

Community-Based Sustainable Tourism Village through Nature and Culture Tourism

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Abstract:

The decline in visitors during the COVID-19 outbreak is one of the factors affecting the profitability of tourist destinations. This condition is challenging for developing tourist villages, especially the Hergarmukti tourist village. Several activity restrictions during the COVID-19 outbreak have made community-based tourism development programs experience obstacles. Through this community service activity, the 4C model analysis (Conservation, Community, Culture, and Commerce) is to be applied to optimize the growth of the Hergarmukti tourist village. The activity begins with a semi-formal interview process and observations to gather information. Through this activity, it was revealed that some potential has not been exploited, especially in terms of natural and cultural tourism. Socialization activities by conducting capacity-building workshops for preserving natural ecosystems through waste management were conducted with the Situ Rawa Binong residents. Besides, cultural promotion activities through local art performances displayed by the Cabaya Gumilar Art Gallery also attract tourists. To run a sustainable tourism village, the community requires soft skills training in tourism and marketing. The study also offers several possible tourist attractions to stimulate the local economy.

Keywords: *Community based tourism; culture; citizen; nature; village tourism*

Introduction

Tourism is an industry that the COVID-19 pandemic has extremely impacted. Implementing restrictions between cities and countries reduces the competitiveness of tourists (Kuswaraharja, 2020). There are losses in the form of a decrease in international visitor arrivals

(Rahayu, 2020). It also has an impact on millions of workers who support the tourism sector must stop (UNWTO, 2020). The loss of revenue has detrimental effects on communities, heritage sites and cultural events, as well as eroding destination competitiveness. The outbreak of COVID-19 and the Restart Tourism plan have become important moments in raising awareness about the essential role of sustainability in achieving more sustainable tourism. Tourism in rural areas offers great prospects for economic recovery as travelers seek fewer crowds, outdoor experiences and learning about authentic local culture. Therefore, many tourist villages have emerged, where each village presents tourist activities within it.

The opportunity for rural tourism to develop is a great opportunity where the decline in global or international travel provides an opportunity to shift from unsustainable practices to a more resilient, inclusive and resource-efficient model that contributes to the Sustainable Development Goals (SDGs) (Halimatussadiyah et al., 2020). Therefore, the Indonesian government has developed a strategy to overcome tourism problems caused by the pandemic following United Nations World Tourism Organization (UNWTO) standards, named "Restart Tourism" (Aziz et al., 2020). The COVID-19 pandemic and the Restart Tourism initiative are prominent moments in raising awareness of the importance of sustainability. This is an excellent opportunity to change to a more commercial, social and environmentally friendly tourism strategy (UNWTO, 2020).

The COVID-19 pandemic and the Restart Tourism initiative have become critical points in increasing awareness of the importance of economic, social and ecological sustainability. Currently, tourists look more at tourist attractions offering outdoor activities and local culture. It creates severe opportunities for rural tourism to support economic recovery (Rahmiati et al., 2021). Many countries in the world are starting to show concern through policies providing financial subsidies and strategies for the recovery and development of the tourism industry. (Li et al., 2021). By normalizing the prevention and control of pandemic

cases, the tourism industry can undoubtedly recover gradually. In addition, tourism has also seen more diverse developments during the pandemic. Rural tourism destinations have focused on nature, improving infrastructure and poverty alleviation policies. The development of tourist villages is starting to be encouraged and can help the tourism industry develop more quickly. This good momentum should be used to transition to a tourism model that is more economically, socially and environmentally sustainable (Sustainable Tourism Model) (UNWTO, 2020).

Tourism is facing new challenges in the form of sustainable behavior, which may play a prominent role in addressing various problems affecting rural areas. It also contributes to the revival of rural communities by maintaining residents' quality of life, preserving traditional culture, protecting the environment, providing jobs, and generating income (Hallaj et al., 2022). Community-based tourism also strengthens sustainability (Sasongko et al., 2019; Singgalen et al., 2019; Thetsane, 2019). With the active contribution and participation of the community, tourism growth will increase. If all components are properly checked, the travel experience will be more memorable, and the tourism sector will recover quickly (World Travel Tourism Council, 2019).

The 4C (Conservation, Community, Culture, and Trade) paradigm is a realistic approach to envisioning sustainability, with each C interacting with the others. Conservation is useful for society, and business (commerce) also contributes to cultural development. Therefore, culture can be developed through collaborative efforts. Tourism experiences become more meaningful when efforts that do not affect culture, society, or environmental conservation (The Long Run, 2020) also create a destination's competitive advantage (Rahmiati et. al. 2020). Pamulardi (2006) researched community-based tourism as initial capital to build environmentally friendly agrotourism, collaboration is needed with entrepreneurs who have succeeded in developing tourism communities. Management is collaborative, guided by community

involvement, collaboration, and openness. In addition, community support is needed to build an ecologically sustainable tourism community.

Tourism is not a stand-alone business. It must be evaluated concerning other economic activities that directly and indirectly support the industry at the local level. Therefore, residents must be central to tourism planning, recovery and revitalization activities. Therefore, putting people first will help tourism stakeholders overcome the crisis from a sustainability and resilience perspective. Community involvement in developing tourist villages can take the form of ideas and input, labor in the form of volunteer work, or ownership of property in the form of commodities donated by the community if available, with involvement in wayang, batik and ceramic crafts, and finally, social participation through caring actions (Alfiani, 2021). This impacts increasing visits to tourist villages, protecting cultural heritage in tourist villages, and making existing studios as potential tourist villages more prospective to increase income and create jobs for the community.

One of the tourist villages that received recognition from the Ministry of Village Development for Disadvantaged Regions of the Republic of Indonesia (Kemendes PDT RI) in 2019 and from the Ministry of Tourism, Creative Economy of the Republic of Indonesia (Kemenparekraf RI) as a nominee for the Indonesian Tourism Village Award (ADWI) in 2021 is Hegarmukti Village (Bumdes Lestari Hegarmukti, 2022). Hegarmukti is a tourist village located in Cikarang Tengah subdistrict, Bekasi, West Java, Indonesia as a strategic village because it is in the middle of a large industrial area, namely Deltamas, Jababeka, Lippo Cikarang, and Greenland International Industrial Center (GIIC). Besides, Hegarmukti Village has the closest access to the Cikarang Utama toll gate, which only takes less than 5 minutes. Therefore, Hegarmukti village can be visited by all groups, including young people, families and other tourists (Lestari, 2019).

Regarding natural tourism, Situ Rawa Binong in Hegarmukti Village is a lake with an area of approximately 9 ha. It offers various activities such as rampak drum competitions, pencug ibing competitions, wayang golek, traditional clothing carnivals, and ethnic music. Some activities such as fun bike, a bazaar of superior Bekasi Regency products and a cultural tourism photography competition also has been held and can be enjoyed by many people. Apart from that, there is a cultural heritage in the Hegarmukti Tourism Village, namely a tradition carried out from generation to generation in the form of Hajat Bumi, a traditional activity that contains expressions of gratitude to God Almighty.

In addition, a famous cultural gallery is located in Hegarmukti Tourism Village, namely Cahaya Gumilar, where visitors can try traditional and modern musical instruments, wayang golek, and traditional dances, considered a cultural attraction (Jaipongan). By definition, cultural tourism is where visitors' main goal is to study, explore and experience the physical and intangible cultural attractions/products of a location. These attractions/products relate to a different set of material, intellectual, spiritual, and emotional characteristics of society, including art and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries, and living cultures with their lifestyles, values, beliefs, and traditions (UNWTO, 2017).

The problem faced by natural tourism in Hegarmukti Village, precisely in Situ Rawa Binong, is the problem of rubbish. It worries about visitors and the lack of available rubbish bins in tourist areas. Based on Google reviews, according to Hendra Setiawan, the place is dirty. This situation is in accordance with what we found in the field, so visitors feel uncomfortable. Hegarmukti Village can be a tourist destination, but this situation can harm environmental conditions. However, because it has become a tourist village, this situation has the potential to benefit environmental conditions by contributing to environmental protection and conservation. One way of improving

environmental conditions is developing ecotourism to increase visitor and community awareness of environmental values, as well as functioning as a tool to increase local communities' financial income and economic interests (Dokulil, 2014).

Stakeholders in Situ Rawa Binong said that in 2019 Situ Rawa Binong has potential, the Hegarmukti tourist village into an international tourist destination (Human Bekasi District, 2019). However, the agenda for developing a tourist village will develop in Hegarmukti Village had to be postponed due to the Covid-19 pandemic. Due to the cessation of tourism activities, a lot needs to be addressed to create sustainable tourism. As is the case with road access to the Situ Rawa Binong tourist attraction, the directions to the location are still unclear, so visitors are still said to be few. Besides, the route to Situ Rawa Binong is winding and narrow, making it difficult for visitors to reach their destination. The facilities at Rawa Binong are quite complete and adequate for visitors. However, there are still shortcomings, such as the availability of clean toilets, rubbish bins, and neatly arranged parking areas, all of which still need to be improved.

Regarding cultural or artistic tourism products, socialization and introduction to the studio in Hegarmukti Village are still needed. The strategy to promote the existence of the Cahaya Gumilar art studio to the broad community has to be implemented. Supported by Aman et al (2013), tourism activities positively impact the economy of the surrounding community.

Huge Efforts should be made to improve a location's organic and induced image. Organic image is the image that visitors receive through their interactions with residents, while an impacted image is the image created through advertising (an image that is influenced by political and financial support from promotional activities indirectly). Tourists should be informed about the favourable characteristics of the destination, as well as its safety and health standards, to encourage tourist growth (Hallaj et al., 2022). Referring to this problem, community service activities were designed by applying the 4C model

analysis (Conservation, Community, Culture and Business) to maximize the development of a sustainable tourism community in the Hegarmukti Tourism Village.

Method

This community service activity focuses on the Hegarmukti Tourism Village. Even though it is located in the Cikarang industrial area, Bekasi, this village still tries to maintain its unique nature and culture. This village has Situ Rawa Binong, a natural tourist attraction and the Cahaya Gumilar art studio representing cultural tourism. It is hoped that the potential of this tourist village can develop and become a tourist area for people living around the area. This service activity involving local communities aims to develop natural and cultural tourism.

With the involvement of local governments and communities in this service activity, more accurate information is obtained and can expedite this service activity. The relationships between activity implementers, the government, and local groups or communities can increase harmony and cooperation. Personal relationships with specific socio-economic groups, such as youth groups or elders, (informal) leaders of groups/communities, are of the utmost importance to ensure the heterogeneity of local society and avoid the "tyranny" of the majority (Bole et al., 2017).

The initial steps taken in this service activity were observations and interviews with representatives from the regional government and local communities. Representative lecturers and students of President University from various study programs accompanied by one of the tourism village activists, Mr. I Wayan Wardika, tried to find tourism potential that could be developed in Hegarmukti Village (feasibility study). Students were also invited to contribute ideas regarding tour packages that could be offered. This series of activities was carried out over approximately two months (February and March 2022), taking into account the appropriate time required to meet the relevant parties. After conducting observations and interviews with partners, the next step is

capacity-building training for local communities, stakeholders and President University students regarding the soft skills needed to improve the community's economy.

Result and discussion

Interview process

1. Stall Owner Interview

The results of an interview with one of the coffee shop owners around the tourist location showed that Hegarmukti Village, more precisely Situ Rawa Binong, has quite a lot of potential to become a tourist village. However, there is still a lot that needs to be improved, as mentioned above, so that visitors who feel reluctant to revisit. This impacts the existence of coffee shops, and there will be no visitors (Figure 1).

Figure 1.

Community services team's interview with one of the stall owners around Situ Rawa Binong



2. Interviews with Visitors

From the interviews with several visitors at the location to enjoy the calm atmosphere in the evening, it was found that visitors got the experience of nature tourism at the Hegarmukti Tourism Village, precisely at Situ Rawa Binong (Figure 2). One of the visitors in Figure 2 is a student from a university close to the location. Usually, students do group assignments in the Situ Rawa Binong area because the place is beautiful and comfortable to gather. Apart from that, many visitors carry out fishing activities in the afternoon. On weekends, many motorbike and bicycle communities gather around Situ Rawa Binong. In the interview process, the results showed that the Situ Rawa Binong location is a strategic location for gathering activities. However, in terms of facilities, it is still considered incomplete, as well as road access to the location is quite difficult; road access has holes, a lack of lighting at night and a lack of necessary road information.

Figure 2.

Community services team's interview with one of the visitors



3. Interview with village youth (Bumdes)

The results of interviews with the local community, represented by a member of the Village-Owned Enterprise (Bumdes), namely Mr. Raihan, discussed the obstacles that occur in the Situ Rawa Binong Tourism Village, namely roads and access that are difficult to pass, as well as tourists and residents and the facilities at Situ Rawa. Binong. As a place for creativity, Situ Rawa Binong is very potential for water tourism activities as well as natural tourism, but it is not utilized as well as possible, and another obstacle is that there is no clarity regarding ownership of the site because the area is also owned by several parties (Figure 3).

Figure 3.

Interviews with local stall owners, visitors, and Bumdes



4. Interview with Mr. Asam Somantri (Manager of Sangar Cahaya Gumilar)

The results obtained from interviews with Mr. Asam, the manager of the studio, show that the studio has great potential because with the studio, visitors can play and learn cultural traditions such as traditional musical instruments such as gamelan and angklung, traditional dances

and also wayang golek. However, according to Mr Yes, it is quite complicated to access the studio, so tourists are reluctant to visit. There is also a lack of marketing, so visitors know little about the location of the studio (Figure 4).

Figure 4.

Interview with the owner of Gumilar Cahaya Studio



5. Interview with Mr. Ulung Endi Suryadi (Culturist)

The results of the interview with Mr Ulung Endi Suryadi (known as Pak Ues), a cultural observer who is also a civil servant who serves in the District Youth and Sports Culture Service (DISBUDPORA). Bekasi. It can be seen from Situ Rawa Binong that Hegarmukti village, Situ Rawa Binong has great potential and can be developed into a tourist village. However, the problems that arise in Hegarmukti village include poor access. The potential is quite large, such as a dance studio, Situ Rawa Binong, a jogging track, a downhill track and others. He hopes that tourism potential can be developed to help the surrounding

community because the large number of visitors who attend will improve the community's economy (Figure 5).

Figure 5.

Interview with cultural observers



Observation Process

Observations were carried out in several stages, assisted by President University students. The observation results are discussed by identifying 3A Destination Attributes in tourism (Accessibility, Accommodation, and Attractions). Regarding accessibility, access to Situ Rawa Binong still needs to be improved. Sometimes, the road or access is blocked, which makes it difficult for visitors to visit Situ Rawa Binong. In the long term, visitors will also consider wisely whether to revisit Situ Rawa Binong or not because of a bad first experience. Another obstacle is the access road to Situ Rawa Binongas, which has too many holes and no clear signage (Figure 6a).

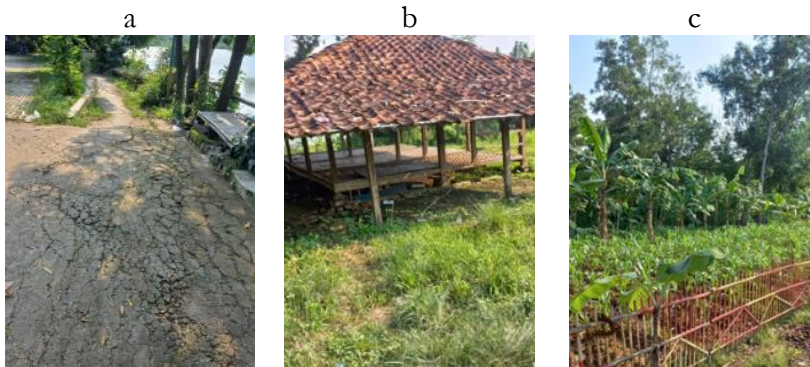
The second thing is accommodation. Based on information from the Bumdes, several houses are already willing to be used as homestays, but they do not fully meet the requirements for homestays. As in the example in the picture below, there is a hut as a gathering place for visitors, but it is no longer maintained and cannot be used anymore (Figure 6b). Besides, several facilities at Situ Rawa Binongare are considered inadequate to attract visitors, and will even make visitors

reluctant to visit again and cause Situ Rawa Binong to be quiet. For example, the toilet does not meet existing standards because there is no water scoop and the toilet door is damaged.

Another thing is in terms of attractions. For water tourism, there are several duck boat facilities and fishing spots. However, the water tourist attraction had to be closed due to the pandemic. Therefore, observations were carried out on the land around Situ Rawa Binong (Figure 6c). It can be seen that there is still a lot of unused land that can be used for educational tourism, such as tree planting. For example, the movement to plant a million Moringa is currently being socialized. Moringa leaves have many nutrients needed by the body and the environment. The potential for growing plants is enormous.

Figure 6

a,b,c. Accessibility, Facilities and Areas around tourist attractions



Community Service Activities Results

Feasibility Study of Tourism Potential

Based on interviews and observations, the Community Services team formulated several things that could be used as tourism potential in Hegarmukti Village, focusing on natural tourism, cultural tourism and typical village MSME products.

1. Natural tourism

Nature tourism can still be a solution to determine the potential that can be developed. Tourism products that can be developed for

natural tourism in Hegarmukti Village, more precisely around Situ Rawa Binong, are trail motorbikes, cycling around Situ, outbound activities, water sports, jogging tracks and farming activities (Figure 7). Apart from that, supporting facilities that have potential include the availability of food stalls such as angkringan, as well as restaurants that provide heavy meals.

Figure 7.

Natural tourism products in the form of motorbike trails and water tourism



2. Culture tour

Cultural tourism is also a type of tourism that can be developed apart from natural tourism. Holding golek performances or performances of traditional musical instruments is hoped that it will attract visitors to the Art Studio in Hegarmukti Village. Strengthened by promotional activities to schools, it is hoped that it will attract visitors to learn regional arts, such as playing gamelan, angkluk, learning dance and learning to play wayang golek.

Figure 8.

Gumilar Cabaya Art Studio (Cultural Tourism) and Situ Rawa Binong (Natural Tourism)



Discussion

Based on the results described above, it can be seen that the implementation of the 4C Model for sustainable tourism is already available in Hegarmukti Village. The 4C model is focused on three things, as previously explained. The 4C Model framework for Hegarmukti Village can be seen in Figure 9 below. It can be proven that each C interacts with each other. Conservation benefits society, and business (commerce) also contributes to cultural development. Therefore, culture can be developed through collaborative efforts. Tourism experiences become meaningful when efforts do not affect culture, society, or environmental conservation. It is hoped that what has been done by the Hegarmukti Village community can be sustainable to implement sustainable tourism optimally.

Figure 9.

4C Model for a sustainable tourism village, Hegarmukti Tourism Village



Sustainable tourism has the main goal: to balance the economic, socio-cultural and environmental dimensions of the tourism industry. Therefore, the suitability of the natural tourism experience must be an immersive experience that encourages tourists to engage with the natural surroundings and with minimal negative impacts on the environment. Apart from that, contributions to society, such as creating jobs and increasing people's income, are necessary.

After knowing their potential and the obstacles that need to be resolved, the service activity implementers also carry out capacity-building training on waste management. Based on the results of previous interviews and observations, it was found that waste management is an unexplored issue. Through capacity-building training regarding managing waste optimally, awareness of the importance of protecting the environment is hoped to increase. Waste processing training also provides awareness to the public that waste still has economic value and positively impact environmental health (Ismail & Vennecya, 2022). In this activity, local communities who attended were invited to see the environmental management that has been carried out so far. Then, the community was also invited to visualize their area in the future if environmental management had run consistently and optimally. Training participants know how their welfare will increase.

With a clean area and waste management that increases economic value, people are starting to become aware of the importance of managing waste well so as to create a healthy, clean environment and attract visitors for revisits.

Figure 10.

Capacity building training for the community and students



The benefits for Hegarmukti village partners are business ideas related to natural and cultural tourism attractions, such as glamping, which can attract young people to come. At the same time, Cahaya Gumilar Art Studio is a dance learning package aimed at schools and universities, which is useful for increasing awareness and interest in cultural tourism. After interviews and soft skills training, students came up with business ideas in collaboration with BUMDes stakeholders to hold activities with the theme "mental healing".

Figure 11.

Example of student business results collaborating with BUMDes



alterego.welnesstourism Alter Ego Wellness Travel/ Wellness Centre merupakan suatu wadah kesehatan mental berupa rangkaian kegiatan pariwisata yang mana didalamnya bertujuan untuk membantu proses 'healing' atau penyembuhan atau prevention akan kesehatan mental customers. Short term concept yang dimana para customers akan bergabung dalam sebuah kelompok kecil yang tidak lebih dari 20 orang (agar lebih efektif) mengikuti rangkaian kegiatan yang telah ditetapkan selama 3 hari, yaitu jumat-minggu (bermalam, perempuan dirumah singgah dan lakilaki tenda camp/kontrakan/rumah). Ada beragam aktifitas dan manfaat yang akan kalian dapatkan, jadi tunggu apa lagi ayo healing bareng kami!

#psychology #psikologi #tourism #pariwisata #healing #travelling #selflove #wellness #welnesstourism #selfesteem #anxiety

14 May · See translation

Conclusion and Suggestion

Based on the results and discussion, it was found that the 4C Sustainable Tourism model has been implemented well in Hegarmukti Village, which is focused on Nature Tourism and Cultural Tourism only for trade (commerce) and still needs to be encouraged further, so the potential that exists in Hegarmukti Village can become a source of income for the community and become a sustainable tourist village. Furthermore, capacity building activities are important in protecting the environment will increase. Waste processing training also informs the public that waste still has economic value.

Based on the evaluation that has been carried out, suggestions can be given for natural tourism activities that can be optimized again and can be marketed to motorbike, bicycle, fishing and other communities. For accessibility, it is hoped that the village and youth organizations can repair existing roads, create neat parking lots, and prepare facilities and infrastructure to support tourism.

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