,5	
Population Density per sq.km	2.204,33	59,98	73,12	113,38	93,13	91,76
Distance to the Capital of Province (km)	0	138	125	33	58	70,80
Number of Village's/Kelurahan	42 districts	5 districts 60 villages	3 districts 50 villages	19 districts 62 villages	7 districts 56 villages	76 districts 228 villages
Coastal Village's	2	32	23	21	22	100
Non-Coastal Village's	40	34	30	60	41	205

Source: Statistic of Pangkalpinang (2023); Statistic of Bangka (2023); Statistic of South Bangka (2023); Statistic of Central Bangka (2023); Statistic of West Bangka (2023); Statistic of Bangka Belitung Province (2024).

In 2023, the number of visitors to Bangka Island reached 1,722,733 tourists, consisting of 2,157 foreign visitors and 1,720,576 domestic visitors. This pattern indicates that domestic tourists are the dominant visitor group, accounting for 99.87% of the total arrivals. These figures are considered

reliable, as the data were collected from all official entry points to Bangka Island, including airports and seaports.

Table 3. Number of Tourist Visits in Regencies and Cities on Bangka Island 2019-2023

Regency/ City	2019		2020		2021		2022		2023	
	Foreign Tourist	Domestic Tourist								
Pangkalpinang	1.578	314.310	283	133.365	163	195.067	859	273.093	1.527	350.379
Bangka Barat	1.058	281.975	183	182.353	0	193.684	0	258.755	0	336.786
Bangka Selatan	0	204.468	0	158.245	0	177.531	0	215.459	0	312.217
Bangka	58	43.381	55	173.475	14	77.896	0	294.807	0	426.067
Bangka Tengah	1.058	83.690	101	127.025	100	130.274	475	160.226	630	295.127
Bangka Island (Total)	3.752	927.824	622	774.463	277	774.452	1.334	1.202.340	2.157	1.720.576

Source: <https://ayoekbangkabarat.com/> (2024); Kabupaten Bangka Tengah dalam Angka (2024); Provinsi Kepulauan Bangka Belitung dalam Angka (2024); <https://wonderful.pangkalpinangkota.go.id/> (2024);

4.2 Theme of Excellence in Bangka Tourism Villages

Tourism villages on Bangka Island generally share similar tourism resources. Villages located on small islands, characterised by granite rock formations, long coastal areas, and the remnants and heritage of tin mining activities, tend to have relatively similar natural tourism resources. However, from a cultural perspective, Bangka Island possesses diverse and unique cultural values. Its history as a major tin-producing region since the Srivijaya Kingdom period in the early 7th century and its position along traditional sailing routes have made Bangka Island a settlement area for people from various cultural and ethnic backgrounds.

Most tourism resources and attractions offered by tourism villages on Bangka Island are primarily based on nature tourism. The island's geographical and environmental features serve as key resources that attract visitors to the area.

Table 4. The Excellence of Each Tourist Village on Bangka Island

Tourism Village	Competitive Value	Tourist Attraction/ Main Tourism Resources	Tourist Attraction/Secondary Tourism Resources
Tourism Village Kampung Ekowisata SEJAGAT	The village is located alongside a river that flows through Pangkalpinang and forms part of a tropical river and mangrove ecosystem.	▪ Selindung River Tour	▪ Jerambah Gantung Bridge ▪ The production of traditional woven clothing known as Cual
Tourism Village Tuatunu Indah	A living tradition of Bangka Malay culture that continues to be practised and preserved today through cultural events and heritage houses.	▪ Kulan (crocodile) River Tour	▪ The oldest mosque in Bangka Island Al Mukarom ▪ Nganggung Tradition
Tourism Village Tari Rebo	Multiethnic villages where all ethnic groups live in harmony, symbolised by the presence of various places of worship within the community.	▪ Takari Beach ▪ Rebo Beach (Fish Auction)	▪ Chinese Temple Jaya Bakti. ▪ Buddhist Temple Puri Tri Agung
Tourism Village	Heritage of Lom ethnicity cultures including building and tradition that is still conserved.	▪ Bangka Traditional house Mamorang	▪ Customary forest

Tourism Village	Competitive Value	Tourist Attraction/ Main Tourism Resources	Tourist Attraction/Secondary Tourism Resources
Gebong Memarong		<ul style="list-style-type: none"> ▪ Mapur Dangkal traditional harvest ceremony “kegiatan syukur nasi panen”. ▪ Traditional sea harvest ceremony “Nambak dan Namber” 	<ul style="list-style-type: none"> ▪ Traditional herbs from natural resources.
Tourism Village Penyusuk Permai	The village is located in a coastal area adjacent to Klabat Bay, offering visitors access to a rich coastal ecosystem.	<ul style="list-style-type: none"> ▪ Penyusuk Beach ▪ Putri Island ▪ Mentigi Island 	<ul style="list-style-type: none"> ▪ Penyusuk Forrest
Tourism Village Sungai Upang	A conservation area that serves as the habitat of the endemic Bangka Orchid species.	<ul style="list-style-type: none"> ▪ Biodiversity Conservation (Orchid, Flora and Fauna) 	<ul style="list-style-type: none"> ▪ River based activities (river tour and fishing) ▪ Kedidi cultural dance
Tourism Village Air Limau	Green culture of Jerieng ethnic group combined with garbage recycling programme.	<ul style="list-style-type: none"> ▪ Garbage Bank ▪ Culture of Jerieng ethnicity group 	<ul style="list-style-type: none"> ▪ Kulon Cepake Tourism
Tourism Village Rambat	Maritime Culture of Jerieng and its livelihood related to marine resources and coastal area of Bangka Island.	<ul style="list-style-type: none"> ▪ Jerieng maritime culture 	<ul style="list-style-type: none"> ▪ Batu Keranji Beach
Tourism Village Budaya Jerieng	The homeland of the Jerieng ethnic group, where the community continues to uphold its cultural traditions and serves as the centre of Jerieng culture.	<ul style="list-style-type: none"> ▪ Cultural ceremony and tradition of Jerieng ethnic group ▪ Jerieng Pallace 	<ul style="list-style-type: none"> ▪ Penyabong Hill
Tourism Village Air Lintang	The Ketupat War is a traditional ceremony that has been held for decades and has become one of the cultural signatures of Bangka Island.	<ul style="list-style-type: none"> ▪ Traditional ceremony of The Ketupat war. 	<ul style="list-style-type: none"> ▪ Pasir Kuning Beach.
Tourism Village Perlang	An artificial lake, created through mining site reclamation, has been developed into a tourism attraction. The village also offers a marine ecosystem, including coral reef areas and endemic fauna of Bangka Island.	<ul style="list-style-type: none"> ▪ Pading Lake 	<ul style="list-style-type: none"> ▪ Sadap Waterfall ▪ Gusung Pading tourism area.
Tourism Village Namang	Pelawan Forest, a habitat of the Palawan tree, is also a source of honey and Palawan mushrooms.	<ul style="list-style-type: none"> ▪ Pelawan forest 	<ul style="list-style-type: none"> ▪ Tourism area of pelangi pelawan rice field
Tourism Village Batu Belubang	Batu Tapak Antu which is one of the cultural site related to the urban legend Batu Belubang Beach.	<ul style="list-style-type: none"> ▪ Natural based tourism of Tapak Antu Beach 	<ul style="list-style-type: none"> ▪ Fish Auction location ▪ Rusip producer
Tourism Village Air Panas Nyelanding	Natural hot spring of Nyelanding, flowing consistently throughout the year.	<ul style="list-style-type: none"> ▪ Natural hot spring 	<ul style="list-style-type: none"> ▪ Education tourism of white pepper farm. ▪ Hikok Helawang tradition.
Tourism Village Tukak	Mangrove ecosystem area that still conserved consistently	<ul style="list-style-type: none"> ▪ Mangrove 	<ul style="list-style-type: none"> ▪ Sadai Beach ▪ Recycling business
Tourism Village Serdang	Tropical forest, home to the endemic flora of Bangka Island.	<ul style="list-style-type: none"> ▪ Tanjung Labun Beach as location for coastal recreation and sports. 	<ul style="list-style-type: none"> ▪ Endemic Jurung and Malapan trees, which have become subjects of research interest. ▪ Producer of Limus Orange

Source: Findings (2024)

4.3 The Formulation of Tourism Villages Cluster and Thematic Tourism Route in Bangka Island

Tourism is an industry that offers experiential value to tourists, with themes closely associated with the creation of this value (Schmitt & Simonson, 1997; Cetin & Dincer, 2014). A tourism cluster can be defined as a concentration of main tourist attractions located in close proximity, complemented by high-quality facilities and infrastructure, cohesion among socio-political elements, interconnections across the tourism value chain, and cultural aspects, alongside effective management of business networks that provide both competitive and comparative advantages for destinations and products (Doçaj et al., 2014). Clusters can be grouped based on themes, such as heritage tourism, special interest tourism, adventure tourism, and sports tourism. Tourism clusters are often thematic groupings that may transcend geographical and political boundaries, making them more demand-oriented compared to purely spatial clustering, even though they are often concentrated within small geographical areas. The success of tourism clusters depends on collaboration among actors in the value chain, working synergistically to create packages and provide thematic, inclusive experiences tailored to specific market demands (Nordin, 2003).

The analysis suggests at least four clusters of tourism villages that can be formulated and developed to integrate tourism villages products in Bangka Island. These four clusters are as follows:

a. Cluster of Centre of Recreation Tourism Growth and Development

This cluster comprises tourism villages located around the main gateway to Bangka Island and has the potential to accelerate tourism development due to support from regional and provincial government authorities. The development-centre cluster focuses on villages situated in close proximity to the airport and the city of Pangkalpinang.

b. Cluster of '*Flasma Nutfah*' and Bangka Culture Conservation

klaster ini menggabungkan desa-desa wisata dengan potensi daya tarik wisata alam yang tinggi khususnya keberadaan flasma nutfah khas Bangka dan juga memiliki budaya asli Bangka. This cluster represents collaborative tourism villages with strong potential in natural and cultural resource-based tourism, particularly focusing on the conservation and utilisation of Bangka's '*Plasma Nutfah*' and cultural heritage.

c. Cluster of Jeuring Culture Conservation

This cluster comprises tourism villages that have a strong association with the Jerieng ethnic group. The presence of the Jerieng community in these villages serves as the main resource for tourism development. Pelangas Village, Rambat Village, and Air Limau Village are among the key settlements where the Jerieng community predominantly resides, and where local livelihoods are deeply influenced by Jerieng culture and traditions. The main cultural centre of the Jerieng ethnicity is located in Pelangas Village, from which the Jerieng community has grown and spread across Bangka Island.

d. Cluster of Geotourism Development and Ecosystem Support Functions

This cluster comprises tourism villages that collaborate to develop high-quality geotourism around the island's geological heritage areas. The geotourism development in Bangka Island is closely associated with its tin mining heritage, which forms a distinctive cultural and historical identity. In addition to geological attractions, the villages within this cluster also feature natural environments such as mangrove forests, tropical rainforests, and rich marine biodiversity that support ecological conservation efforts. These natural resources provide a competitive advantage over other tourism villages on Bangka Island.

Based on the four identified clusters of tourism villages in Bangka Island, several thematic tourism routes can be developed to integrate and enhance the tourism value of these villages. The potential thematic tourism routes that could be established in Bangka Island are as follows:

a. Bangka Island Geotourism Route

This geotourism route integrates tourism villages that showcase the geological resources responsible for the formation of Bangka Island, including tin deposits. The route highlights the interconnections between the island's tin geology, its natural ecosystems, and the evolving local cultures.

b. Bangka's Community Culture Route

This tourism route connects tourism villages that possess significant community cultural resources, which serve as key tourist attractions attributes. The route highlights the diverse local cultures of Bangka Island, including the Jeuring, Lom, Melayu, and Chinese ethnicities, showcasing how these cultures have blended and coexisted within the island's communities.

c. Bangka Island Marine Tourism Route

This tourism route connects tourism villages that offer coastal and marine biodiversity as key tourism resources. As a small island, Bangka possesses abundant coastal and maritime attractions, including the traditional maritime cultures of its local communities.

d. Bangka Traditional Culinary Tourism Route

This route combines tourism villages that showcase traditional culinary products representing the diverse cultures of Bangka Island, promoting a variety of local foods and beverages. Beyond the villages currently included in this thematic route, many other villages also possess distinctive culinary products that have the potential for future development and inclusion in the route.

e. Animal Watching Tourism Route

This route combines tourism villages that feature local and endemic animal species unique to Bangka Island. In addition to their uniqueness, the relative ease of observing these animals contributes to the appeal of the villages included in this route.

f. Bangka Unique Flora Watching Tourism Route

This tourism route links tourism villages that are home to Bangka's unique and endemic flora, offering potential attractions for tourism development. Table 5 lists all potential thematic tourism routes in Bangka Island, including the recommended tourism villages to be included in each route and their significant tourism attractions.

The development of thematic tourism routes among tourism villages in Bangka Island fosters interconnectivity, enabling villages to grow both individually and collaboratively. At present, the growth of tourism villages is uneven, particularly in terms of management quality and the attractiveness of tourist offerings. Therefore, fostering collaboration and co-production through thematic routes presents a promising approach to enhance tourism development across Bangka Island.

Collaboration in integrating tourism villages in Bangka Island also requires support from tourism development policies produced by stakeholders at the provincial and regency or city levels. Such support can strengthen engagement and commitment from both tourism village managers and government authorities. In the future, the private sector could further contribute by supporting the development of tourism products, thereby enhancing the experience value offered to visitors.

Tabel 5. Thematic Tourism Routes in Bangka Island

Thematic Tourism Routes	Tourism Villages	Tourist Attractions
Bangka Island Geotourism Route	Pelangas, Sungai Upang, Penyusuk, Gebong Memarong, Namang, Perlang, Nyelanding, Serdang, Tukak,	Jerieng Culture, Penyabong Hill, Bangka's Orchid, Klabat Bay Ecosystem, Putri Island, Lom Culture, Lom Ethnic Heritage Building, Customary Forrest (<i>Hutan Adat</i>), Pelawan Forrest incl. (tree, mushroom and Pelawan honey), Pading Hill, Pading Lake, Waterfall, Natural Hot Spring, Crystalline Granite, Bangka's Flora, Coastal Mangroven Forrest.
Bangka's Community Culture Route	Rambat, Air Limau, Pelangas, Air Lintang, Gebong Memarong, Rebo, Tuatunu	Jerieng Maritime Culture, Jeuring Ethnic Wisdom (waste recycling system), Jerieng Customary Forrest (<i>butan adat</i>), Jerieng Culture (Living Tradition), Ketupat War Ceremony (<i>Perang Ketupat</i>), Lom Ethnic Culture, Lom Ethnic Heritage Building, Bangka Cultural and Religious Harmony (Chinese, Malay and Christian, Budhist, Confucius, Islam, House of Worships of various religion, Bangka Malay Heritage Building, Bangka Malay Culture
Bangka Island Marine Tourism Route	Rambat, Penyusuk, Rebo, Batu Belubang, Perlang, Serdang, Tukak	Jerieng Maritime Culture, Putri Island, Mentigi Island, Klabat Bay Underwater Biodiversity, Bangka Fisherman Community, Fish Auction Facility, Batu Belubang Beach, Perlang Coral Reef, Mempunai Island, Traditional Ceremony 'Sedekah Pantai', Tukak Beach Sunset.
Bangka Traditional Culinary Tourism Route	Rambat, Air Limau, Pelangas, Tuatunu, Batu Belubang, Perlang Serdang	Jerieng's Traditional Culinary, and other culinary products including, <i>Lempah Alar</i> , <i>Kericu</i> , <i>Rusip</i> , <i>Ikan Asin</i> , <i>Mie Koba</i> , <i>Kue Kumbu</i> , <i>Belacan Labun</i> , <i>Kecalok</i>
Animal Watching Tourism Route	Pelangas, Penyusuk, Tuatunu, Namang, Perlang, Serdang, Tukak	Bangka's local species including Monkey, Tarsier (<i>Tarsius</i>), Sea Turtle, Klabat Bay's Local Fish Species, Kulan River's Crocodile, <i>Mentilin</i> , <i>Kukang</i> , <i>Ketuyut</i> , Endemic Bird, Fish Species and Bangka Sea Coral Reef, Mangrove Endemic Bird.
Bangka Unique Flora Watching Tourism Route	Air Limau, Sungai Upang, Sejagat, Nmaang, Serdang, Tukak	Medication Herbs, Bangka's Orchid, Mangrove Forrest, Mangrove Ecosystem along Selindung River, Mushroom Species, Pelawan's Honey, Bangka's Tree Species, Mangrove Forrest.

Source: Findings (2024)

5. Conclusion and Implications

The development of tourism villages in Bangka Island can be enhanced through a collaborative approach. Currently, these villages have not yet become major tourist attractions. Therefore, to strengthen their overall tourism value, development efforts should aim to reinforce and complement one another, providing a diverse range of tourism products while sustaining their appeal to visitors. Among the 16 tourism villages examined in this study, each possesses unique attractions that can serve as a competitive advantage and form the basis for village branding. The distinctive features of

each village's tourism offerings can become a defining identity, influencing visitors' decisions on which villages to include in their travel itinerary on Bangka Island.

Even when tourism villages possess distinctive values, their collaborative development in Bangka Island still requires support from regional stakeholders. Administrative boundaries between villages and regencies pose a significant challenge, alongside limitations in human capital, which can hinder collaborative efforts. Therefore, the role of the Bangka Belitung Archipelago Province, as well as the respective regency and city governments, is crucial in facilitating collaboration among tourism villages, enabling them to grow collectively and establish themselves as primary tourist destinations on Bangka Island.

This study is still limited to the sixteen selected tourism villages. Therefore, further research involving all tourism villages on Bangka Island is needed to obtain a comprehensive overview of tourism villages across the island.

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