
**THE POTENTIAL ANALYSIS OF CIASIHAN TOURISM
VILLAGE AS A SUSTAINABLE EDUCATIONAL TOURISM
DESTINATION**

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Abstract

Ciasihan Village, located at the foot of Mount Salak in West Java, holds great potential as a sustainable educational tourism destination. Surrounded by natural landscapes and rich cultural traditions, the village offers various learning-based attractions such as farming, animal husbandry, bamboo handicrafts, and traditional Sundanese music. This study explores the strengths, weaknesses, opportunities, and threats (SWOT) of developing educational tourism in the village. Using a qualitative descriptive approach, data were collected through field observations and interviews with local stakeholders. The findings highlight that although Ciasihan has strong natural and cultural assets, the lack of community awareness and infrastructure remains a key challenge. Through community empowerment, the creation of tourism packages, and innovation in local products, Ciasihan can position itself as a unique learning destination for schools and nature-based travelers. Strategic development supported by local participation is essential to ensure long-term sustainability.

Keywords: Educational tourism, village potential, community-based tourism, sustainable tourism, Ciasihan

BACKGROUND

Sustainable tourism has become a key focus in Indonesia's national development, with an emphasis on empowering local communities and conserving the environment. Tourism villages, as part of this strategy, play an important role in supporting the post-pandemic recovery of the tourism sector and the achievement of sustainable development targets. Tourism continues to grow rapidly with the aim of attracting more tourists, making them stay longer, spend more money, and feel more satisfied, while maintaining the environment of tourist destinations. One of the efforts to support sustainable development launched by UNWTO is the implementation of Community Based Tourism (CBT), which is a tourism concept that prioritizes the active participation of local communities in the management and development of tourist destinations (Darmawan et al., 2020).

CBT focuses on the involvement of village communities in managing their own tourism in a sustainable manner by taking into account environmental, social, and cultural aspects (Suansri in Wijaya & Sudarmawan, 2019). This concept is realized in tourism villages, where communities utilize the potential of nature, culture, and human resources to create interesting tourism experiences. The success of a tourism village depends on the support and involvement of the community so that they feel ownership and get mutual benefits.

A tourist village is a rural area that still maintains the authenticity of community life, both in terms of economy, culture, customs, and typical architecture and layout. This village has great potential to be developed in the tourism sector with various attractions, accommodation, culinary, and other tourist facilities. Its uniqueness and distinctive appeal make it a valuable asset in the tourism industry, which can be developed as an attractive tourism product to increase the number of tourist visits (Hadiwijoyo in Darmawan et al., 2020)

Ciasihan Tourism Village is situated within the boundary of Pamijahan Subdistrict, Bogor Regency, West Java Province. The village is uniquely placed in the hilly region which rests at the base of Mount Salak, therefore hosting stunning natural views as well as cool weather. In addition, its position next to Gunung Halimun Salak National Park (TNGHS) places Ciasihan Village within the conservation area's buffer zone, which can potentially be developed into a sustainable nature tourism and education site.

Topographically, Ciasihan Village is located at an altitude of around 600-1,000 meters above sea level (masl) with varying land slopes. The hilly landform and several small rivers create many beautiful waterfalls, such as Curug Ciparay, Curug Seribu, and Curug Kiara. This hydrological wealth is not only a tourist attraction, but also supports local ecosystems rich in biodiversity. The role of local communities is crucial in the development of Tourism villages, as their Rich culture and traditions are the main attraction. However, mass tourism often has negative impacts, such as environmental damage, social change and loss of local culture. As an alternative, travelers are starting to turn to more sustainable tourism, such as educational tourism, where participants travel in groups to gain learning experiences during their visit.

METHOD

In this study, researchers used qualitative methods. According to Moleong (2014) Qualitative studies are a research approach that aims to explore in depth the phenomena experienced by research participants in a comprehensive perspective. This methodology emphasizes holistic interpretation by presenting findings in descriptive narrative form, not numerical, which is positioned in a specific naturalistic context. This investigation process applies various scientific methods to obtain a rich and meaningful understanding of the reality being studied. Assessment of research data is carried out using a qualitative descriptive analysis approach. The data collection techniques used in this research include:

1. Field observation, which was conducted through direct observation of the research locus in Ciasmara Tourism Village. This observational process is specifically directed at identifying and evaluating various tourism assets that have the potential to be developed as educational elements (Sugiyono, 2017).
2. The interview technique used in this research was semi-structured and was conducted with primary informants, namely the Village Head, Village Secretary, Head of RT, Head of Pokdarwis, Head of Farmer Group, Head of Tourism Village. Unstructured interviews were also conducted with primary informants, namely the local community in Ciasihan Village.

Data analysis was conducted to develop the potential of Ciasihan Tourism Village. This includes attractions, accessibility systems, amenities, and tourism activities that can be enjoyed by many people. So, in data collection, these four aspects are analyzed to see the characteristics and conditions of existing tourist attractions. That way, existing problems and constraints can be identified, which will then be the basis for designing concepts and steps to develop the tourism

potential of Ciasehan Village. The data obtained in the field will be analyzed using SWOT analysis. SWOT analysis is a way to look at factors from inside and outside a business that can produce strategies to improve business performance. Its components consist of strengths, weaknesses, opportunities, and threats that affect the development of the organization. Internal factors in SWOT are strengths and weaknesses, while external factors are opportunities and threats. From this, various alternative strategy options can emerge that can be implemented to increase competitiveness.

RESULTS AND DISCUSSION

Ciasihan Village is one of the villages in Pamijahan Sub-district, Bogor Regency, West Java Province, which has an area of 665.274 Ha, divided into 3 (Three) Hamlets, namely: Dusun I, Dusun II, Dusun III; and consists of 9 RW and 52 RT, with a total population of 11,143 people: 5,790 men and 5,353 women from (3,689 families). The village is also directly bordered on the north by Cibitung Kulon Village, on the south by Cidahu Sukabumi Sub-district, on the east by Gunung Sari Village, on the west by Purwabakti Village.

Ciasihan Village has great potential to be developed as an educational tourism destination, especially those based on natural wealth and local culture. The natural environment in the form of hills, agricultural land, and local cultural wisdom are the main assets in supporting this development. Most of the people earn a living as farmers and breeders, which can be used as a source of learning for tourists.

Activities such as crop cultivation, livestock management, and processing of agricultural products can be packaged into an interesting educational agritourism program. In addition to providing new experiences for visitors, this program also has the potential to empower the community economically. However, until now, the utilization of this potential has not been maximized. This is due to the low understanding and involvement of residents in tourism activities, as well as limited access to training, information, and sustainable destination management strategies.

The majority of Ciasihan Village residents' livelihoods are as farmers and traders. This condition is in line with the character of the area, where agricultural land and plantations are much larger than residential areas. The dominant agricultural activities reflect the great potential to be developed as part of agricultural-based educational tourism. In terms of accessibility, this village can

be reached by land using motorized vehicles such as motorbikes and cars. However, it should be noted that the road conditions leading to the village are still quite challenging, with steep contours and limited road width, especially on the path to natural tourism areas. Therefore, improving road infrastructure and supporting facilities is one of the main needs in supporting the sustainable development of tourism potential in Ciasihan Village.



Figure 1. Accessibility conditions
Source : Field observation, 2025

Potential for Educational Tourism in Ciasihan Village

Ciasihan Village is located at the foot of Mount Salak, surrounded by mountains and unspoiled nature. This geographical condition has a major influence on the livelihood patterns of the community, where most of the population depends on the agricultural sector. Based on observations in the field, there are a number of potentials that can be developed as educational tourism objects in Ciasihan Village, including the following;

Agriculture

Agriculture is the main livelihood of the people of Ciasmara Village. Agricultural locations in Ciasmara Village can be used as educational tourism destinations. Learning that can be obtained by students in the form of how to plant rice backwards, proper rice maintenance, plowing fields, the harvest

process, and how to manage rice after harvest. Access to the rice fields can only be passed by motorbikes or four-wheeled cars.



Figure 2. Rice farming
Source : Field observation, 2025

Poultry and Goat Farming

Poultry and goat farming is one of the economic activities of the community in Ciasihan Village that has the potential to be developed as educational tourism. The types of poultry cultivated include turkey chickens, pearl chickens, quail, and many others, while the types of goats that are farmed are Javanese goats and sheep with a traditional maintenance system. This activity can be used as a learning medium for students, such as the process of feeding, cage maintenance, sanitation management, and introduction to the growth and production cycle of poultry. The location of poultry and goat farms in this village is generally around residential areas and can be reached by motorcycle or on foot. Although still conducted on a small scale, poultry farming has high educational value that can enrich the experience of agriculture and livestock-based tourism.



Figure 3. Poultry and Goat farming
Source : Field observation, 2025

Celepung Musical Instrument Art

Ciasihan Village has the potential for cultural arts that can be developed as a tourist attraction, one of which is through the preservation of Celempung art. The existence of this traditional art not only enriches local cultural identity, but is also able to attract tourists who want to know the traditional values of Sundanese society. Celempung art in Ciasihan Village is facilitated through the existence of an art studio owned by the local community, which is a training and performance space for residents and visitors.

Celepung itself is part of the traditional musical art of West Java, which is spread in various regions such as Subang, Tasikmalaya, Sukabumi, to remote villages in the Sundanese region. This musical instrument is made of bamboo and has two strings (hinis) that produce sound when struck with a special tool called taringting. The sound produced resembles a drum, but with softer and more limited vibration and tone characteristics. With the right packaging, this art has the potential to become part of cultural educational tourism that introduces the younger generation to traditional Sundanese music.



Figure 4. Celempung Musical Instrument Art
Source : Field observation, 2025

Bamboo Glass Crafts

In addition to the potential of art and agriculture, bamboo handicrafts are also a cultural attraction owned by the people of Ciasihan Village. One of the well-known products is bamboo glass, which is made manually by utilizing local bamboo that thrives in the mountainous area around the village. This craft not only reflects the creativity of the community in processing natural materials, but also has a great opportunity to be developed as part of local wisdom-based educational tourism.

The process of making bamboo cups involves several stages, starting from the selection of the appropriate type of bamboo and in Ciasihan Village there are 3 types of bamboo that grow fertile, namely (white bamboo, black bamboo and yellow bamboo or petung bamboo), then the process of cutting, smoothing, to the final stage in the form of carving or natural burning to beautify the appearance of the product. Through educational tourism activities, visitors - especially students - can learn basic manufacturing techniques, understand the aesthetic value and functionality of crafts, and learn about the importance of sustainable use of natural resources. With proper empowerment, bamboo glass handicrafts in Ciasihan Village have the potential to become a local product icon as well as a medium for environmentally friendly cultural preservation.



Figure 5. *Bamboo Glass Crafts*
Source: Field observation, 2025

The Analysis of Educational Tourism Potential

SWOT analysis is a strategic planning method used to identify and evaluate various factors that influence the development of a program or activity, including in the context of educational tourism development. SWOT itself is an acronym for Strengths, Weaknesses, Opportunities and Threats. Strengths and weaknesses reflect the internal conditions of the object being analyzed, while opportunities and threats come from external factors that have the potential to affect the success of a program (Jenal Abidin et al., 2024).

In the context of educational tourism development in Ciasihan Village, this analysis is used to map the potential and challenges that exist, both in terms of natural resources, culture, and community readiness. The analysis process is based on field observations and interviews with relevant parties. Furthermore, the results of this SWOT analysis are further elaborated into the TOWS Matrix, in order to formulate an educational tourism development strategy that is applicable and sustainable.

Table 1. SWOT Analysis of Ciasihan Tourism Village

Aspect	Factors
Strengths	<ul style="list-style-type: none"> - Great potential in the agro-tourism and cultural tourism sectors - Natural environment that is still beautiful and natural - Strategic location close to the Jabodetabek area as a potential market for educational tourism
Weaknesses	<ul style="list-style-type: none"> - The level of public awareness of the importance of tourism is still low - Road access to the village is inadequate
Opportunities	<ul style="list-style-type: none"> - There is a great opportunity to develop educational tour packages based on local potential. - Tourism activities have taken place although still limited to the local scope
Threats	<ul style="list-style-type: none"> - Competition from other tourism villages that offer similar potentials

Table 2. SWOT Strategies for Desa Wisata Ciasihan

Strategy	Explanation
Strategy S-O (Strengths - Opportunities)	Optimizing the potential of agro-tourism and cultural tourism to attract more tourist visits, supported by the geographical location close to Jabodetabek as a target market for educational tourism.
Strategy W-O (Weaknesses - Opportunities)	Conduct socialization and education to the community on the concept of tourism villages and how to use them to increase tourism participation and awareness.

Strategy S-T (Strengths - Threats)	Increase the capacity and knowledge of tourism actors in managing local potential such as agriculture, animal husbandry, fish farming, and arts to be able to compete with other tourism villages through the development of educational tourism products.
Strategy W-T (Weaknesses - Threats)	Develop and implement a village work program that is oriented towards developing the unique potential of the village so that Ciasihan Village has a competitive advantage over other tourist villages.

Based on the results of the analysis and mapping of strategies using the TOWS matrix, there are several strategic steps that can be applied to develop the potential of educational tourism in Ciasihan Village, as follows:

1. Optimizing the Potential of Agritourism and Local Culture

Ciasihan Village has a wealth of agro-tourism resources and traditional culture that can be used as the main attraction in tourism development. Maximum utilization of this potential can attract tourists, especially from the Jabodetabek area which is relatively close. This geographical proximity is an added value for easy accessibility of tourists.

2. Development of Integrated Educational Tourism Packages

Developing educational tourism packages is essential for mapping market segments and building partnerships with travel agents. Programs such as live-in or living with villagers for a certain period of time can be an excellent option, especially for educational institutions that want to provide hands-on learning experiences to students through farming activities, livestock raising, and local arts.

3. Socialization and Education to Local Communities

Increasing public awareness of the concept of village tourism is a key factor in the sustainability of destination development. Regular socialization activities are needed regarding the management of tourist attractions, visitor services, and sustainable tourism principles. Active

community participation not only impacts the quality of tourism services, but also encourages local economic growth.

4. Tourism Product Innovation as a Unique Attraction

To differentiate Ciasihan Village from other destinations, innovation is needed in the development of tourism products. Activities such as making typical village food, traditional art performances, to the production of handicrafts and souvenirs can be an additional attraction. These products can be marketed through social media as an effective promotional strategy and reach a wide audience.

CONCLUSION

Ciasihan Village has a variety of potentials that can be developed as a sustainable educational tourism destination. Its location at the foot of Mount Salak makes this village has abundant natural resources and a supportive environment for outdoor learning activities. Various sectors such as agriculture, animal husbandry, fisheries, bamboo handicrafts, and traditional celempung art are important assets that not only reflect the richness of local culture, but can also be used as a direct learning tool for tourists, especially students. However, the utilization of this potential has not been done optimally. Several obstacles such as low public awareness of the importance of tourism village development, limited road access, and lack of training are still the main obstacles. Based on the results of the SWOT analysis and TOWS strategy, it can be concluded that the development of educational tourism in Ciasihan Village requires a strategic approach through optimization of local potential, the formation of educational tour packages, increased community involvement, and innovation of tourism products based on local wisdom. If managed appropriately and sustainably, Ciasihan Village has a great opportunity to become a model educational tourism village that not only attracts tourists, but also empowers the local community.

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