

## **Empowering Rural Prosperity: Strategies for Sustainable Social Welfare Through the Tourism Village Priority Program in West Java Province**

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### **Abstract**

This research conducts a qualitative analysis of the challenges and intricacies involved in establishing sustainable tourism villages in Indonesia, with a specific focus on West Java Province, using the village of Alam Endah as its subject. The study's core findings underscore the pivotal role of human resource relations in driving the development of tourist villages, emphasize the importance of clear regulatory frameworks and legal structures for sustainable growth, and highlight the effectiveness of strategic marketing in enhancing the attractiveness of these villages. Additionally, it underscores the significant impact of sustainable tourism village development in uplifting the welfare of local communities. By weaving these elements together and fostering strong interconnections among them, this research provides a comprehensive roadmap for the sustainable development of tourism villages, offering lasting economic, social, and environmental benefits to the region.

Keywords: Social Welfare, Tourism Village, Sustainable Tourism, Village development

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## **INTRODUCTION**

Sustainable tourism development, rural tourism, and ecotourism are terms used to describe tourism development strategies that aim to ensure that tourism can occur in non-urban tourist locations. Tourism Village is an alternative approach to tourism development. (village tourism) "which is oriented towards developing sustainable and participatory tourism (Niken & Arida, 2021). Rural areas have a special attraction for tourists because of various mystical things and differences in rural characteristics such as culture, history, ethnicity, and geography. Rural tourism also does not have to cost much money to develop and is easier to build than other village economic development strategies, such as manufacturing. Rural tourism can be created locally with the help of local governments and small businesses and

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does not always require the involvement of outside companies. Although tourism can sometimes be costly to develop (e.g., large resort areas) or may involve large corporations, rural tourism can be developed with little investment, training and capital.

West Java Province has various kinds of tourist attractions. Natural, cultural and artificial tourism are scattered throughout the West Java region, with local characteristics that strengthen the competitiveness of West Java tourism products. GURILAPS exemplifies West Java's diverse attractions, such as mountains, jungles, water, sea, beaches, rivers and cultural arts. It differs from other provinces in Indonesia, each with a unique tourism theme displayed by each region. For example, D.I. Yogyakarta, with its cultural tourism, West Java Province emphasizes environmental diversity and attractiveness to strengthen the competitiveness of tourism products (BAPPEDA, 2017). besides that, the reason for developing rural tourism is to avoid the migration of rural communities to cities so that cities become more crowded.

West Java Province's tourism development efforts focus on achieving sustainable tourism development, one of which is community-based tourism, also known as Community Based Tourism (CBT). This is demonstrated by the local government's commitment as outlined in the 2020 West Java Provincial Government Work Plan (RKPD), with one of the work programs being the Village Cipta Movement (Gerbang Desa) to develop, empower rural communities, and increase economic competitiveness. People were living in rural locations.

One area that has quite a large tourist attraction in West Java Province is Bandung Regency. At this time, Bandung Regent Dadang Supriatna is pushing to create 100 Tourism Villages in Bandung Regency, which are expected to boost the economy. Ten tourist villages in Bandung Regency have been established, but conditions need to be encouraged to develop further. Based on data taken from <https://disparbud.bandungkab.go.id/> Currently, there are 50 villages in Bandung Regency which have gone through the validation process by the Culture and Tourism Office according to the categories based on the tourism village guidebook issued by the Ministry of Tourism and Creative Economy with four categories namely Pioneering, Developing, Advanced and Independent villages. See Table 1.

**Table 1. Verification Results of 50 Candidates for Tourism Villages in Bandung Regency**

No	Village	District	Scoring	Classification
1	Bandasari	Cangkuang	14	Stub
2	Pasirmulya	Banjaran	1	Stub

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3	Campakamulya	Cimaung	11	Stub
4	Baros	Arjasari	13	Stub
5	Lamajang	Pangalengan	8	Stub
6	Margaluyu	Pangalengan	6	Stub
7	Warnasari	Pangalengan	1	Stub
8	Tarumajaya	Kertasari	25	Develop
9	Cibereum	Kertasari	19	Develop
10	Jelekong	Baleendah	22	Develop
11	Cikancung	Cikancung	8	Stub
12	Mandalasari	Cikancung	8	Stub
13	Mekaraksana	Cikancung	17	Stub
14	Tanjunglaya	Cikancung	5	Stub
15	Bumiwangi	Ciparay	15	Stub
16	Tegal Sumedang	Rancaekek	5	Stub
17	Nagreg Kendan	Nagreg	10	Stub
18	Citaman	Nagreg	10	Stub
19	Ciherang	Nagreg	6	Stub
20	Alamendah	Rancabali	50	Onward
21	Patengan	Rancabali	17	Stub
22	Kutawaringin	Kutawaringin	17	Stub
23	Cibodas	Kutawaringin	17	Stub
24	Cilame	Kutawaringin	17	Stub
25	Rawabogo	Ciwidey	34	Develop
26	Lebakmuncang	Ciwidey	34	Develop
27	Panundaan	Ciwidey	34	Develop
28	Cibodas	Pasirjambu	0	Stub
29	Sugihmukti	Pasirjambu	17	Stub
30	Tenjolaya	Pasirjambu	17	Stub
31	Mekarsari	Pasirjambu	34	Develop
32	Sukarame	Pacet	8	Stub
33	Mekarjaya	Pacet	19	Stub
34	Laksana	Ibun	56	Develop
35	Dukuh	Nagreg	10	Stub
36	Neglasari	Nagreg	10	Stub
37	Karyalaksana	Ibun	23	Stub

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38	Talun	Ibun	6	Stub
39	Ibun	Ibun	23	Stub
40	Mekarwangi	Ibun	20	Stub
41	Cilengkrang	Cilengkrang	3	Stub
42	Ciporeat	Cilengkrang	2	Stub
43	Jatiendah	Cilengkrang	7	Stub
44	Cibural	Cimemyan	41	Onward
45	Cinunuk	Cileunyi	29	Develop
46	Cimekar	Cileunyi	13	Stub
47	Cibiru Wetan	Cileunyi	21	Stub
48	Narawita	Cicalengka	17	Stub
49	Margaasih	Cicalengka	17	Stub
50	Nagrog	Cicalengka	39	Develop

Sumber : <https://disparbud.bandungkab.go.id/>

This research aims to critically analyze the problems and challenges for villages in developing sustainable tourism villages. Indonesia, especially the province of West Java, has various types of tourism and interesting regional characteristics to be sold as a tourist attraction. However, only a few tourist villages can apply it because of various difficult problems.

Hardiyanto et al. (2018) Trace the facilities of the Banyusumurup keris makers, who have been practising this skill since the 1950s and began to be made by the Yogya government as a tourist village. Sidiq & Resnawaty (2017) Investigate community involvement in creating a tourism village and develop a strategy for building a tourism village that emphasizes local community participation in the Linggarjati Kuningan tourist village. Farihanto (2016) This research looks at how communication in developing a tourist village must have independent status communication. Ihsan & Setiyono (2018) this study aimed to identify BUMDes control procedures in Lerep Village, West Ungaran District, Semarang Regency. And Muarifuddin (2017) This study describes the formation of a batik tourism village with a research focus; the development process, type of involvement, supporting and inhibiting variables, and impact.

Based on several related studies above, the development of tourist villages has increasingly become a priority for provinces and cities in Indonesia. The Tourism Village program also hopes village children can generate income equivalent to cities. Bandung

Regency has just started the Tourism Village program and has already verified 50 tourism villages and divided them into three categories: Onward, Develop and Stub. However, research on tourism gods in Bandung Regency is insufficient to serve as the basis for policies to be issued by the regional government to develop tourist villages.

## **RESEARCH METHODS**

This study uses qualitative research methods and chooses the village of Alam Endah as the research object. The villages are selected based on the implementation and development of tourist villages and villages that have received various awards so that primary data is obtained to solve problems in developing tourist villages in other districts. This research seeks to collect data to determine strategies for the two villages to increase their status to become Onward villages through SWOT analysis. Data analysis was carried out in two ways, namely SWOT analysis by identifying internal and external factors and using interactive analysis where the analysis results will be described into sentence conclusions with a qualitative approach per Sugiyono's directions (2005). Furthermore, according to Creswell (2010), this study will validate with the triangulation technique, ensuring that the data obtained is correct by comparing three data sources: field data, document data, and interview data.

This study used a qualitative approach where researchers immediately got to the field through interviews, observations and studying related documents. The data obtained is loaded into several memos based on the theory of Corbin and Strauss (2014), where we organize Develop's understanding of the data, and the researcher makes several memos to describe what has been obtained, where the results will be classified into several themes. The data obtained will be verified and validated which data are related to the research. In the end, the data will be analyzed using the analysis matrix from Miles and Huberman (1994) and SWOT analysis. The four main findings that will become the focus of research are providing a foundation in the concepts and theories of Stub Village, Develop and Onward, Looking for Supporting and Barriers to the Change of Stub Village to Onward Village, Looking for Strengths, Weaknesses, Opportunities and Threats from Stub Village to become Onward Village? as well as formulating strategies to improve the welfare of the surrounding community through the tourism village program.

## **RESULTS AND DISCUSSION**

### **Village**

One need not underestimate the real economic onwardness of Suharto's rural development program to recognize the negative social, political and cultural impact of his New Order regime on rural communities (Sumawinata, 2004). Hand in hand with the emphasis on development went political imperatives, the need to maintain order and political control in the countryside. Thus, village elites were nourished by economic and political means and recruited as loyal clients of the New Order regime. A snapshot of development strategy under the New Order would include the 'opening' of the economy to foreign investment and capitalist development, the 'outreach' of the state to almost all aspects of village life, and the 'closure' of politics, allowing no other ideology than that sponsored by the state.

Currently, a village in Indonesia is a government unit organized by the village head assisted by local officials. The village is no longer subject to the region but is an independent community with the right to voice its interests, not as extras and objects but as actors (Eko et al., 2014). The village is an autonomous political body and legal community unit with rules to regulate village life. The village plays an important role in life, so far cities have always experienced compaction due to the movement of rural communities to cities, thus adding to city problems. For that, the village of Onward needed to be realized immediately. An onward village here is a village that has an income equivalent to a city and can support all the people in its environment, one of which is to increase the tourism potential of each region.

### **Tourism Village vs Rural Tourism**

Although Tourism Village vs Rural Tourism is two expressions often used to refer to the phenomenon of agricultural tourism activities, historically and the characteristics of each sentence, have significant differences. Yacob et al. (Yacob et al., 2021) that village tourism is an activity to enjoy culture and traditions in a village. In addition, tourist villages are also often characterized by small rural industries which are dominated by natural potential, heritage, traditional society, language, and tradition or culture. The characteristics of this attraction offer tourists a different experience (Ardiwidjaja, 2018). Tourism Village is a product of the Indonesian government's policy in developing tourism villages (Alia & Maulana, 2023). The Ministry of Culture and Tourism initiated the program through PNPM Mandiri Tourism (Permen

No. KM.18/Hm.001/MKP/2011). Tourism Village is a form of integration between tourist attractions, accommodation and supporting facilities framed by the life of indigenous peoples. In simple terms, tourism activities involve villages and communities directly and indirectly. In general, tourism villages are considered part of a tourism village. Some differentiating factors between the two are that Tourism Village as a tourism product has criteria consisting of 8 criteria and 23 sub-criteria adopted from the ASEAN CBT Standard. Tourism Village is recognized as a tourism product that represents sustainable tourism development. Environmental growth in rural areas by involving local communities (Sidiq & Resnawaty, 2017). This phenomenon is also able to shift the paradigm of urbanization in Indonesia. For "rural".

### **Sustainable Tourism**

The principles of sustainable development are believed to benefit indigenous peoples (Hossain et al., 2023). Applying these principles to tourism can also benefit both destinations and enhance the "sense of place" for tourists, especially if it involves the local community in campaigning for environmental awareness and providing a positive experience for tourists (Tiani & Baiquni, 2018). Three main pillars of sustainable development are currently recognized, including Economic Sustainability, Social Sustainability, and Environmental Sustainability. UNWTO defines sustainable tourism as "that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future" (World Tourism Organization). Sustainable tourism has been defined variously according to the characteristics of a region. In general, This view emphasizes the ability of a tourism development product or concept to minimize the negative impacts and simultaneously maximize the positive impacts of tourism. One issue often debated about the definition, concept, or even indicators of sustainable tourism is the gap between theoretical and empirical scope. In other words, ideal ideas are quite challenging to implement in actual operations or areas, especially for rural stakeholders. Therefore, several alternative ideas were introduced by adopting local wisdom to support the global principle of sustainable tourism. Tri Hita Karana is one of the local wisdom that inspires the adoption of local values into sustainable tourism development policies in Bali (Roth & Sedana, 2015).

## **Problems of Tourism Village Development in Indonesia**

The development of tourist villages in Indonesia has become the main focus of the government and other stakeholders to develop tourism potential in various regions (Kirana & Artisa, 2020). However, in the process, several problems need to be overcome so that the development of a tourist village can achieve optimal results. In this paper, we will discuss in detail the problems often encountered in developing tourist villages in Indonesia.

One of the main problems is infrastructure (Nugroho, 2020). Many tourist villages in Indonesia are still experiencing limited infrastructure (Nashihah & Lovitasari, 2023). This includes road quality, transportation accessibility, and other facilities such as electricity and clean water. Roads to tourist villages are often narrow and damaged, making them difficult to access, especially during the rainy season. The lack of public transportation is also an obstacle to tourists visiting remote villages. In addition, inadequate supplies of electricity and clean water can also hinder the development of tourist villages.

Besides infrastructure, human resource issues are also challenging in developing tourist villages (Pajriah, 2018). Many residents of tourist villages do not have adequate skills and knowledge in managing and promoting their tourist destinations. Lack of training and education on tourism management makes it difficult for villagers to develop attractive and quality tourism products. For example, they may not know how to manage good accommodations, arrange attractive tour packages, or use information technology to market their tourism village. Lack of awareness about the importance of sustainability and environmental preservation is also a problem that often occurs in tourist villages.

Besides infrastructure and human resources, regulatory issues are also a factor influencing the development of tourist villages in Indonesia (Destiana & Astuti, 2019). Several tourist villages face obstacles in the licensing and regulatory process. Complicated and bureaucratic processes often hinder obtaining the necessary permits and licenses for tourism village operations. In addition, differences in regulations between regions can also be confusing and hinder the development of tourism villages at the national level.

Another issue that needs attention is the marketing and promotion of tourist villages (Kurniawan, 2020). Many tourist villages lack an effective marketing strategy and are limited in promoting themselves to domestic and international tourists. Lack of understanding of



branding, digital marketing, and using social media as a promotional tool makes it difficult for tourist villages to gain sufficient visibility to attract tourists.

### **The Relationship between Infrastructure and tourism village development**

Infrastructure plays an important role in the development of tourist villages in Indonesia. The availability and quality of adequate infrastructure are key factors in attracting tourists, facilitating accessibility, and enhancing the tourist experience (Syaiful et al., 2023). In a tourist village, infrastructure includes roads, transportation, accommodation, clean water, sanitation, electricity and telecommunications.

One of the main problems that are often faced in the development of tourist villages is limited infrastructure. Many tourist villages in Indonesia are located in remote or inland areas, which are difficult to reach due to limited roads (Limi & Yunus, 2016). The road to the tourist village is often narrow, winding and broken. This condition can hinder the access of tourists who want to visit the village. In addition, during the rainy season, these roads are often flooded or cut off, making it difficult for tourists to reach tourist villages.

Apart from roads, public transportation is also important in developing tourist villages (Tyas & Damayanti, 2018). Many tourist villages do not have adequate access to public transportation, such as train stations or bus terminals. This makes it difficult for tourists to reach the tourist village. In some cases, it may be necessary to use local public or private transportation, which is expensive and difficult to access. Therefore, developing affordable and comfortable public transportation is important to increase the accessibility of tourist villages.

The availability of adequate accommodation is also important in developing a tourist village (Priyanto, 2016). Many tourist villages in Indonesia still lack accommodation facilities, be it hotels, inns or homestays. The limited number of rooms is often an obstacle for tourists who want to stay in a village for several days. In addition, the lack of supporting facilities such as restaurants, shops and tourist information centres can also limit tourists' stay in the village. Therefore, increasing the capacity of accommodation and supporting facilities in tourist villages is important to accommodate tourists properly.

An adequate supply of clean water and sanitation is also a problem in the development of tourist villages (Priyanto, 2016). Several tourist villages still experience a limited clean water

supply, especially in rural areas. Adequate clean water and good sanitation are basic needs for tourists. Lack of clean water can hinder tourism activities, such as using water for bathing, washing or cooking. In addition, poor sanitation can be a source of disease and damage the image of a tourist village. Therefore, developing an adequate clean water supply and sanitation system needs to be considered in village development.

### **Human resource relations in the development of tourist villages**

Human resources (H.R.) play a key role in developing tourist villages in Indonesia (Aeni et al., 2021). Skilled, knowledgeable and competent human resources can influence the success and sustainability of a tourism village. In developing a tourist village, H.R. includes local residents, stakeholders, tourism business actors, and the community around the village.

First, the residents' role in developing tourist villages is very important (Priyanto, 2016). They are a major asset in bringing tourism villages to life and providing authentic experiences to tourists. The locals have in-depth knowledge of their village's culture, heritage and tourist attractions. Through their involvement in tourism activities, residents can act as tour guides, homestay managers, sellers of local products, or even artisans who create handicrafts typical of tourist villages. Therefore, residents need to be empowered, involved in decision-making, and provided with adequate training to improve their skills in the tourism sector.

Other stakeholders, such as local governments, educational institutions, and non-governmental organizations, are important in developing human resources in tourist villages (Indra Jaya, 2022). Local governments can act as regulators, facilitators, and movers in developing tourist villages. They can provide supportive policies, sufficient budgets, and clear regulations to support the development of tourism villages. In addition, educational institutions can provide training and education on tourism management, sustainability and cultural preservation to local residents. Non-governmental organizations can also provide technical support, mentoring and access to necessary resources for local people in developing their tourism businesses.

In addition, tourism business actors in tourist villages also play an important role in human resource development (Desiati, 2013). They are people engaged in the tourism sector, such as hotel owners, restaurants, tour operators and other service providers. Tourism business actors must have adequate knowledge and skills to manage their business, provide

quality services to tourists, and maintain environmental sustainability and local culture. They can also act as mentors and coaches for local people who want to get involved in the tourism sector. Good collaboration between residents and tourism business actors can create positive synergies in developing tourist villages.

### **Regulatory and legal relations in the development of tourist villages**

Regulations and laws have an important role in developing tourist villages in Indonesia. They create clear frameworks, provide guidelines, and set boundaries for tourism village development. A good relationship between regulations and laws and tourism village development will create a conducive environment for sustainable tourism growth. The following are several aspects related to regulatory and legal relations in the development of tourist villages (Hardiyanti & Diamantina, 2022):

1. Licensing and operational regulations: The development of tourist villages often involves certain permits and regulations that must be complied with by tourism business actors. This includes development permits, operational permits, sales permits, and others. Clear and transparent regulations are needed to avoid confusion and uncertainty in the licensing process. Regional governments must develop regulations that make it easier for business actors to obtain permits efficiently without sacrificing security and environmental protection.
2. Environmental protection and sustainability: Regulations and laws must protect biodiversity, environmental cleanliness, and the sustainability of tourism villages (Sambo, 2023). This involves protecting national parks, conservation areas and local ecosystems. Regulations must ensure that tourism activities do not damage the environment or threaten the existing flora and fauna. In addition, regulations must also encourage sustainable practices in tourist villages, such as the use of renewable energy, good waste management, and the use of local products.
3. Maintenance of local culture and heritage: One of the main attractions of a tourist village is the richness of local culture and heritage. Regulations and laws must protect village culture, traditions and customs from the negative effects of mass tourism. The use of intellectual property rights, the protection of cultural heritage, and the sustainability of local arts and crafts are some aspects that must be considered in

regulations. In addition, regulations can also encourage local community participation in decision-making related to the management and development of tourist villages.

4. Taxes and financial arrangements: Regulations and laws also cover financial and tax aspects in developing tourism villages. Local governments can impose special taxes or fiscal incentives to support the development of tourist villages. In addition, regulations can also regulate the use of tourism funds to ensure that resources obtained from the tourism sector are used effectively and efficiently in the development of tourist villages.

### **Regulatory and legal relations in the development of tourist villages**

Marketing strategy plays an important role in developing tourist villages in Indonesia. In the era of globalization and the advancement of information technology, effective marketing can increase the visibility, attractiveness and number of tourist visits to tourist villages. The following are several aspects related to marketing strategy relationships in the development of tourist villages (Raharjo & Ir Herrukmi Septa Rinawati, 2019):

1. Branding and image of a tourism village: A successful marketing strategy starts with establishing a strong brand and image for a tourism village. Good branding will help a tourist village differentiate itself from other tourism destinations and attract tourists. This involves identifying the unique values, main attractions, and inspiring stories about the tourist village. The marketing strategy must strengthen the positive image of the tourist village through consistent branding campaigns, both through social media, websites, promotional materials, and direct interactions with tourists.
2. Targeting the right market: Each tourist village has different potential attractions, such as natural beauty, culture, handicrafts or adventure activities. The marketing strategy must be based on a deep understanding of the target market. Identifying and analyzing the right market will assist the tourism village in developing an effective marketing plan. This involves researching and mapping the target audience, both geographically and demographically, and developing marketing programs that suit the interests and preferences of the target market.
3. Digital marketing and social media: Information technology development has changed how tourism marketing is done. Digital marketing and social media provide great opportunities for tourism villages to expand their reach and increase their

visibility. An attractive website, active social media and an effective online marketing campaign can help a tourism village reach a wider audience and attract the attention of potential tourists. In addition, digital marketing also allows tourist villages to interact directly with tourists, receive feedback, and build closer relationships.

4. Cooperation with travel agents and tour operators: Cooperation with travel agents and tour operators can be an effective marketing strategy. Through partnerships with local and international travel agents, tourism villages can market their products and tour packages to a wider audience. This kind of cooperation also allows tourism villages to leverage the knowledge and network of travel agents in promoting their destinations. In addition, working with local tour operators can also increase accessibility and convenience for tourists who want to visit tourist villages.

### **Sustainable Tourism Village Development in Increasing Village Community Welfare**

Local community participation is key to forming a sustainable tourism village (Ira & Muhamad, 2020). Involving the community in decision-making and planning gives them an active role in developing tourism villages according to their needs and aspirations. Community participation also enables local economic empowerment so that they can directly benefit from sustainable tourism development. By strengthening the role of local communities, tourism villages can achieve sustainable social and economic sustainability. Good environmental management is important in forming a sustainable tourism village (Pugra et al., 2021). Tourism villages must have an integrated environmental management plan to maintain the sustainability of natural resources. Through efficient water, waste and energy management and the preservation of biodiversity, sustainable tourism villages can protect the environment and maintain their natural attractiveness. By considering the impacts of climate change and taking adaptation measures, sustainable tourism villages can also increase resilience to climate change. Preservation of local culture and heritage is also a focus in the formation of sustainable tourism villages (Oka et al., 2021).

Tourism villages must promote and maintain cultural richness and local heritage as an integral part of village identity. Sustainable tourism villages maintain their uniqueness and authenticity by preserving traditions, arts, crafts and local knowledge. By involving local communities in preserving their culture, tourism villages can create meaningful and immersive

travel experiences for tourists. Overall, the formation of a sustainable tourism village requires a holistic approach that involves various stakeholders. By involving local community participation, good environmental management, and preservation of local culture and heritage, tourism villages can grow sustainably and provide long-term benefits for local communities, tourists, and the environment.

## **CONCLUSION**

Several important factors must be considered in developing a tourist village, including infrastructure, human resources, regulations and laws, marketing strategies, and establishing a sustainable tourism council. Good infrastructure provides accessibility and comfort for tourists, while skilled and knowledgeable human resources play a key role in providing a positive experience for visitors. Good regulations and laws protect tourist villages' environment, culture and sustainability. An effective marketing strategy helps enhance a tourist village's image and attractiveness. At the same time, establishing a sustainable tourism board ensures good coordination and responsible management of tourism. By paying attention to these aspects and building strong relationships between them, the development of tourist villages can run sustainably, providing sustainable economic, social and environmental benefits for local communities and tourists.

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