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Community-based tourism potential in south Tangerang village

Rudy Pramono^{1*)}, Nova Bernedeta Sitorus², Juliana Juliana¹, Ira Hubner¹

¹Pelita Harapan University, Karawaci, Tangerang City, Indonesia

²Pradita University, Gading Serpong, Tangerang, Indonesia

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ABSTRACT

The development of community-based tourism has become an important issue in line with efforts to realize sustainable tourism. Keranggan Villa, a tourist village among 300 villages nominated for the 2021 Indonesian Tourism Village Award, is the only tourist village in the South Tangerang area. This village has various potential attractions, facilities, and communities that support active development. This village has applied the principle of community-based development, but it can still be improved with a better strategic approach. Using a qualitative method, this study aims to describe the community-based tourism development strategy in Keranggan Village. The data used in this study consisted of primary data and secondary data. The primary data sources came from interviews with the Keranggan Village authority, Pokdarwis representatives, and the local communities. Direct observations were also made to Kampung Keranggan to learn about the activities and tourism products in Kampung Keranggan. Based on the community's involvement in managing the tourism village, Kampung Keranggan has the potential for community-based tourism. The development strategy can optimize the empowerment of community potential, the synergy between stakeholders, and integrated marketing support with other tourist destinations around the region.



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Corresponding Author:

Rudy Pramono,
Pelita Harapan University, Indonesia
Email: novairene579@gmail.com

Introduction

Tourism village development in Indonesia is currently developing into one of the tourist attractions in an area. The story of tourist villages in Indonesia is part of a sustainable tourism development program aimed at accelerating the revival of tourism and national economic growth. The Ministry of Tourism and Creative Economy carries out a tourism village development strategy by collaborating with the Ministry of Villages, Regional Development, and Transmigration (Kemendes PDTT). The development of community-based tourism villages in Indonesia can answer the challenges of sustainable tourism (Hall, 2019). Collaboration is also the central core of a tourism village that can develop into an independent tourist village (N. G. Prawira et al., 2020). The tourism sector can move the people's economy and realize sustainable tourism development (Gössling et al., 2020).

Sustainable tourism can be done by focusing on several things, such as diversifying tourist attractions that aim for the community's welfare, preserving culture, and developing environmentally friendly tourism, known as pro-people tourism development (Cahyono et al., 2018). Sustainable tourism is related to community-based tourism, emphasizing economic benefits for the community's welfare. Community-based tourism can also be a

strategy to preserve the environment and involve the community in managing tourism in their village with a sustainable concept and respect for the local community's culture (Alarcón & Cole, 2019; Hall, 2019; Wang & Aenis, 2019).

Indonesia has 1,831 tourist villages in 2021, which were recorded by the Ministry of tourism and creative economy through the Indonesian Tourism Village Award. In the Banten area, there are 30 tourist villages developed by the surrounding community and assisted by the Ministry of Tourism and Creative Economy in the development process to become a tourist villages with its advantages. This effort is part of efforts to develop leading tourist destinations in Indonesia (M. F. A. Prawira, Budisetyorini, Adisudharma, & Salam, 2021). During the current pandemic, tourist villages are one of the alternative destinations that can be visited by people who want to take a vacation. Developing a tourist village is an alternative tourism product that can provide an impetus for sustainable rural development and has management principles (Karyatun et al., 2021; Utomo, 2021).

Keranggan Village is located in Setu District, South Tangerang City; supporting components in this tourist village are tourist attractions, amenities, additional services, and accessibility. The Keranggan tourist village has an advantage as a tourist village, such as natural attractions along the Cisadane River, the activities of home industry producing various chips & nuts, several homestays managed by the community, river tours, jungle treks, camping grounds, agro-education tours, and social entrepreneur camps as well as arts and cultural attractions. With those potentials, community-based tourism can be applied by empowering those potentials so that later it is expected to impact economic growth in the area positively. Keranggan Tourism Village also has a variety of traditional culinary tours prepared from cassava and pecak fish.

Indonesia's tourism is developed to increase investment, employment opportunities, and foreign trade benefits (Wibowo & Febrita, 2020). Furthermore, the Keranggan Tourism Village can be developed as an ecotourism destination, where it can provide opportunities for local employees while also attracting government interest (MacKenzie & Gannon, 2019). It has the potential to employ local employees and draw government attention to the construction of public amenities.

Community-based tourism is now a viable option for ensuring community welfare and empowerment while promoting long-term tourism (Stone & Nyaupane, 2018). Community-Based Tourism is encouraged after the importance of community participation in village development to become a sustainable tourism destination (Susanto et al., 2020; Thetsane, 2019). The community-based tourism approach can be implemented in strategic planning, including tourism in river areas (Susanto et al., 2022).

Community-based tourism is a concept that allows local communities to develop, manage, and run their tourism offerings (Hareebin, 2021). The idea of community-based tourism can also help balance and combine conservation with growth, allowing the community to profit from tourists (Saxena & Ilbery, 2010; Surya et al., 2021). Implementing practical community-based tourism can support local economic development by creating employment opportunities, encouraging equitable participation of local communities, minimizing tourism's impact on the environment, preserving cultural heritage, and improving living welfare (Manwa, 2012). Community-based tourism plays a significant part in the development of community-based tourism villages, where it can help raise awareness of the possibilities in their community. As a result of exploiting existing potential, it will be able to promote local economic development. Community-based tourism plays an important role in poverty alleviation since it contributes to community development and supports community sustainability (Acharya & Halpenny, 2017; Ngo et al., 2018).

Implementing community-based tourism (CBT) in tourist communities aims to empower the local economy to manage its resources. Community-based tourism seeks to achieve cultural, social, and environmental sustainability to develop sustainable tourism. Community-based tourism has several basic principles of tourism development (Strydom et al., 2017), including (1) Recognizing, supporting, and developing ownership in the tourism industry; (2) Involving community members in every aspect; (3) Developing community pride; (4) Developing the Community's quality of life; (5) Ensuring environmental sustainability; (6) Maintaining the unique character and culture in the local area; and (7) Assisting the development of local tourism. (9) Assist in determining the percentage of income (income distribution) in community projects; (10) Participate in deciding the percentage of income (income distribution) in community projects. The ten main concepts listed above can be utilized as a foundation for tourist management to achieve long-term tourism development (Ahsani et al., 2018).

Support from the government for the development of community-based tourism villages, participation from stakeholders in the tourist village region, and the sustainable use of local resources are all indicators of the development of the Keranggan tourism village. The government, the community, and non-governmental organizations (NGOs) can employ a collaborative strategy to generate community-based tourism. It is linked

to local communities' active participation in tourism development in their region, both in the decision-making process and in the distribution of benefits gained by the community. The community is a pioneer in the development of community-based tourism. The community must be included in the entire development process to develop the tourism potential in a place. They owned and used all-natural and artificial resources to their total capacity. This study is intended to describe the application of the concept of community-based tourism in the tourist village of Keranggan. This study also seeks to provide managers with development directions in accelerating community-based tourism development based on empirical methods.

A tourism village is related to the region and has local wisdom, is a unique knowledge possessed by a specific community or culture that has existed for a long time, and is also the result of reciprocal relations between the community and the surrounding environment (Cahyono et al., 2018; Firouzjaie et al., 2020). A tourism village can also be defined as the integration between attractions, accommodation, and supporting facilities displayed in the structure of community life that blends with the ways and traditions prevailing in the community (Asmoro et al., 2020; Darmansyah et al., 2021). The most important components in a tourist village are accommodation and attractions (N. G. Prawira et al., 2020). Tourist villages can be classified into three categories: 1) the Plenary Tourism Village category, 2) the Beginning Tourism Village category, and 3) Lowest Category is the Tourism Village Pilot (Peraturan Gubernur Jawa Tengah No. 53 Tahun 2019 Tentang Petunjuk Pelaksanaan Peraturan Daerah Provinsi Jawa Tengah Nomor 2 Tahun 2019 Tentang Pemberdayaan Desa Wisata Di Provinsi Jawa Tengah, 2019). Management of a tourist village is an aspect that makes a tourist village better. With proper management, a tourist village can develop into a destination that can attract tourists.

Community-based tourism is a tourism activity that benefits the community around tourist destinations where the surrounding community can manage all the potential in the destination to help grow the community's economy (Cahyono et al., 2018). Community-based tourism is related to the certainty of benefits obtained by the community and planning assistance efforts that defend local communities and other groups who have an interest or interest in the community (Aminudin et al., 2015). Local tourism and governance provide a more excellent control room to realize the local community's welfare. Community-based tourism offers opportunities for local communities to control and be involved in tourism management and development (Pyke et al., 2018).

The community has the most significant involvement in developing community-based tourism in tourist villages. The community as residents in the tourist village must be able to participate in the development of the tourist village so that the community plays an important role in the development of the tourist village. Making tourism development run smoothly and efficiently promotes broad community participation in the development process and maximizes the value of social and economic benefits from tourism activities for the local community (Waligo et al., 2013). The three parties are stakeholders involved in the development: the government, the private sector, and the community. Each stakeholder's roles and functions are intertwined, and they must work together to achieve and realize the agreed-upon development goals and targets (Musavengane, 2019).

Indicators that might reveal whether a tourist village's successful development can be measured from the impact on economic, social, and cultural indices on the community (Amoiradis et al., 2021). Indices of the economy are defined as the emergence of finances for community development, the establishment of tourism-related jobs, and local community income (Afgani et al., 2021). Increased community pride, a fair division of roles between men and women, young and elderly generations, and a system for establishing community organizations are all social principles. The principle of culture is to inspire people to respect diverse cultures, promote the development of cultural interchange, and promote the existence of a development culture that is deeply rooted in local culture.

Method

This study uses a qualitative descriptive approach where research data are interpreted narratively to develop a narrative of the analysis results (Sugiyono, 2017). Qualitative research is a strategy for exploring and understanding various individuals or groups' meanings in social or humanitarian situations. This qualitative research approach necessitates eliciting questions and processes from participants, obtaining particular data from them, inductively evaluating data from broad themes, and interpreting the data's significance (Sugiyono, 2013). The data in this study is offered in words, descriptions, and descriptions, which is a qualitative method. The qualitative data in question in this example is how to implement the notion of community-based tourism in Keranggan Village. The data in this study was made up of both primary and secondary sources. Data collected directly by data collectors through key informants at the research site is primary data. Data collected

indirectly, such as through papers, is secondary information. Secondary data for this study came from literature reviews, the internet, and other research-related sources.

Snowball sampling was employed to collect data for this qualitative study. The example is used in qualitative research when the field researcher is on the job and during the examination. In qualitative research, the sample is determined by selecting persons who have been considered for giving what is required. Furthermore, researchers can evaluate other parts expected to provide more complete data depending on data or information collected from earlier samples. The data in this study is made up of both primary and secondary sources. Primary data is information gathered directly from research sources by researchers. It can be in recordings and notes from conversations with authorities or direct observations by researchers. The key data sources for this study were interviews with Kampung Keranggan managers, Pokdarwis members from Kampung Keranggan, and residents. Direct observations were made to Kampung Keranggan as part of this study to learn firsthand about the activities and tourism items available in Kampung Keranggan. Secondary data is information gathered by researchers from papers, journals, or websites linked to the study.

Results and Discussions

Some of the attractions in Kampung Keranggan that can make this village unique and have the potential to be developed are the existence of water tourism on the Cisadaneriver; there are also several types of culinary made from local raw materials that have the potential to become traditional culinary businesses typical of Kampung Keranggan. In this village, homestay facilities are also available, managed by the village community. As for the cultural tourism attraction, Kampung Keranggan has the arts of Pencak silat and jaipong dance. Kampung Keranggan already has tour packages that sell tourist activities such as jungle treks, river crossings, overnight stays at homestays, and simple archery. However, in the management and development of this tour package, it is still necessary to evaluate and implement an effective marketing strategy. Keranggan Tourism Village is geographically crossed by the Cisadaneriver not far from the city center of BSD, with its natural and beautiful natural conditions and the livelihoods of some residents as SMEs in the home industry of various chips. The Keranggan Tourism Village can drive the regional economy, preserve the environment and prosper the people around the developed area. The tourist attraction is a means that can be a tourist attraction for tourists or visitors in a tourist village; therefore, it must be able to meet the satisfaction of these visitors.

Community-based tourism is a concept that provides opportunities for local communities to plan, manage and operate their tourism products. The idea of community-based tourism can also balance and integrate conservation and development so that the community can participate and benefit through the tourism aspect (Cahyono et al., 2018; Nurlaila et al., 2021). Kampung Keranggan is a tourist village where the local community develops its tourism potential. Community involvement can be seen in various tourism village management activities; managing homestays, serving visitors, and managing home industry businesses. Community-based tourism is a form of tourism that provides opportunities for local communities to control and be involved in tourism management and development so that the community can also benefit from tourism. In Kampung Keranggan, the district has great potential to develop this tourist village, and it can be seen from the current community involvement in various tourism activities in Kampung Keranggan. This community-based tourism potential must involve the entire community to manage and develop community-based tourism in Keranggan Village.

In the development of community-based tourism in a tourist village, the community has the most significant involvement, where the community as residents in a tourist village must be able to be involved in the development of a tourist village so that the community has an important role in the development of a tourist village. In this case, the Community in Keranggan Village must be equipped to manage a tourism village and its role. To make tourism development run well and well organized, the essential thing to do is to facilitate the broad involvement of local communities in the development process and maximize the value of social and economic benefits from tourism activities for the local community. Local communities have an equally important position as stakeholders in tourism development and the government and private industry. The stakeholders described above include 3 (three) parties: the government, the private sector, and the community. These stakeholders' roles and functions cannot stand alone but must synergize in achieving and realizing the agreed development goals and targets (M. F. A. Prawira, Budisetyorini, Adisudharma, Salam, et al., 2021; Susanto et al., 2022). In this case, the Community in Kampung Keranggan must collaborate with the government and the private sector so that what is needed by Kampung Keranggan in providing quality services and bringing in visitors can be carried out in a directed manner and according to the target.

The indicator is one aspect that can show the success or failure of the development of a tourist village. Thus, indicators that can be used to develop a tourist village are economic, social, and cultural. Economic indicators in community-based tourism are the emergence of community development funds, creating jobs in the tourism sector, and the emergence of local community income. In Keranggan Village, the government must be able to provide funding related to the management of this tourist village. Another alternative is that the Keranggan Village manager must be active in collaborating with the private sector in supporting financing related to the Keranggan Village manager. Social indicators include increased community pride, a fair division of roles between men and women, young and old generations, and a mechanism for strengthening community organizations. On social indicators, the Community in Keranggan Village must involve all aspects of the community in managing the tourist village according to their respective abilities and expertise. Pokdarwis organizations must be actively engaged and innovative in helping the management of Keranggan Village.

The cultural indicators encourage people to respect different cultures, promote the development of cultural exchanges, and the existence of a development culture closely embedded in local culture (Nurhidayati & Fandeli, 2012). The culture in Kampung Keranggan must be developed as a tourist attraction or uniqueness that can attract potential visitors. However, cultural tourism in Keranggan Village must still be considered for its sustainability and sustainability. Based on the community's involvement in managing the tourism village and the indicators previously described, Kampung Keranggan has the potential for community-based tourism. If it is developed better, Kampung Keranggan can feel the benefits and provide welfare for the community through its tourism.

Conclusions

In the development of community-based tourism in a tourist village, the community has the most extraordinary involvement, where the community as residents in a tourist village must be able to be involved in the development of a tourist village so that the community has an essential role in the development of a tourist village. In this case, the Community in Keranggan Village must be equipped to manage a tourism village and their part in handling it. Based on the community's involvement in managing the tourism village and the indicators previously described, Kampung Keranggan has the potential for community-based tourism. If it is developed better, Kampung Keranggan can feel the benefits and provide welfare for the community through its tourism.

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