

**Cultural Tourism: The Socio-Cultural Impact
on Moyo Festival, Sumbawa-Indonesia**

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Abstract

This paper extends our understanding of cultural festivals through investigating how Moyo festival impacts society in the content area of social and culture in Sumbawa Island. This ethnography-qualitative approach evaluates five aspects of festival theoretical background; Moyo Festival's position in Sumbawa tourism and cultural identity, transportation and infrastructure establishment, local drives for attending the festival, involvement and satisfaction along with resident's recommendation. Two Facebook groups (Adventurous Sumbawa and Rungan Samawa) were selected with 300 respondents participating in Moyo Festival, held by the regional government of Sumbawa. In-depth semi-structured interviews were applied, and questionnaire was distributed to record respondents' perspective of Moyo festival and its socio-cultural impacts. The finding shows that hosting Moyo Festival created a robust impact on local cultural identity and boosted the image of cultural tourism development. It is also believed that Moyo festival increases the tourist visits along with the way of introducing the greatness of Sumbawa culture widely. New means of transport were constructed to support promoting and endorsing the events. Host-societies are largely satisfied. However, numerous recommendations of future festival are suggested.

Keywords: *cultural tourism, socio-cultural, Moyo festivals,*

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Introduction

Festival and culture are two phenomena which cannot be separated. The quote reflects how festivals in one area represent the culture of a region, and it has long been viewed as major attraction (Wu et al., 2020). The festivals mark the uniqueness of a culture in a way that it celebrates the particular form of tradition and promoting local values (Zhang et al., 2019). Since the festivals are fast-growing leisure industry (Pavluković et al., 2017), platforms for generating positive image of culture, they may encourage tourist to enjoy performances, learn about a new worldview, and engage with the local community (Yang et al., 2020).

With culture being mixed with other attractions, festivals boost destination branding, enhance social relationship (Jepson et al., 2019; Wood, 2019) and increase potential markets. Although tourism industry successfully drives an economic advantage (Basri et al., 2020; Y. C. Chen et al., 2018; Lemmi et al., 2018) reduce poverty (Qin et al., 2019), some claimed that tourism is responsible for skill deficit (Pan et al., 2018), resources scarcity (Azam et al., 2018), and associated with physical and physiological (Cavallaro et al., 2017). Therefore, tourist destinations should differentiate themselves to be well-managed, more attractive for potential visitors (Piva et al., 2017) and revisit (H. Chen & Rahman, 2018).

In the context of tourism development, destination and community participation are challenges in providing visitor experiences (Mariani & Giorgio, 2017). In socio-cultural perspective, tourist experiences are highly influenced by cultural background (Wei et al., 2020) and local environment (Vesci & Botti, 2019). It is claimed that cultural patrimony, heritage for example (Dela Santa & Tiatco, 2019) is becoming a source of creating values and enjoyment (Lee & Lee, 2019), and is able to meet the tourists' expectation and satisfy their preference by active participation and experienced during travel (Wu, et al., 2019). Through the purchase and the use of the products, individual and social identities of cultural products determine high symbolic value. In this case, festivals as a product of event tourism (Higgins-Desbiolles, 2018) have numerous contemplations for instance audience, purpose, local cultural background, motivation and satisfaction (Gannon et al., 2019), and preferences of local people to build a strategic design. Cultural identity and cultural diversity are indispensable; moreover, the government's promotion will amend the industry to proliferate.

Furthermore, festivals have a strong influence on the destination attracting many foreign tourists and improve residents' quality of life (Yolal et al., 2016). Some festivals including music festival are becoming branding of part of life for many teenagers (Szmigin et al., 2017), source of revenue (Perron-Brault et al., 2020), attracting over a million visitors per year for the reason that they give authenticity and uniqueness of place and region. Through experience and motion the tourists gain from their visit to the festival, they are able to create the image of the destination (Weber & Hsu, 2021) in several festivals. There are many studies that analyze what motivates the tourists to experience the festival and how this experience was shaped.

Indonesia, known with its various ethnic groups spread in big islands, has plenty of festivals held every year and this way it also helps attract more tourists to visit the country. A number of sizeable events follow one another in the annual agenda. One of them is the Moyo Festival

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in Sumbawa, West Nusa Tenggara. The name “Moyo” is derived from one particular area in Sumbawa which has been extremely famous for its sword-class exotic beauty of waterfalls. This region solely offers natural panorama with breathtaking view for each room with no internet and technology facility, though it is fairly costly. It is the biggest and longest festival held in the Sumbawa regency, as one of the efforts to introduce Sumbawa cultures to the wider world. This one-month-long location-based event takes place between September and October. It consists of a series of entertaining cultural activities that can be enjoyed and experienced by locals and guests alike.

As only one community hosts this festival, it is fascinating how it affects the society and the tourism of the region. Sumbawa Besar, one of the central locations for tourism development in West Nusa Tenggara, attempts to create an image of a city which is fitting for big festivals and has the ambition to become a tourists’ destination of choice beside Lombok and Bali. As festivals and sustainability cannot be separated, their development and growth can be analyzed and described as the purpose of tourism for a long-term period.

When it comes to impact, the festival focuses on two major parts; economic and sociocultural. Moyo Festival is Sumbawa’s pride as a cultural tourist attraction. It is appealing to analyze its impact on the society in terms of how the Kingdom’s cultural past has significantly influenced the lifestyle of Sumbawa people this enhancing tourism with culture as a process of promoting the continued renaissance of the city.

There were several earlier studies which are similar to the content area of sociocultural impact (Ritzman et al., 2018; Yürük et al., 2017; Zancu et al., 2019); however, this paper sets out the festival’s potential to affect the Sumbawa tourism expansion. On that point of view, we would like to get a deeper look at its impact on the perspective of host-community. Therefore, this research was carried out to establish the impact of the Moyo Festival on cultural tourism development in Sumbawa region, and specifically its sociocultural impact. To be specific, this paper emphasizes the followings: Moyo Festival’s position in Sumbawa tourism and cultural identity, transportation and infrastructure establishment, motivations for attending the festival, satisfaction, festival improvement, and recommendation. Individual indicators are age, gender, and festival participation.

Methodology

Research Design and Participants

Based upon festival we research in the content area of social-culture, this paper employs ethnographic-qualitative data collection approach. We applied for in-depth semi-structured interviews to specific group sampling of local residents in the regency on Sumbawa. Local people in Sumbawa are primarily civil servants and farmers. While the civil servants are largely based in the Sumbawa city, farmers are commonly scattered in suburbs and smaller districts. Their opinion about the Moyo Festival is unexpectedly supportive. However, for this research, we decided to choose one particular group in which the researchers are also

participants, the AdventurousSumbawa. It is a community of tourism observers. It has thirty nine core memberswithinitisstructuralorganization. Located in downtown of Sumbawa Besar, this community focuses on exploration, discovery, and promotion of the tourism attractionsin Sumbawa. Its team consists of people who are skilled and experienced in their fields.It has a Facebook group with more than 14,000 members from Sumbawa and otherregions. It is aimed to promote Sumbawa tourism spots and share experience duringSumbawavisits.

The AdventurousSumbawaattitude towards this festival is extensively positive. The maincriterion of participation of this analysis is that the respondents have ever participated inMoyoFestival. The plan was to collect 100 survey answers. It is going to exemplify the number ofthe members in the group. However, to make the research question valid and reliable, itwasdecidedthat thenumberofrequiredanswerswasintheareaof300respondents.

ThequestionnairewaspostedinAdventurousSumbawaFacebook group twice between May 31st 2020 and June 22nd 2020. In the first week, theanswers reached more than 100 respondents. However, the number did not go up in thefollowing day. It might be that some of the members were not active on Facebook, orthey muted the notifications for the group post. We decided to send messages toeachmember, hopingtheywould respond.Thenumbers went up, butnot too many.

We,then,chosetopostthequestionnairetoanotherFacebookgroup“RunganSamawa”, having more members andconsist of Sumbawa localpeople. They often discuss about the Moyo Festival in this group as well. The indicatorwas clear that the respondents had to attend the Moyo Festival at least once.

Data Collection and Analysis

The main sources of all information are mainly from the Sumbawa governmentofficial website and Dispopar Sumbawa(an acronym for DinasPemudaOlahragadanPariwisata or Youth, Tourism, and CultureInstitution, specified for youth development and tourism identification in Sumbawa), supported by the data acquired from the relatedlocal institutions.An online questionnaire was prepared. It is expected to meet the basic requirements ofrepresentativeness, validity, andreliabilityoftheresearch. The questionnaire is to collect qualitative information. It is designed and used underreviewofallofthestudiestoapprovethereliability, validityandaccuracyofresults.

Additionally, theanalysisisdividedintoseveralparts. Thefirstpartincludesdemographicresults, continuedwiththequestionsanalyzedwithLikertscale. TheLikertscaleused is a5-point scale.

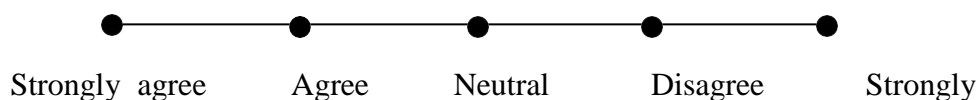


Figure 1. Sample used in Likert scale questions

Likert scale is applied to determine the attitude of the people in a scientific way. We chose this because it is simple to construct, easier for the respondents to answer, and produces scalable responses. However, the weaknesses are questionable validity and neutral attitude that will affect the result of the research. Because

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the questions are using the same Likert scale, the variance will be determined by accumulating the 'agree' and 'disagree' sections.

Quantitative data analysis is used which is an examination of all the closed questions with the concurrence of more than one answer. The last part of the analysis is qualitative data which concentrates on the open questions and comments.

Findings

Demographic Analysis

The respondents for this questionnaire reached 300 respondents in less than a month. The responses were submitted earlier than expected. There are a number of reasons why the answers were coming slowly at first, which are: limited internet availability, the outbreak of coronavirus pandemic, and lack of willingness or interest to answer. We put the 'required' action in all of the questions to make sure that the respondents do not miss any single question to answer. It is important for the research analysis as well.

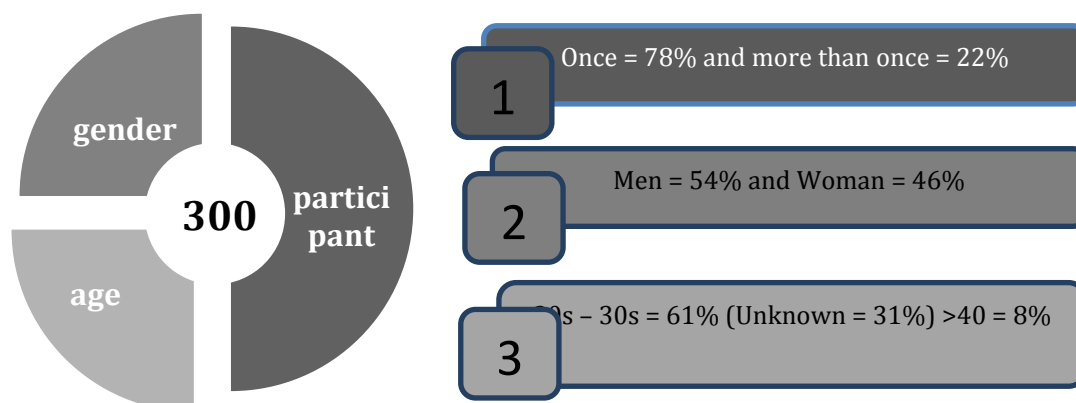
According to the number of the participants, there are 162 men and 138 women participated in the survey, 54 % men and 46 % women. There might be specific reasons why men are slightly more interested in answering this survey. They were willing to answer the questions. It can be seen from the comments section where the male respondents wrote their opinions.

Meanwhile, referring to their age, most of the respondents are in their 20s and 30s. There are almost 61% in percentage in total. Only 8% population of the surveyed population or 24 people were above 40-year-old only.

Discussing the respondents' participation in Moyo Festival, 234 respondents or 78% have participated at least once. The year of their participation is not mentioned. We want to refer this to the age of the participants. Since the participants are mostly in their 20s and 30s, they might join the festival in recent years. Among 66 people who took part more than twice are five people above 40 years and the majority are those who are 20–30 years old.

Considering the frequency of participation in Moyo Festival, two-thirds of the participants replied that they have participated once. This can be the measurement of their involvement in the host-community relations in a large group as Adventurous Sumbawa.

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We expected there would be a lot of people who respond more than once because their partaking is considered important despite of the intention to join the festival. Besides, this festival is annual. They might have several reasons for not participating in the next agenda. They could be indolent, wearied, move to another town, or have other plans.

Questionnaire Analysis

The questions designed to answer the research problem are mostly about the participants' attitude towards the festival using the Likert scale. There are eight questions asking their opinions about the Moyo Festival. The biggest event in Sumbawa Besar, the Moyo Festival, is considered to be the pride of the Sumbawa region in promoting tourism and culture. Being included in the 100 national festivals in calendar event in 2019, the Moyo Festival is arguably the best way to introduce Sumbawa as a tourism destination at the national level. More than 50% of participants strongly agree with this statement.

One of the respondents wrote that he is proud of being a Sumbawa citizen. This festival supposedly makes Sumbawa known at the national level. Due to tough competition with Lombok and Bali in the tourism sector, Sumbawa needs to innovate in developing this industry. Moyo Festival can encourage civic involvement and local pride. This also can raise the society awareness of natural and cultural heritage that Sumbawa boasts and highlights the sense of maintaining local sites in line with the conservation and sustainability principles.

According to the data from mediacenter.sumbawakab.go.id, economic sector has gained 40% growth during 2015 – 2018. In 2016, there are 47.538 tourists for both local and international. In 2017, the number went slightly up to 66.509 tourists. In 2018, there are 72.237 visitors. 3% (2708 people) are international tourists and 97% are regional visitors. It is coherent with the target from Vice Governor of West Nusa Tenggara to increase the regional foreign currency inflows.

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By those data, it is understandable that more than 200 respondents mostly agree that Moyo Festival takes part in increasing the number of foreign visitors to Sumbawa. Being held at the same time as Wonderful Sail to Indonesia annual event in 2018, visitors increased. Sailors from all over the world came and enjoyed the festival. One of the reasons was that the variety of programs and the foreign tourists attended the three main traditional events such as Barapan Kebo, Main Jaran, and village tour to either Batu Alang village or Batu Dulang village (three main activities are the usual agenda for tourists coming to Sumbawa. Several local tour operators provide this package. Barapan Kebo is the most popular one. The committee will arrange one show in one day for the foreign tourists. Batu Alang is famous for its sword making. Batu Dulang is famous for its cultural attractions).

Barapan Kebo and Main Jaran as two identical traditional cultures from Sumbawa have been performed on every occasion. Even though the two events are popular among tourists, Moyo Festival is still the biggest platform to introduce them as the cultural identity of Sumbawa. Almost 80% of the respondents agree with this statement. This can be a parameter for the organization to maintain the traditional values despite of the tourists' demands.

Sumbawa cultural identity has been preserved for a very long time. The development of tourism in Sumbawa has taken place for years. One of the respondents in the comment section said that he is grateful to Moyo Festival for being the cause of the popularity of Sumbawa identity, particularly the carnival. There are a lot of new aspects of Sumbawa that should be given attention and being performed, published, and reported by local and national media, such as culinary traditions, dances, songs, places, etc. It is a positive way to promote culture.

The increasing number of visitors coming to Sumbawa shows that the visitors are content with the experience they have when they visit Sumbawa. They engage with the culture and the society. Since Moyo Festival is a cultural product of Sumbawa tourism, this can be seen as a dynamic business for locals. For that reason, acculturation can happen if society adds new features, affecting cultural identity.

In Sumbawa, public transports are trucks, buses, coaches, dokar (horse cart), and becak (pedicab). People used to use public transportations such as coach, dokar and becak to go around the city. If they want to go to other districts, bus and truck are the best choices. The bus terminal, Sumer Payung, is still operating until now, even though it is not as popular as it is used to.

As time goes, people tend to choose to purchase private vehicles such as motorcycles and cars. Besides being easy, flexible and not time-consuming; it is also easy to reach other places. The distance between one tourism spot and another is small, according to the locals. However, coach, dokar are still occupied by people who go to the market and bring other goods. Alternatives such as ojek (motorcycle taxi) are also available.

For tourists, dokar is one of the main attractions. Foreign tourists are interested in riding it. The price depends on the distance, but it rarely goes up to 20,000 IDR (2,5 USD) except

if the goods are reloaded.

It is interesting to see the number of respondents for this statement. More than 50% agree that the government provides means of transportation to the community during the festival. This means of transportation is aimed to support the activity such as giving access to the community and tourists go to the tourism spot. As per experience, the government provides public buses to ease the flow of the tourist's movements to tourism destinations. The number of respondents who chose "neutral" is quite high, there are 59 people. They might think that this transportation is either beneficial or not for them. Since they might perhaps have their own vehicle at home, they can go to enjoy the festival whenever they can. However, the numbers who disagree is 70 people. This means that these groups of people do not sense the advantage of transportation that the government provides during the festival or find them impractical. They might find it difficult to access the festival area from their house.

Moyo Festival as the cultural tourism attraction supports the creation of community facilities. Around 68% of the respondents agree that there are a number of new facilities under construction being built by the government. These facilities might not be necessary but they raise the standard level of the destination. There are infrastructural projects, restaurants, sports hall, and public amenities. These benefits can uphold the sustainability of the destination for the next event.

Those who are neutral in this category might think that the facilities are good for the festival-goers. However, the group who disagree has suggested that the government should think about the accessibility to those who live in the suburb and find it difficult to go to the city. Road access is the main problem for this matter. It has been a long discussion between the society and the government that there are some parts of road access to Sumbawa that need urgent attention.

Communication with the tourist, particularly the foreign ones, is another interesting thing for the locals. Being engaged in a conversation and sharing knowledge and experience about each place must be fascinating. Moyo Festival provides this opportunity for the locals to see how foreign cultures are different from theirs.

According to the survey, more than 200 respondents agree that locals are able to interact with the tourists during Moyo Festival. When they take the tourists to visit local attractions and villages, they can exchange culture and information to each other. Some comments say that they take this chance to learn or practice a new language.

More than 96% of respondents strongly agree with this statement about local communities' participation in organizing the festival. The suggestion sections were also filled with comments that local participation should be involved not only for being the participants, but also in the arrangements or organization of the event. Some of them suggested that the festival needs refreshment and reevaluation of culture and traditions to be better. It is the most favorite agenda for the locals so they want the diversity of festival to be brought forward while maintaining the traditional aspects.

In this matter, 95% of respondents or 286 people strongly agreed that the local community must be proactive in preparing the festival. It means that the local community should

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come up with their idea and deliver it to the government to be executed. Because the local community is the one who is in the field to be part of the festival, they must have known the aspects that need improvements.

This section allows the participants to indicate their motivations of participating in Moyo Festival. The results are diverse. More than one hundred people chose “enjoy every agenda”, “festival vibe”, and “meeting new people”. Enjoying the event might have a different perception in some people. Teenagers like the festival because they want to post and show it on social media, while the adults tend to enjoy it by just watching it for sentimental reasons.

The festival vibe also supports this. As it is an annual event and the locals rarely see mass gathering in public places and people having fun, they are fond of the atmosphere. Leisure time and meeting new people are the other two major reasons why the locals participate in the festival. It has been discussed that Moyo Festival increases the number of visitors to Sumbawa. Sumbawa people are excited when they see foreigners coming to their area. This could be the thought that people participate in the festival to meet new people and to learn about the local culture.

Other reasons mentioned by the respondents are: he/she participates only in the carnival, wants to learn about his/her own culture, visit the festival because of school assignments, wants to try Sumbawa culinary arts, is a civil servant in a certain position so he/she has no choice but participate, wants to watch only Barapan Kebo or other main events, wants to see how the festival changes in program and promotion, wants to see the new package of tourism in the festival, to bring his/her kids so that they can learn about the culture and feel proud of it, and wants to preserve the culture.

The respondents' excitement of Moyo Festival can be seen in their partaking in the festival. They anticipate this event each year with hopes that the festival improves its quality in many aspects. We then asked about which aspects the government should improve in the organization of Moyo Festival. The respondents could choose more than one answer.

The majority of the respondents chose “program”. In the comments section, they stated that the idea of Moyo Festival should be rejuvenated or revitalized in a creative way. They are happy that the traditional cultures are maintained until today. However, there are a number of traditions that should be introduced and highlighted so that people could acknowledge their existence.

Other opinions are about the local participation, the festival theme, and the schedule. As it has been discussed before, the local contribution is important. One respondent commented by saying that local participation needs to be maximized because their role as a community is close to the culture. Also, it should not be located in the city centre, but in other districts. Millennials also need to take part in the promotion as they are the ones who influence and understand the trends in social media.

As for the theme, Moyo Festival has always come up with various themes such as agriculture, fishery, environment, etc. The positive impact of this is that the villages in Sumbawa have

their own specificity in the context of tourism. This can enhance the image of the villages themselves. In organizing the festival, the schedule is essential. Usually, it is held around the peak season or the dry season in Indonesia (July – October). One respondent said that the schedule here means the committee of the festival should hold the event on time with no delay. Also, there should be no sudden changes during the event. Another respondent who is a worker suggested that he wanted the event to match the schedule of the worker's life so that he can attend the festival too.

Respondents' Comments

Sociocultural impacts touch the social and cultural segment in tourism, particularly festival. Moyo Festival as a tourist brand has strengthened the communities in terms of cooperation. The facilities developed have also benefitted the residents. Therefore, from the community perspective, we want to know how they see the organization of Moyo Festival. The recommendations are both positive and negative. They are ordered below by gender, age, and comments.

Table 1
Participants' Comments

Gender	Age	Comments
Female	20-25	Support the festival!
Female	20-25	Anything that will improve the quality of Sumbawa tourism. Keep it up!
Female	25-30	I hope that Moyo Festival will be better
Male	25-30	I hope this festival will be held every year
Female	>40	I hope the event will continue every year, make the most of participation of the local community
Male	25-30	Moyo Festival should be held every year. Keep the culture, bring more surprising agenda so that other people will come and visit Sumbawa
Male	20-25	The festival needs development because it generates the culture of Sumbawa
Female	20-25	Thank you to Moyo Festival, the Sumbawa cultures develop
Male	>40	The government should be more creative and innovative in creating the event and involve all the stakeholders to create the programs
Male	25-30	The government should understand what the local communities want from Moyo festival
Female	35-40	I hope there are varieties of art and cultural shows in Moyo Festival to show different culture in Sumbawa
Male	30-35	Land transportation should be maximized around tourism

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		places in Sumbawa for its accessibility
Female	20-25	Local communities should be active
Male	20-25	Moyo Festival should be held in the holiday season for students or long break for workers, so that they are able to take part in the festival
Male	30-35	Do not change the schedule unexpectedly, the festival should have one big main event, minimize the ceremonial agenda because it spent a lot of money, involve the third party or Sumbawa young talents in the program and the government is the supervisor
Male	35-40	The government should make a better theme of the festival and define a specific target market. Each event should represent a point of interest and uniqueness in Sumbawa to offer new experiences and knowledge for visitors

Discussion and Conclusion

Discussion

Cultural tourism development in Indonesia has been accelerating in the past few years. The government has implemented a number of ideas to increase the number of foreign visitors to visit. One way to celebrate culture in its many forms is by organizing a festival. The festival is one of the tourism products that have been seen as a major key to attract visitors (Gomez-Casero et al., 2020). There are a number of considerations to hold a festival; operational issues, strategic management, policy changes, and also effective evaluation. Although many countries have a similar view of festivals; scholars have different focus of background. Among festival dimensions, motivation, satisfaction and content are becoming meeting point to discuss.

For the last two years, within the tagline "Wonderful Indonesia", Indonesia has successfully organized more than 100 festivals across the country. The aim is to promote various Indonesian cultures from 34 provinces. One of the festivals is Moyo Festival in Sumbawa, West Nusa Tenggara. This year marked the ninth year of its celebration. This festival is one of the strategic events organized by the local government to make Sumbawa a destination of choice alongside Lombok and Bali. In response to this, other researchers did the same thing to support promoting destinations and local cultures for economic reason (Haigh, 2020; Hunter, 2020).

It is clear, however, that the sociocultural impact of Moyo Festival includes many aspects such as sustaining Sumbawa tourism, its cultural identity, transportation, construction of new facilities, and level of participation of the local community. More than a half of respondents of festival participants present positive attitude in each area. Identification of attendee motivations and their opinion about aspects that need improvement indicates the range of society's opinion. They often give good reviews about the festival.

However, there are a lot of recommendations and concerns about the development of the festival. Referring to the participant's satisfactions with the festival on a scale of 1 to 5, most of them are satisfied with it. The interesting part is that a small number of people said they were moderately satisfied with the hosting of Moyo Festival. In fact, majority of this group mostly marked positive towards the statements about Moyo Festival.

Regardless of the mixed reaction of the satisfaction with the festival hosting, it is shown that most participants of the survey are excited to attend Moyo Festival again. The society excitement towards the festival could also be measured by the motivation of participating in the festival.

Moyo Festival is highly recommended by the participants. Moyo Festival is one of the best ways, among others, to know more about the Sumbawa culture and traditions. Being engaged in the daily life of local people while enjoying the cultural performance, almost a half of the respondents believe that by recommending this event, the tourism in Sumbawa will grow in popularity among local and international tourists. Sumbawa has a rich of culture. Moyo Festival as one of the tourism initiatives of the government is that needs to be praised and maintained. Promotion is one of the keys to have success in organizing an event. Recommending this event through social media can be the best and the easiest method to reach more people.

By going through a set of evaluation, the societies wish to see a well-improved and well-organized festival arrangement with the involvement of locals. As it is mentioned before, the positive impacts should be higher than the negative ones.

Conclusion

The variety of programs of Moyo Festival has developed since 2012 as it aims at introducing an exotic value of tourism potential of Sumbawa region. Numerous activities have been added to the schedule. The socio-cultural aspect explored included the role of the festival in cultural tourism development. The two big ethnic and cultural diversity assimilated in Sumbawa become main tourism branding value in the implementation of Moyo festival. The socio-cultural impact of Moyo Festival from the perspective of the host community is that the festival is believed to be the best way of reaching Sumbawa culture at a national level. Local community argued that festival supports regional tourism promotion in an attempt to the increase of tourist visits to Sumbawa. It is also believed that it has potent impact on future cultural tourism development, especially on the local cultural identity. New means of transport and new facilities should be more constructed in the support of promoting tourism success connected with products and markets. In addition, local societies are largely satisfied with the festival hosting and they recommend attending Moyo Festival to discover the culture of Sumbawa. However, suggestion to better upcoming festival must reach well-organized Moyo festival including management organizer, content (theme and activities) and local involvement.

Suggestions

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The impact of Moyo festival has been immense in terms of making known of Sumbawa culture. As this research limits the scope on investigating social and culture, future research is suggested to discuss broader areas. Popular comments set out to be future focus are: 1) theme and content of festival, discussing specifically about how local tradition practices in their routine, what symbol of costume means to reveal and culinary, 2) how social media usage utilized for promotion, 3) and the role of millennial involvement. It is believed that millennial plays a role as a source of information sharing within their groups and the promotional system.

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