



Original Article

Development Strategy for Cultural Attractions of the Tulude Traditional Ceremony in the Budo Tourism Village of North Minahasa

Yurike Lewan^{1✉}, Vesty Sambeka², Hendry Kumaat³

^{1,2,3}Politeknik Negeri Manado, Indonesia

Correspondence Author: yurikesintialewan@gmail.com ✉

Abstract:

Culture serves as a social glue that unites individuals within a community, through local wisdom, values and norms are instilled to help regulate individual behavior and ensure harmony within society and provide identity for the community. Budo Village is also known for its traditional ceremonies and traditions that are still preserved today, namely Tulede. The Tulude Traditional Ceremony is a local wisdom of the community that is carried out at the beginning of each new year in January or February. This tradition is a potential cultural tourism for the Budo village community. This tourist attraction has not been developed into a tourist attraction show. The lack of tourism promotion and development of tourist show attraction management into a destination. Sustainable tourism development has a social impact and involves the local community. The purpose of this study is to develop local wisdom of the Tulude traditional ceremony cultural attraction in the Budo Tourism Village, North Minahasa, so as to obtain a model for developing cultural attractions. The method used is a descriptive qualitative method to explain the phenomenon in depth through a qualitative approach that presents descriptive and aims to analyze something related to cultural tourism attractions based on local wisdom in the tourist village and the community. The development strategy for the cultural attraction of the Tulude traditional ceremony is Community Empowerment and Participation, Education and Interpretation, attractive packaging, Development of supporting products for traditional ceremonies, Targeted Marketing and Promotion, Sustainability and Preservation.

Keywords: Development, Attractions, Culture

Introduction

Indonesia is known as a nation rich in diverse cultures and customs. Each region has unique traditional ceremonies, reflecting the values, beliefs, and identity of the local community. Traditional ceremonies serve not only as a means of cultural

Submitted	: 5 February 2026
Revised	: 10 February 2026
Acceptance	: 25 February 2026
Publish Online	: 26 February 2026

preservation but also as tourist attractions that attract both local and international visitors. One well-known cultural practice in the archipelago is the Ngaben ceremony in Bali, which serves as a means of strengthening social ties within the community. Pramono, 2020. Culture is an important aspect of community life, reflecting local identity and values. Traditional ceremonies, as an integral part of cultural heritage, play a vital role in maintaining traditions and strengthening social cohesion. However, with the passage of time and globalization, many traditional ceremonies are threatened with extinction or losing their original meaning.

Human life, through a system of ideas, actions, and works of art, constitutes local wisdom. Local wisdom encompasses beliefs, values, norms, customs, language, art, technology, and various other aspects passed down from one generation to the next. Local wisdom functions as a social glue that unites individuals in a community, through local wisdom values and norms are instilled to help regulate individual behavior and ensure harmony in society and provide identity for the community. The cultural heritage of a region is a reflection of the local wisdom of the community. Niluh 2023. Budo Tourism Village is one of the villages located in North Minahasa Regency, North Sulawesi Province. This Tourism Village has natural, cultural and marine tourism attractions. Tourist attractions that are still preserved today are the Tulude traditional ceremony which is held at the beginning of each new year, usually held in January or February. The Tulude traditional ceremony is often referred to as the Key to the Year, in the sense that the Tulude Traditional Party has become the Culture of Budo Village until now celebrated. In the Tulude Traditional Ceremony, the community together prays for the Village to be better in the future, to avoid disasters, and reject all evil in Budo Village. The local wisdom of the Tulude Traditional Ceremony asks for protection and expresses gratitude for God's blessings and gifts in the past year and the new year, which has become an obligation to be carried out every year.

A region possesses local wisdom, a distinctive characteristic that has the potential to support its development. Developing tourism based on local cultural wisdom can be a long-term asset for a region because each region possesses natural resources, human resources, and local knowledge, which positively contribute to the development of tourist attractions (Purwanto, 2023). Several types of tourism can be developed in a region. Tourism that utilizes cultural resources as its primary attraction is known as cultural tourism. Culture and tourism are closely linked. Attractions and events provide important motivations for visiting. The cultural tourism industry can contribute to the growth of Indonesian culture (Ghoirunnisal, 2023). This form of cultural tourism offers visitors a variety of experiences, including performing arts, culinary specialties, artwork, customs, and ways of life. Tourism has become a necessity in the modern era amidst the continuous advancement of technology and information. Cultural tourism can provide a means for future generations to learn about and preserve regional traditions and culture amidst technological and scientific developments.

However, many traditional ceremonies are less well-known and threatened with extinction due to globalization and social change. Therefore, it is important to develop cultural attractions based on existing traditional ceremonies, in order to attract the attention of the community and tourists. This development is expected to support the local economy through tourism, while preserving valuable cultural heritage. The development of cultural attractions based on traditional ceremonies can

be a solution to preserve traditions while attracting tourists. Traditional ceremonies not only function as a means of ritual, but also as a tourist attraction that can improve the local economy. Therefore, this study aims to identify effective strategies in developing sustainable cultural attractions. Some challenges faced in developing cultural attractions include: 1) Lack of Public Awareness: Many people do not understand the important value of traditional ceremonies. 2) Competition with Modern Attractions: Modern attractions are often more attractive to the younger generation. It is hoped that the results of this study can provide comprehensive recommendations for the development of cultural attractions of traditional ceremonies, as well as encourage the community to be more active in preserving cultural heritage. In addition, this study is also expected to attract the attention of stakeholders to invest in the development of local culture. Thus, this study has high relevance both for cultural preservation and for regional economic development through tourism.

Research related to the development of the Budo Tourism Village in North Minahasa has previously revealed the need for sustainable tourism management and environmental awareness. The development of a tourism village based on local wisdom, a tradition in Budo Village, is still preserved as part of the cultural heritage ([Lewan, 2023](#)). Human resource development based on local wisdom and the development of cultural attractions ([Paemnonan M, 2023](#)). Community participation in developing the Budo tourism village requires easy accessibility. ([Navratilova, 2023](#)). Budo Tourism Village can be categorized as successful in implementing community-based tourism by involving active community participation in the development, promotion, management of tourism, and conservation practices in the mangrove forest area. Budo Tourism Village still requires the development of network infrastructure related to promotional strategies.

Several studies on the development of cultural tourism. Promotion of a tourist destination or area is one of the most important aspects of how tourists learn about the tourist area if the promotion is not optimal ([Tingting, 2018](#)). External factors pose a threat to cultural tourism attractions. The readiness of human resources packaged based on the local wisdom of village communities is also a priority for further strategies. ([Agung, 2021](#)) External factors that become opportunities for Cultural Tourism Attractions. Government attention is needed in protecting, developing and preserving culture. ([Abdilah, 2022](#)). The right development strategy for cultural tourism research is a SWOT analysis ([Sorongan, J. 2024](#)). The role of the Government and stakeholders along with the community in developing cultural tourism by developing Community Based Tourism (CBT) ([Muhadjir, 2020](#)). Development of cultural tourism with tourism facilities, local economic development and the provision of attractive tourism activities.

Methods

This study using descriptive qualitative methods to explain the phenomenon in depth. Through a qualitative approach that presents descriptive and aims to analyze something related to tourist attractions in a village and community circles. conduct interaction analysis consisting of data reduction, data presentation, and verification. Data sources obtained come from: 1) Primary data, which is taken directly from the object being studied in the form of observations that I conducted in Budo Village. 2) Secondary data, namely data directly from the author and other

parties, namely from books and supporting internet that discuss relevant topics of discussion raised by the author. Data Collection Techniques through 1) observation or observation is carried out by researchers to optimize data regarding the cultural appeal of traditional parties in preserving and introducing tourists. 2) The interview technique used in this study is an in-depth interview. What is meant by in-depth interviews is a way of collecting data or information through face-to-face meetings with informants, interviews in this study were conducted to obtain data and information regarding the cultural event of the Tulude traditional ceremony in Budo Village, North Minahasa. 3) Documentation in the form of documents related to the Tulude traditional party in Budo Village, North Minahasa. The data analysis technique used in this study was descriptive data analysis, which involved collecting factual data and then describing it. Data were obtained through interviews and documents through several stages. After data collection and recording, the researcher conducted an interaction analysis consisting of data reduction, data presentation, and verification.

Results

The main stages of the Tulude Traditional Festival:

1. Initial Preparations (Mehuluguhang)

This stage takes place several days or weeks before the main event. It involves the entire community through a collaborative process. Making Tamo Cake: This is a very sacred cone-shaped traditional cake made from sticky rice and decorated with eggs, brown sugar, and side dishes. Tamo cake symbolizes prosperity and gratitude for God's abundant blessings. Its preparation involves women with specialized knowledge. Preparing Sasambe: This is a woven young coconut leaf filled with various agricultural products, symbolizing fertility and asking for blessings for the future harvest. Preparing Traditional Attire: The community prepares the best traditional attire, including various attributes that have symbolic meaning. Preparing the Ceremony Venue: The location where the ceremony will take place (usually a traditional hall or open field) is prepared and decorated.

2. Mesahune (Notification) / Menggandeng or Meingge Tagonggong

Early in the morning before dawn (around 4:00 a.m. WITA) on January 31st, traditional personnel (often called Makyore Labo or Mayore) beat the traditional musical instrument, the Tagonggong, while circling the ceremony site or even the village. The Tagonggong beat serves as a notification to the entire community that the Tulude Traditional Ceremony is about to begin.

3. Kumai Menulude (Invitation to Perform the Tulude Traditional Ceremony)

After the announcement, traditional leaders will issue an invitation to the entire community to gather and begin the ceremony. This invitation is usually delivered in the Sangihe language and is met with a return Tagonggong beat.

4. The Procession of Carrying and Handing Over Tamo Cakes (Tamong Banua Dumolong Banala / Gagheli Tamong Banua)

5. This is one of the most anticipated core processions.

Tamo Cake Procession: The prepared Tamo cakes are paraded from their preparation area to the main hall or stage of the ceremony. This procession is accompanied by traditional music, dances (such as the Upase Dance), and a traditional procession. The Tamo cakes are escorted by a traditional elder at the forefront, followed by the cakes themselves, and then by the rest of the traditional

procession, including the women who made the cakes. Tamo Handover: Upon arrival at the location, the leader of the traditional procession will recite the traditional Tamo handover speech (also called Menenggong Tamo) to the regional officials or respected figures waiting in the main hall.

6. Greetings and Prayers (Bawikawera, Ka Kumbaede, Kaliomaneng Patiku)

Bawikawera: Welcome to all attendees and honored guests. **Prayers and Blessings:** A religious or traditional leader leads a prayer of thanksgiving for the blessings received throughout the year and asks for blessings and protection for the coming year. This prayer is often recited by six religious leaders from various faith backgrounds, as a symbol of tolerance and unity (Ka Liomaneng Patiku). **Declaration of Faith and Hope (Ka Kumbaede):** There is often a section where the community expresses their beliefs and hopes.

7. Cutting the Tamo Cake (Mamoto Tamo)

The highlight of the Tulude traditional celebration is the cutting of the Tamo. **Tamo Cutting Speech (Bawera ngpapoto Tamo):** A designated traditional leader (usually Bobato'n Banua or Makyore Labo) will recite special traditional words before cutting the Tamo. These words convey the philosophical meaning behind the cutting, symbolizing the sharing of blessings and good fortune among the entire community. **Cutting and Distribution:** The Tamo cake is cut and distributed to guests and representatives of the ceremony participants. This procession is greeted with a communal song that reflects togetherness and gratitude.

8. Traditional Advice (Sasasa-Sasaltiho) and Welcome

Traditional Advice: Traditional leaders or elders will convey wise advice (Sasasa-Sasaltiho) to the community, containing moral, social, and cultural messages for future life. **Welcome:** Government officials or community leaders also give a welcome, appreciating cultural preservation and expressing hopes for regional progress.

9. Folk Festival and Arts Attractions (Saliwangu Wanua)

After the main ritual is completed, the ceremony transforms into a lively folk festival. **Eating Together:** The community and guests are served traditional dishes. This is a moment of togetherness where everyone can enjoy the food that has been prepared together. **Arts Attractions:** Various regional arts are performed, such as **Masamper:** A dynamic and energetic traditional choir. **Mekantari:** Singing together prayer songs in the local language, such as "O Mawu Rendingane" (Our Lord, King), as the ritual concludes.

10. Closing

The ceremony concluded with a closing prayer and thanks from the organizing committee to all those present and supporting the event. These stages illustrate the rich meaning and rituals of the Tulude Traditional Ceremony, which serves not only as an expression of gratitude but also as a social glue and a vehicle for preserving identity.

SWOT Analysis in Determining the Strategy for Implementing the 4A Components (Attraction, Accessibility, Amenities, and Ancillary) at the Tulude Traditional Festival in Budo Village Based on the research results, using a SWOT analysis to implement the 4A component strategy at the Tulude Traditional Festival in Budo Village, there are two factors: external and internal. Internal factors need to be identified to minimize weaknesses and threats, while external factors need to be identified to maximize the strengths and opportunities of implementing the 4A

components (Attraction, Accessibility, and Amenities and Ancillary). The following are the internal and external factors involved in implementing the 4A components (Attraction, Accessibility, and Amenities and Ancillary) at the Tulude Traditional Festival in Budo Village.

1. Internal Factors

a. Strength

Attraction: The Tulude traditional festival can support the tourism and economic sectors, especially in Budo village. The Tulude traditional festival serves as a cultural tourism destination that showcases local culture, introducing history and traditions, allowing visitors to experience the cultural experience. The potential of the Tulude traditional festival can be a driving force in attracting tourists. To attract tourists, several strengths need to be explored and developed for the sustainability of the Tulude traditional festival, including:

1. Consistent annual events
2. Masamper and 4 Wayer dances
3. Traditional costumes rich in meaning and color
4. Attractions that combine traditional music and singing.

Accessibility: The Tulude traditional festival location is accessible by motorcycles, cars, tourist buses, and public transportation. The location is easily accessible, as Budo village is only 30-45 minutes from the city center. Furthermore, the Tulude traditional festival's accessibility strengths, which contribute to high tourist interest, include:

1. Well-maintained road access with minimal damage.
2. Clear road signs

Amenities: High tourist interest in attending an event is also determined by the adequacy of the infrastructure provided. The infrastructure provided by event organizers to support tourists during their stay at the event can be a key factor in attracting tourists, including:

- a. Basic facilities such as clean and well-maintained parking, restrooms, and storage areas.
- b. Homestays, which can encourage tourists to linger before or after the event.

Ancillary: The additional facilities implemented have not yet been maximized to develop the Tulude traditional festival, but additional services are still being developed. The strengths of the Ancillary program in increasing tourist interest include:

- a. The availability of Wi-Fi, which helps overcome signal difficulties, as the village where the Tulude traditional festival is held is in an area with poor signal access for some network operators.
- b. Availability of culinary services with authentic flavors and ingredients sourced purely from the village itself.
- c. Availability of souvenir services for tourists who want to keep souvenirs in the form of objects derived from the richness and ideas of the local community.

b. Weaknesses

Attraction: The tourist appeal of the Tulude traditional festival can be seen through the diversity of cultural attractions such as traditional dances, traditional clothing, and traditional songs and chants. However, there are undeniable shortcomings in terms of attractions that need to be addressed, namely the lack of

promotion of the attractions at the Tulude traditional festival through more trending or contemporary social media apps such as TikTok and Instagram, which currently dominate the younger generation market. This results in many tourists from outside the Budo village area being unaware of what is on offer at the Tulude traditional festival.

Accessibility, including ease of access and the travel process to the Tulude traditional festival location, is being ensured by both the government and event organizers. Good road conditions and a convenient location are strengths in the accessibility component of this event. In addition to these strengths, the Tulude traditional festival has weaknesses that need to be addressed for future improvements. One of the weaknesses identified is the limited infrastructure for tourists with disabilities. This infrastructure includes level paths and ramps for tourists with disabilities who use assistive devices such as wheelchairs.

Amenities: A crucial component in realizing the Tulude traditional festival is the availability of complete and well-maintained infrastructure to facilitate tourists' needs. Several facilities and infrastructure are available.

External Factors

a. Opportunities

Attraction: The Tulude traditional festival has cultural and historical potential that needs to be developed. These existing unique features are strengths that need to be developed and offer significant opportunities. The opportunities for implementation within the Attraction component include:

- 1) Utilizing all social media platforms to promote existing cultural attractions to increase tourist interest.
- 2) Collaborating with several travel agents.

Accessibility: Providing easy access for tourists is a way to increase tourist interest. Good road access, easily accessible via Google Maps, is an accessibility initiative that can increase opportunities. Another opportunity for accessibility is by focusing on infrastructure for people with disabilities, which can attract attention and collaborate with organizations, both governmental and non-governmental, that work with people with disabilities. The community can also receive special training on how to handle tourists with disabilities, which can be a positive experience for them.

Amenities: Public facilities are an important part of supporting activities during a tourist visit. These facilities are provided by the event organizer for their enjoyment. The availability and good condition of amenities can create opportunities for the event organizers, tourists, and the surrounding community. One opportunity is the use of social media to provide further information about available facilities before, during, and even after the event, which will impact tourist interest.

Ancillary: Additional services that can support a smooth event, such as Wi-Fi, souvenir services, and culinary services. These facilities certainly provide good opportunities for collaboration with local businesses and the use of social media to promote available services.

b. Threats

Attraction: The uniqueness of the Tuude traditional festival can be seen in its ancient cultural history. This uniqueness has been passed down from generation to generation, developing and attracting tourists. However, the Tulude traditional

festival certainly faces challenges in its implementation, such as competition with other villages with similar cultures, which can impact tourist interest. **Accessibility:** Access to the location of the traditional festival is relatively easy, which is both a strength and an opportunity. However, the existing infrastructure requires improvements by the management to increase tourist visits. Implementing accessibility doesn't rule out the possibility of threats, such as the lack of attention and follow-up on infrastructure for people with disabilities. The worst-case scenario is the emergence of a negative image of disabled tourists and their companions.

Amenities: To realize the Tulude traditional festival, the management provides infrastructure to facilitate tourists' visits. In implementing and developing all existing facilities, various threats are possible, such as overcrowding, or the number of tourists exceeding the capacity of the facilities provided by the event organizer, which will ultimately impact tourist interest.

Ancillary: The additional facilities provided are the result of efforts by the management, the government, and collaborating organizations. Additional facilities can include souvenirs, Wi-Fi, and other services. Implementing additional facilities also poses the potential for declining cultural awareness, which could impact additional services, such as souvenirs, which lack the innovation of the younger generation. Also, cost escalation where there is an increase in the price of raw materials for additional souvenir services.

Cultural Attraction Development Strategy for Traditional Ceremonies

The Tulude Ceremony is one of the most important traditional ceremonies for the Sangihe people of North Sulawesi, rich in philosophical and ritual values. Developing this ceremony as an attraction must be carried out with great care to maintain its sacred value. Developing cultural attractions in the form of traditional ceremonies is a strategic step to preserve cultural heritage while promoting tourism and preserving noble values. Here are some strategies that can be implemented.

1. Strengthening Cultural Identity

Before developing a traditional ceremony as an attraction, conduct in-depth research on its history, philosophical meaning, stages, and values. Document it comprehensively through writing, photos, and videos. This is crucial to ensure the authenticity and accuracy of the information presented to tourists.

2. Community Empowerment and Participation.

Involve the community in every stage of planning, implementation, development, and management. Training local guides for young people from Budo village to become cultural tour guides who can explain cultural tourism. The active involvement of the indigenous community is key. The full involvement of the Sangihe indigenous community is the main foundation. They are the rightful owners and guardians of the Tulude tradition. **Collaboration Team Formation:** Form a team consisting of representatives from the local government, traditional leaders, local artists, youth, and tourism stakeholders. **Internal Socialization and Education:** Ensure the indigenous community understands the purpose of this development, its benefits, and the challenges that may arise. **Boundary Setting:** Together, determine which parts of the ceremony may be performed publicly without compromising its sacredness, and which parts are strictly private and inaccessible to tourists. For example, the Tamo cutting procession may be visible, but certain prayers may not be recorded. **Empowerment of Local Guides:** Train community members, especially youth, to

become guides who can explain the meaning of the ceremony in language that tourists can easily understand.

3. Education and Interpretation (Local Guides)

Tourists often do not understand the context and meaning behind traditional ceremonies. During the Tulude festival, it is crucial to have a local guide who will explain the meaning of each activity. Tourists are given educational explanations and interpretations of the meaning behind the meaning of the party and the symbols in the Tulude traditional party.

4. Attractive Packaging

Traditional ceremonies can be very lengthy and detailed. To make them an attractive attraction for tourists, consider strategic packaging. This doesn't mean changing or diminishing the essence, but rather presenting the important parts effectively. For example: Choose key moments: Not every part of the ceremony needs to be shown. Choose the most representative and visually and meaningfully engaging parts. Appropriate duration: Adjust the duration of the performance to avoid boredom for tourists. Artistic presentation: Consider lighting or stage design (if possible) to add visual appeal without changing the ceremony's original format. Improving Supporting Infrastructure: Ensure the ceremony location (e.g., a field or traditional hall) has adequate basic facilities such as seating, clean restrooms, and easy access, without altering the original character of the location. Photography/Video Arrangements: Establish clear rules regarding photography/video to maintain the dignity of the ceremony. For example, prohibit the use of flash during the sacred procession, or establish a designated area for photography.

5. Developing Supporting Tourism Products for Traditional Festivals

To increase the economic value of attractions, develop related supporting tourism products. These could include: Handicraft exhibitions, traditional cuisine, music, and dance during ceremonies; Homestays: Providing tourists with the opportunity to stay in local homes and experience the life of indigenous people firsthand. Local cuisine: Serving regional specialties relevant to local ceremonies or traditions. Souvenirs: Promoting local handicrafts as souvenirs of Budo Village's specialty, namely Ginto handicrafts.

6. Targeted Marketing and Promotion

Effective marketing and promotion strategies. Target the market and tailor promotional messages. Utilize social media, tourism websites, travel agencies, and collaborations with various parties to reach a wider audience. Emphasize the uniqueness and authenticity of the traditional ceremonies. Marketing strategies emphasize authenticity and cultural value, not just commercial ones. Narrative Marketing: Use powerful stories and narratives about the meaning of the Tulude Ceremony and the lives of the Sangihe people. Digital Platforms: Leverage social media (Instagram, YouTube), tourism websites, and travel blogs for promotion. Use high-quality photos and videos that showcase the beauty of the ceremony. Collaboration: Partner with local and national travel agencies that focus on cultural tourism. Unique Branding: Create unique branding for the Tulude Ceremony as a Sangihe cultural attraction, emphasizing its uniqueness and historical value. Engage Cultural Influencers: Invite travel bloggers or influencers with an interest in culture

and responsible tourism to promote the Tulude Ceremony.

7. Sustainability and Preservation

Sustainability and preservation must be at the heart of every strategy. Ensure attraction development does not damage the environment, disrupt traditions, or burden indigenous communities. Funds generated from tourism should be allocated in part to preserve the traditional ceremony itself, educate the younger generation, and improve community welfare. Also, set visitor capacity limits to avoid overtourism. Sustainability must be a priority to ensure this traditional ceremony remains sustainable and beneficial for future generations. Conservation Fund: Allocate a portion of tourism revenue for the preservation of the Tulude Ceremony, for example, to fund training for the younger generation of Sangihe so they can learn and carry on the tradition. Impact Management: Monitor the impact of tourism on the community and the environment. Set a limit on the number of visitors (carrying capacity) to avoid over-tourism that could damage the sacredness of the ceremony or disrupt community life. Regeneration Program: Encourage programs that teach Tulude values and rituals to Sangihe children and youth, ensuring the continuity of the tradition. Visitor Ethics: Socialize ethical guidelines for visitors before, during, and after the ceremony. This includes dress code, behavior, and how to respect local traditions. By implementing this strategy comprehensively and based on respect for culture, the Tulude Traditional Ceremony can develop into a valuable cultural attraction, not only attracting tourists but also strengthening the identity and preserving the cultural heritage of the Sangihe people.

Conclusion

The Tulude traditional festival is an annual event that has a wealth of cultural values and uniqueness. The stages of the Tulude traditional festival: Initial Preparation (mehuluguhang), Notification (Mesahune), Invitation to carry out the Tulude traditional ceremony (Kumai menulude), Procession of Carrying and handing over Tamo cakes (Tamong Banua Dumolong Banala/Gagheli Tamong Banua); Greetings and Prayer Readings (Bawikawera, kakumbaeda, kaliomaneng Patiku), cutting of Tamo Cake (Mamoto Tamo), Traditional Advice (Sasasa -Sasaltiho) and welcoming the People's Festival and art performances (Saliwangu Wanua), Closing. The strategy for developing the cultural attractions of the Tulude traditional ceremony is: Community Empowerment and Participation, Education and Interpretation, attractive packaging, Development of supporting products for traditional events, Marketing and targeted promotions, sustainability and preservation.

Suggestion

It is recommended that the Budo Village Government and Pokdarwis compile a fixed calendar of events specifically for the Tulude Ceremony and build a representative open cultural stage (amphitheater) without eliminating the natural elements of the coastal area. Tourism Village Managers should hold event management and storytelling training for local youth so that they are not only participants in ceremonies, but are also able to act as professional cultural interpreters for tourists.

References

Anak Agung Sagung, Alit Widyastuty, and I Made Bagus Dwiarta. 2021. Planning and Development of the Kaba-Kaba Tourism Village Based on Local Wisdom.

Volume 11, pages 87-101

- Aprilia Niluh. Community-Based Tourism Development Strategy 2023 Through Local Wisdom in Patoman Village, Banyuwangi. *Sabbhata Yatra Journal, Tourism and Culture Journal*, Vol. 4, pp. 79-90
- Eddi Novra. 2024. Strategy for Developing Cultural Tourism Attractions in the Saribu Gonjong Tourism Village. Menara Ilmu: *Journal of Research and Scientific Studies*, Vol. 18, No. 1
- Fitri Abdilalh. 2022. Inventory of Opportunities for Developing Komodo and Manggarai Cultural Attractions in Labuan Bajo, West Manggarai. *Khasanah Journal*.
- In Choirunnisa¹, Mila Karmilah¹. Cultural Tourism Development Strategy: Case Study: Lasem Chinatown, Maspati Old Village, Selumbang Village. *Journal of Spatial Studies* Vol. 1 No. 2
- Lewan Y, et al. 2023. Development of Local Wisdom-Based Tourism Villages in Budo Village, North Minahasa Regency. *Journal of Hospitality and Tourism* 6 Vol. 1, 343-352
- Muhadjir. 2020. Cultural Attraction Diversification Strategy to Support Tourism Development in Wakatobi Village. *Journal of Administrative Sciences*. Volume 9, pp. 25-33
- Nanvratilova A, Podung G, Kalampung J. 2023. Implementation of Community-Based Tourism in Budo Village, North Minahasa Regency. *ITB Journal* 11-17
- Purwanto R, Lidiawati, Purwanti. 2023. Community Development Based on Local Wisdom in the Ngadas Traditional Tourism Village, Poncokusumo, Malang Regency. *Indonesian Sociology Journal*, Vol. 9, pp. 61-78.
- Paemnonan M, Masinambow V, Maramis M. 2023. Analysis of Creative Economy-Based Tourism Village Development Strategy in Budo Village, North Minahasa Regency. *Scientific Periodical Journal of Efficiency*, Vol. 23, pp. 61-72.
- Pramono A. (2020). Cultural Attraction Development to Increase Regional Tourism. *Indonesian Tourism Journal*, 5(2), 85-97.
- Titing Kartika, Rosman Ruskana, Mohammad Iqbal Fauzi. 2018. Strategy for Developing the Dago Tea House as an Alternative Cultural Tourism Destination. *Journal: Journal of Tourism and Hospitality Essence*, Vol. 8, Number 2, 2018 - 121.
- Sorongan Josua. 2024. Cultural Tourism Object Development Strategy in Minahasa Regency. *Journal of Built Environment and Architecture*.