

Environmental-based Tourism Village Modeling in Tasikmalaya District, West Java

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Informasi artikel	ABSTRAK
<i>Sejarah artikel</i> Diterima : 2021-12-13 Revisi : 2022-11-28 Dipublikasikan : 2022-12-08	Sektor Pariwisata di Kabupaten Tasikmalaya memiliki potensi yang sangat baik untuk dikembangkan menuju kawasan wisata berbasis ekowisata. Tujuan penelitian ini adalah: mengidentifikasi tingkat pemenuhan kriteria desa wisata di Desa Santana Mekar Tasikmalaya; serta merumuskan pengembangan dan pemodelan desa wisata berbasis lingkungan. Metode penelitian yang digunakan adalah metode penelitian kualitatif dengan survei lapangan. Analisis potensi ketiga kawasan wisata tersebut menggunakan analisis SWOT. Desa Santana mekar memiliki potensi pariwisata yang dapat terbagi menjadi tiga kategori yaitu: pariwisata alam, pariwisata Edukasi, dan pariwisata Budaya, berdasarkan ketiga potensi tersebut maka desa Santanamekar dapat dijadikan sebagai model desa wisata berbasis lingkungan dan dijadikan pariwisata unggulan di Kabupaten Tasikmalaya. Hasil penelitian ini diharapkan dapat memberikan informasi penting tentang potensi wisata yang dapat dikembangkan dan dapat menjadi masukan bagi pemerintah daerah dalam kebijakan pengembangan pariwisata di Kabupaten Tasikmalaya.

Keywords:

Tourism Village
Environment
Tourism
Tasikmalaya

ABSTRACT

The tourism sector in Tasikmalaya Regency has very good potential to be developed towards an ecotourism-based tourism area. The objectives of this study were: to identify the level of fulfillment of the criteria for a tourist village in Santana Mekar Village, Tasikmalaya; and formulate the development and modeling of environmentally-based tourism villages. The research method used is a qualitative research method with a field survey. Analysis of the potential of the three tourist areas using SWOT analysis. Santana Mekar Village has tourism potential which can be divided into three categories, namely: natural tourism, educational tourism, and cultural tourism, based on these three potentials, Santanamekar village can be used as a model for eco-based tourism village and become leading tourism in Tasikmalaya Regency. The results of this study are expected to provide important information about tourism potential that can be developed and can be input for local governments in tourism development policies in Tasikmalaya Regency.

Introduction

The tourism industry is currently used as an important contributor to the economy of several countries, because it has a high chance of developing the country (Organization, 2016). The development of the industrial sector is currently developing also in Indonesia, the development of local potential for tourism activities continues to be developed.

Tasikmalaya Regency has the potential to be developed in the tourism sector. The tourism sector has an important role in building tourism in West Java and in the development of the Tasikmalaya Regency. The variety of tourism

potential possessed by Tasikmalaya Regency consists of historical, cultural, culinary, natural tourism and various other tourism potentials.

Tasikmalaya Regency is known for its natural and cultural wealth. This potential can be used by the community to be used as a source of livelihood. By utilizing the existing natural and cultural wealth, the community and the government can work together to optimize the potential for one of them in the tourism sector.

Based on the development of the Tasikmalaya Regency, tourism is one of the sectors favored for regional development. The tourism sector contributed 24.9% (Tasikmalaya District,

2010). This makes development priorities in addition to the agricultural sector.

The tourism objects in Tasikmalaya Regency which are used as the leading tourism areas are: Galunggung Tourism Area, Naga Village, and Jasper Park. The three areas that are experiencing development are Mount Galunggung for natural tourism and Kampung Naga as a cultural tourism destination. Jasper Park in the southern Tasikmalaya regency is not yet optimal in its development. Because the development of facilities and facilities and infrastructure for transportation is not optimal.

Efforts that can be made to support the tourism development policy of Tasikmalaya Regency can be done in various ways. Some things that can be done are arranging potential tourist attractions and developing superior tourism areas. Planning and design of tourism in Tasikmalaya Regency which has a dualism function, namely (1) as a cultivation area with tourism as its main sector, and (2) as a protected area for the area under it. One alternative in developing tourism activities in Tasikmalaya Regency is by applying the concept of ecotourism because this concept has the concept of environmental development and the welfare of local communities.

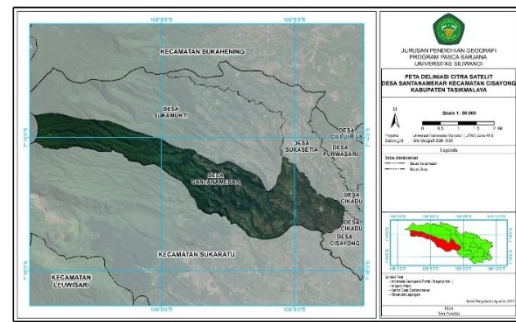
Methods

The method in this study is a qualitative research method with a field survey approach. The location of the study was carried out in the Three Tourism Areas, namely: Santana Mekar Village, Cisayong, Tasikmalaya Regency. Data collection techniques used were: a) Field Study, b) Interview Interview, c) Documentation Study, d) Literature Study, and e) Questionnaire. Analysis technique to study ecotourism area modeling using SWOT analysis. The analysis was carried out by examining the physical conditions of the three regions and then carried out qualitative generalizations.

Results and Discussion

Geographically, Santanamekar Village is located in the west of Cisayong District with a distance stretching north and south for 5 km and east west for 8 km to the forestry area (Galunggung Mountain) with a total area of 393.38 ha.

Figure 1. Satellite Image of Research Area



1. Tourism Potential of Santanamekar Village, Cisayong District, Tasikmalaya Regency

Santanamekar Village is a village located under Mount Galunggung so that morphologically it has a unique natural formation including many waterfalls that can be developed as tourism potential. Santanamekar village has a variety of natural attractions including waterfalls/curugs and a campground that can be developed as a tourist destination.



Figure 2. Waterfall Attractions in Santanamekar

Besides nature tourism, in Santanamekar Village there are also various potentials that can be developed as educational tours that can become tourist attractions such as the Ma Eroh Site, Agrotourism, and handicraft education.



Figure 3. Ma Eroh site, Agrotourism, Handycrafts

Santanamekar village has various types of culture that can be developed as a tourist attraction such as Calung, Pencak Silat, Reog, Qosidahaan, Sisingaan, Lodong, and Sampeu Wedang.



Figure 4. Arts in Santanamekar Village

2. Potential and Problem Analysis (SWOT)

a. STRENGTH

- The availability of facilities at several points of tourism objects in Santanamekar Village, Cisayong District, Tasikmalaya Regency
- Santanamekar Village, Cisayong District, Tasikmalaya Regency has many natural charms that can be developed as a tourism area
- There is awareness of the local community in managing the tourism area to go to the Tourism Village
- The existence of planning products related to the development of the Tourism Village area recorded in Tasikmalaya Regency
- Have access to locations that are easy to reach
- Have attractions/activities that can be done as an attraction

b. WEAKNESS

- Poor accessibility to tourism points in Santanamekar Village, Cisayong District, Tasikmalaya Regency
- Limited budget for development and development of tourism areas
- Lack of tourism promotion media
- Lack of availability of public facilities and social facilities at tourism points

c. OPPORTUNITIES (OPPORTUNITY)

- There is support from the Tasikmalaya Regency government in the development of the Tourism Village area in Tasikmalaya Regency
- Community participation in tourism activities

- Tourism potential can increase community welfare and economic opportunities for the community

d. THREAT (THREAT/CHALLENGE)

- Not exposed to tourism potential in Santanamekar Village, Cisayong District, Tasikmalaya Regency
- Damage to the tourism environment

The results of the analysis obtained the final score, namely for Internal Factors (IFAS) of 0.17 and External Factors (EFAS) of 0.33, so that they are classified as GROWTH I Quadrant with a Stable Growth Strategy.

Quadrant I GROWTH is the best position, because the tourism potential in Santanamekar Village, Cisayong District, Tasikmalaya Regency is in a "strong" and "opportune" area. In this area, it is very possible for the development of tourism potential to carry out aggressive growth because it has the opportunities and strengths needed. The strategy that must be set in this position is an aggressive growth policy (Growth Oriented Strategy). While Stable Growth Strategy means Concentrating on current (tourism) activities or developing tourism potential to maintain position.

Stable Growth Strategy This strategy which is sourced from Strengths and Opportunities is a strategy created by using strengths from the internal environment to take advantage of opportunities from the external environment in tourism development in Tasikmalaya Regency. The strategies taken are as follows:

- 1) Development and improvement of the quality of tourism products.

Santanamekar Village, Cisayong District, Tasikmalaya Regency has several excellent tourism potentials which are divided into nature tourism, educational tourism and cultural tourism, all of which can be integrated into a model of eco-based tourism village. In addition, Santanamekar Village, Cisayong District, Tasikmalaya Regency also has several tourism objects that are within the scope of the area as well as the existence of regional cultural and artistic events that always attract many visitors. develop and improve the quality of tourism products in Tasikmalaya Regency. To develop and improve the quality of tourism products, a continuous effort is needed to develop and maintain tourism objects. The development of this tourism object, apart from being a necessity for the tourism sector itself, is of course integrated with regional development in

general which is cross-sectoral. In the end, efforts were made to continue its development in order to achieve as much as possible the opportunities possessed by Tasikmalaya Regency to further develop tourism.

To increase the attractiveness of tourism objects, it is necessary to develop tourism objects, namely increasing tourist facilities that are able to stimulate tourists to visit. Improvements in these facilities include improving accessibility to tourist objects and improving public facilities at tourist objects such as public toilets, resting places and prayer rooms. In addition to improving public facilities, an increase in tourist areas is also considered necessary to improve the quality of tourism objects because many tourism objects in Tasikmalaya Regency lack tourism areas. The development of the tourist area must be in accordance with the characteristics of each tourist attraction.

2) Increased tourism promotion

The geographical location of Tasikmalaya Regency has a strategic location that can facilitate the entry of tourists to Tasikmalaya Regency. In addition, the location of Tasikmalaya Regency which is traversed by district roads can also have a positive impact on promotions that can be carried out to introduce Tasikmalaya Regency tourism. These efforts can be done such as installing banners and billboards on the main routes to introduce Tasikmalaya Regency tourism. But until now this has not been done, for that it is necessary to take advantage of a strategic geographical location to introduce and promote tourism in Tasikmalaya Regency.

Based on the results of the field survey, the tourism promotion system in Santanamekar Village, Cisayong District, Tasikmalaya Regency is still limited. Promotional efforts through information technology also need to be done, for example making a website, but the use of information technology that needs to be done must include some tourism potential in Santanamekar Village, Cisayong District, Tasikmalaya Regency so that people can find out the tourism potential in Santanamekar Village, Cisayong District, Tasikmalaya Regency by opening the website. As an effort to improve the quality of attractive promotions, it is necessary to have innovations in the promotion system by increasing the use of information technology and

utilizing the strategic location of Santanamekar Village, Cisayong District, Tasikmalaya Regency to promote its tourism potential.

3) Improved tourism object management

Tasikmalaya Regency has the characteristics of tourism objects which are divided into religious tourism objects, natural tourism objects, beach tourism objects, historical tourism objects and other tourism objects. Currently, most of the natural attractions are managed by local residents. The tourism potential in Santanamekar Village, Cisayong District, Tasikmalaya Regency which has many natural tourism objects is large enough to be developed. However, these potentials have not been utilized optimally because there is no optimal management resulting in natural tourism objects being neglected and neglected. It is necessary to strengthen and train human resources in the local community to be able to contribute to environmental-based tourism management to make Santanamekar Village, Cisayong District, Tasikmalaya Regency a tourist village.

4) Increased empowerment in community involvement

The development of tourism in Santanamekar Village, Cisayong District, Tasikmalaya Regency has not fully empowered the involvement of local communities. One of the causes of the failure of programs that have been implemented previously is the lack of community involvement in tourism development. The lack of community involvement has resulted in many tourism facilities being damaged and not maintained and not managed properly.

To foster community participation, it is necessary to create a conducive atmosphere, namely a situation that moves people to pay attention and concern for tourism activities and a willingness to cooperate actively and continuously. Seeing the importance of involving local communities in tourism development efforts which are seen as an effort to minimize weaknesses that come from the internal environment, namely many tourist attraction facilities that have not been managed properly, they are also used to avoid threats from the external environment, namely the lack of community participation in the tourism sector.

Sustainability is much influenced or caused by customary rules which, although quite compromised, are strictly implemented (Keraf,

2005). Some of these customary rules are very unique and unique so that they shape the character of the people in them (Yoeti, 2008). The peculiarities of this character will make them rather difficult to adapt if they live outside the area and feel most comfortable living in the village.

Indicators are needed for the development of tourism areas with the concept of ecotourism. Sustainable ecotourism indicators are expected to provide information for the government for policy making and improving the welfare of the community (Ocampo et al., 2018). Clear ecotourism principles are needed and widely promoted, including environmental and educational preservation, cultural preservation and experience, and economic benefits (Cobbinah, 2015).

Ecotourism is a tourist trip to an environment both natural and artificial and the culture that is informative and participatory which aims to ensure the preservation of nature and socio-culture. Ecotourism focuses on three main things, namely; natural or ecological sustainability, providing economic benefits, and psychologically acceptable in the social life of the community (Ramasundaram et al., 2005).

Conclusion

Tourism potential in Santanamekar Village, Cisayong District, Tasikmalaya Regency. Consists of various natural attractions including waterfalls / waterfalls and campgrounds that can be developed as tourist destinations. potential that can be developed as educational tourism that can become a tourist attraction such as the Ma Eroh Site, Agrotourism, and handicraft education. And has various types of cultural attractions that can be developed as tourist attractions such as Calung, Pencak Silat, Reog, Qosidahaan, Sisingaan, Lodong, and Sampeu Wedang.

Tourism Development Efforts in Santanamekar Village, Cisayong District, Tasikmalaya Regency, such as completing supporting facilities and infrastructure such as providing cleaning facilities, security facilities, health facilities, worship facilities, and improving access to tourist sites. Promoting can be done by managers or the public, promotions carried out to attract tourists can be in the form of promotions through social media, print media, directly or making a tourist agenda. Providing accessibility to make it easier to get to tourist attractions, with

supporting accessibility can increase the number of tourists who come to travel to Santanamekar Village. It is necessary to provide souvenirs to support tourism in Santanamekar Village. Souvenirs that can be served in Santanamekar Village can be in the form of special foods or handicrafts.

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