



Development of Tourist Destination on Regional Through Village Own Enterprise (BUMDES) Empowerment

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Article

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Abstract

The development of village tourist destinations can accelerate the transformation of the rural economy from 'low value added' to 'high value added' which has an impact on expanding employment opportunities, increasing income, and strengthening family economic resilience. Cipamekar Village, Sumedang Regency, has great potential to become a regional tourist destination, considering the existence of *Sirah Cai Cipelang* springs and agro-tourism tourist destinations that are easily accessible for the people from West Java when Cisumdawu Toll Road has already operated. Therefore, in order to develop the *Sirah Cai Cipelang* tourist destination using a scientific and innovative approach, a process of empowering BUMDes Tirta Mekar is needed. The methodology is carried out by observing and interviewing directly some of the BUMDes that have successfully managed their tourist areas. We found that we should involve an expert to further review how the planning concept that suitable for the area. The keys to its success require an agreement and synergizing of all stakeholder elements to achieve ultimate goals and support the commitment that comes from the local community toward regional tourist destinations.

Keywords: Tourist; Regional; BUMDes; Development; Rural Economy.

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Introduction

Simultaneously improving economic development in rural areas requires innovative approaches both within the framework of industrial development and in the tourism sector itself. Both have significant impacts on alleviating poverty and improving the welfare of rural communities (Gunarta & Hanggara, 2018; Hafsa, 2020; Khandakar & Muzahid, 2015). The industrial approach is considered incompatible with the village ecosystem because it can worsen ecological quality, and cultural degradation and tends to be exploitative-asymmetrical of village potential (Ahmed et al., 2022; Hoque et al., 2018; Pujiati & Imron, 2020; Rincón et al., 2019). Therefore, the tourism approach is considered more suitable to have a great opportunity to rise new economic activities that exist in the village through various potentials of the natural landscape, value system, and socio-cultural (Nurlena et al., 2021; Petrović et al., 2018).

With the development of existing potentials, it is considered capable of inviting tourists from outside the village so that the economic growth through the turnover of money in the village is increasing. However, it is necessary to anticipate some of the negative impacts that will occur as a result of the development of village tourism, including the aspect of the degradation of local culture due to changes in lifestyle and the emergence of various pollutants, such as air pollution, wastewater and garbage (Egbali et al., 2011).

The presence of natural potential in rural areas is expected to become a center for rural economic growth. Thus, the development of the territory will follow the positive effects and impacts that are inflicted (Richardson, 2001). In other words, there is a trickle-down effect and spread effect on the surrounding area. Therefore, it is necessary to direct village investment to the growth center area so that the continued impact is felt more widely in other hinterland areas. Myrdall sees the possibility of negative impacts that need to be anticipated in the form of backwash effects, especially those in other villages because productive people are attracted to economic growth centers (Tulus Tambunan, 2001). Developing cross-border tourism dominantly provided for positive impact on the economy but less impact on ecology so the creative economy and investment can be an alternative solution (Taena et al., 2022). The keys to economic development to achieve an increase in people's purchasing power are product and institutional innovation, availability of funding, and a conducive business climate (Dariah, 2007).

Cipamekar Village is in Conggeang District, Sumedang Regency, and has the advantage of natural grace in the form of '*Sirah Cai Cipelang*' spring water which is extraordinary freshness with beautiful views of the surroundings in the form of rice field basins, rivers, and rocks. In addition to being used as a source of clean water supply for the residents of Cipamekar Village and its surroundings, the existence of '*Sirah Cai Cipelang*' which is equipped with swimming pool facilities is a mainstay of tourist destination for the surrounding community. Another potential that began to be worked on was the development of fruit agrotourism with local superior fruits like Salak and Durian. More interestingly, in this village, there is the *Kuda Renggong Art*, namely horses that can dance and act which have been performed for circumcision brides.

Institutions with a strategic role in interfering with and developing the local economy in the village are Village-Owned Enterprises (BUMDes). BUMDes have a role in regulating and processing the potential for job opportunities in the village through alternative activities. In addition, BUMDes also have a role in improving village income (PADes), the socio-economic of rural communities and also the welfare of the community and village apparatus (Manggu & Beni, 2020; Tarlani, 2020). With the increasing capacity of BUMDes as social power, it is hoped that it can make efforts to improve the economy of rural communities (Mampanini et al., 2016).

The presence of the Cisumdawu toll road provides many opportunities for outside communities to easily reach tourist attractions in Sumedang Regency. The relatively close distance to the exit toll provides more opportunities for Cipamekar Village to attract tourists to the village. The opportunity to organize the village into a tourist destination is increasingly visible when Cipamekar Village has additional land assets from compensation for village land affected by toll road construction. According to a report by the *United Nations World Tourism Organization*, tourism has contributed 10-15% to the industrial world and is still growing rapidly (MCA & Consulting, 2018). The construction of the Cisumdawu toll road is certainly a great opportunity that needs to be responded to by arranging tourist locations that are increasingly attractive and comfortable for visitors. BUMDes Tirtamekar has been given the opportunity by the village to manage the '*Sirah Cai Cipelang*' tour with a natural approach as it is.

In managing regional tourist destinations, innovation is needed in their development. BUMDes Tirtamekar, as a tourism manager, does not yet have planning and development of tourist areas that can play a role on a regional scale. To answer these problems, it is necessary to facilitate the provision of knowledge and gain experience from observations made by the BUMDes managers themselves. Therefore, the purpose of this action research aims to develop regional tourist destinations based on the empowerment of BUMDes.

Research Method

In order to achieve the objectives of this research, it is essential to build awareness/ concern, commitment, and togetherness among the managers of Tirta Mekar BUMDes so that it can facilitate the formation of synergy with other parties who will be involved in increasing the attractiveness of *Sirah Cai Cipelang* tourist destinations towards a regional scale. Therefore, it seems that BUMDes managers need to get knowledge, inspiration, and motivation based on the best practices (benchmarking) of BUMDes managers in other villages who are successful in managing tourist

destinations. The benchmarking method is useful for seeing the position of strengths and advantages of the institution so that it can evaluate various opportunities in the best way, be customer-oriented and maintain competitive power of the institution (Erdil & Erbiyik, 2019). In addition, this can be a key indicator in the development of various efforts to be carried out (Balamurugan & Poongodi, 2017). Therefore, it was decided that the method and stage of implementing this action research were as follows (1) Conducting a comparative study of BUMDes managers in other villages who have managed their tourist destinations well, (2) Assessing knowledge and understanding of the results of comparative studies through some of the questions distributed in the google form. (3) Accompanying consolidation with action research partners and targets as a follow-up to the findings of the comparative study results, (4) Identifying alternatives to increasing tourist attractions by presenting natural tourism expert speakers who have had great success in managing natural tourist destinations in other places, and (5) Mapping the value chain of *Sirah Cai Cipelang* tourism.

Data collection was carried out through primary surveys, both exploratory (unstructured) interviews, and observations of innovations carried out by other BUMDes. The data is taken through an online form for all BUMDes managers, both advisors (village heads) and BUMDes administrators. This method is used to find out the initial understanding as well as increase the understanding of the subject of tourism management, namely human resources. Meanwhile, from the increase in tourist attractions, this study used an expert opinion approach by inviting speakers to tourist sites and providing constructive ideas for planning the development of tourist attractions.

The location of BUMDes that was chosen as the object of comparative study has several criteria including BUMDes having a business in the tourism sector, especially water tourism, has contributed to villages income from the results of the remaining tourism business and is considered to have more professional BUMDes governance. From these criteria, BUMDes Tirta Mandiri- Ponggok Village, BUMDes Janti Jaya-Janti Village and BUMDes Tunas Mandiri- Nglanggeran Village were selected to be visited.

Results & Discussion

BUMDes Profile Precedents

BUMDes Tirta Mandiri is a BUMDes from Ponggok Village, Polanharjo District, Klaten Regency, Central Java Province. BUMDes Tirta Mandiri is famous for *Umbul Ponggok* tourism. BUMDes Tirta Mandiri has an interesting attraction in its tourist area, namely photos styling in the water. With a clean water source from the spring water, it becomes a special attraction for tourists. The positive impact is experienced by a wide range of individuals, from the insuring of insurance costs for the people of Ponggok village to the generation of numerous job opportunities for local youth, eliminating the need for them to seek employment in the city. Figure 1 is one of the agreements between the management of the BUMDes Tirtamekar to ask questions and discuss with the village head of Ponggok. There are obstacles experienced such as the lack of trust in the village community, BUMDes were formed after the existence of tourist attractions so there were difficulties to convince in the transfer of management of these tourist attractions. Frequently, there are cases where preliminary plans remain incomplete due to the transfer or change of the village head.



Figure 1. Discussion of BUMDes Tirta Mekar Manager with a head of village Ponggok

BUMDes Tunas Mandiri Nglanggeran Village is in Patuk District, Gunung Kidul Regency, Yogyakarta Province. Nglanggeran Village received many awards from the international world including the most prominent Cipta Award in 2011 for management of a Nature Tourism Attraction with the National Level Environment, and the latest was the award for Best Tourism Village from the 2017 ASEAN Community-Based Tourism Awards. The potential of Nglenggeran Village is managed by BUMDes Tunas Mandiri which manages the tourist attractions of Ancient Volcano (Climbing), *Embung*, *Curug*, *Griya Cokelat*, *Griya Batik Cokelat*, and Etawa Goat Farm. The highest number of tourist visits to Nglanggeran Village in 2014 was 324.827 domestic tourists and the highest achievement of foreign tourists visited up to 1.794 tourists. The advantages of BUMDes Tunas Mandiri have succeeded in proving to be a tourist village that involves as many as 276 residents of Nglanggeran Village consisting of 154 tourism managers, 38 MSME actors (chocolate, *batik*, *cocoa*, spas, etc.) and 84 families for homestays. From Figure 2, BUMDes Ciptamekar gets some of the best experiences, especially in step-by-step discussions with local communities.



Figure 2 Visiting and Discussing with BUMDes Tunas Mandiri- Nglanggeran Village

BUMDes Janti Jaya is in Janti village, Polanharjo subdistrict in Klaten Regency. BUMDes Janti Jaya manages a swimming pool (Janti Park), fishing rods, and fish farming. And BUMDes Janti Jaya manages and provides a swimming pool with some unique attractions, especially for the children. Figure 3 shows evidence that a discussion has been done with BUMDes Janti Jaya managers in the tourism area from BUMDes. This obstacle is also experienced by BUMDes Janti Jaya where there is a lack of support from the village government and inadequate human resources.



Figure 3 Visiting and Discussing with BUMDes Janti Jaya Managers

The three BUMDes certainly have characteristics and attractions to allure visitors, therefore respondents were asked to analyze the attractiveness of the most interesting attractions. Table 1 explains some of the funding from these precedents.

Table 1
Action Research Findings

Component	Findings from the Visit	Condition of BUMDes Tirta Mekar	Follow-up Plan
Attractions	Four out of eight respondents admitted that the Ancient Volcano attraction is the most interesting attraction with a beautiful natural charm that is supported by the packaging of the tourist village concept owned by Nglanggeran Village. Meanwhile, the other three respondents argued that the tourist village of Ponggok Village also has interesting attractions because each RW (neighborhood) has a tourist destination and issues its flagship product, and other respondents have an affinity for Embung and Janti Park with their snow bath breakthroughs.	BUMDes Tirta Mekar in charge of tourism "Sirah Cai Cipelang" has a unique because the spring comes out of a small hill among the thick trees around this spring. The location of Sirah Cai Cipelang, which is close to the village as well as rice fields allows tourists to enjoy the natural beauty of Sumedang regency. Apart from swimming in very clear water, there are fish in this spring that can be used as a place to take pictures underwater.	Seeing the attractions displayed by the three village-owned enterprises as well as the existing <i>Sirah Cai Cipelang</i> potential, the next step is to approach experts in the field of tourism spatial planning to further study how the concept is suitable for these integrated tourist destinations. with the use of swimming pools as a tourist destination. then close to the Cipelang location, a hall can be made for weddings, events, and performances of the Renggong Horse Art which can be included as a village inventory. Therefore, it is mandatory to introduce various Cipamekar culinary specialties, for example by including the procedure for making snake fruit and <i>dodol</i> .
Management Efforts	BUMDes Tunas Mandiri unites the synergies that are carried out by all aspects of society, manages, and continues cultural heritage, which has the concept of local wisdom, and disseminates through pamphlets on social media. Meanwhile the manager of BUMDes Janti Jaya in starting the development of tourist destinations. All of the respondents seemed enthusiastic and serious in responding to this, according to the many variations of answers submitted by the respondents, the answer was conducting various deliberations with the community and local leaders, synergizing with villages, sub-districts, regencies/cities, managing and developing village assets and land, forming solid management to unite the goals, focusing the Village Fund budget for tourism development, and promoting both <i>face to face</i> and on social media. The last, for the management of BUMDes Tirta Mandiri Ponggok, the respondents had varied answers, namely, that the efforts made by the management of BUMDes Tirta Mandiri were to have careful planning, gain support from the local government (sub-districts and districts) and the central government, sit together with various elements of the community for deliberations to unite perceptions, the village government and BUMDes are trying to explore the existing potential and carry out detailed mapping of village areas. so that the potential can be utilized, and the existing problems can be resolved. Another respondent said that the efforts made by BUMDes Tirta Mandiri were to raise public	In this case, BUMDes Tirta Mekar has played its proper role to support and participatory attitudes that are highlighted by the village head, village government, and various existing communities, for example in ticket management, parking, and the existing stalls, which are now empowered by local communities.	The next step that can be taken is to approach and synergize with the local government, the Ministry of Tourism, the Ministry of regional public, and the regional planning agency. After that, socialization was carried out to bring solidarity and closer intentions to BUMDes, Karang Taruna, PKK, and the local community, as well as implementing customer-focused relationship marketing.

Component	Findings from the Visit	Condition of BUMDes Tirta Mekar	Follow-up Plan
	awareness about Tourism Villages, create a team that is able and strong to develop tourism, come up with something that can attract tourists, and carry out various innovations and marketing developments.		
Constraints	Developing something must face obstacles before the emergence of success. Janti Jaya Village, which started the Janti Park business right before covid-19 came, and after covid hit, Janti Park was suspended. Not only that, the management of Janti Park is not fully supported by the village government, so the Janti Jaya BUMDes manager invites the sub-district government to help manage it.	Constraints are also felt by the development of <i>Sirah Cai Cipelang</i> , the difficulty of accessibility makes this tourist attraction only known to Sumedang society. Supported by the people who are less participatory in the development of these tourist destinations, this problem arises due to a lack of knowledge about the potential and risks of tourist destinations and knowledge about BUMDes for the development of Cipamekar Village. Political conflict is one of the obstacles that are quite difficult to handle because there is a lot of interference from external parties in the development of tourist destinations.	A strong law is the basis for the management of BUMDes which is further strengthened by a decree so that when the village head changes, he cannot arbitrarily interfere in the management. In the case of a lack of knowledge, we can hook up with the Ministry of Tourism to further collaborate on introducing <i>Sirah Cai Cipelang</i> to the local community, supported by an introduction to the potential and risks that arise.
Parties involved	The answers submitted by the respondents had the same answer all elements of the community, Pokdarwis, BUMDes, Karang Taruna, and Community Groups (Farmers, PKK, TKI Purna, etc.).	Same as the three villages, BUMDes Tirta Mekar collaborates with Pokdarwis, Karang Taruna, PKK, and Community Groups.	Small and medium enterprises must be involved in the process of developing tourist destinations, therefore the approach to SMEs must be carried out using management assistance.
Main Capital	Have the togetherness of the residents, a sense of trust, encouragement from various parties, strong determination, the synergy between village stakeholders, a strong desire to get out of the status of a poor village, as well as supporting facilities and infrastructure for tourism villages	The commitment that arises between BUMDes managers, village government, and the community is reflected in the Developing Village Index which has the status of an advanced village of 0.8024, this is capital that can boost the success of Cipamekar village in tourism.	Lack of community synergy is one of the obstacles that must be resolved, strengthening trust to unite goals is needed through socialization and holding activities that are realistic in to gain the trust of the local community to support tourism development.
Views on Innovation	Innovation can accelerate into big views. Nglanggeran Village applying the right place arrangement can make the development of different activities by producing different experience outputs,	The innovation that has emerged until now, <i>Sirah Cai Cipelang</i> only focuses on how the	Making tents erected in rice fields is considered less effective if used as an attraction because considering Cipamekar Village is an area

Component	Findings from the Visit	Condition of BUMDes Tirta Mekar	Follow-up Plan
	whether the sensation of enjoying the beauty of the mountain to making chocolate. Just as Ponggok Village has accelerated to become a Tourism Village with the beauty and satisfaction of visitors in enjoying the Ponggok banners, this is also supported by people who are literate about tourist villages and technology as supporting the success of the two villages.	rice fields are used as a tourist destination by using tents as one of the existing attractions.	that has a fairly high temperature, therefore development in the springs is focused first on utilizing a qualified swimming pool with a spatial layout concept. which matches the conditions of Cipamekar village.

The efforts will not work if they are not accompanied by careful management, as well as the presentations of the directors of BUMDes Tunas Mandiri, Janti Jaya, and Tirta Mandiri regarding the management of tourist destinations to attract tourists. However, the answers listed by the comparative study participants in terms of questions about the stages of management by the three BUMDes are not much different between Janti Jaya, Tunas Mandiri, and Tirta Mandiri BUMDes. In the stages of managing tourist destinations to become famous in BUMDes Tunas Mandiri, some respondents wrote several things such as BUMDes Tunas Mandiri should be managed by synergizing and equalizing goals, the managers must be aware of the law, increasing tourism awareness in the community, involving the community in every tourism development, improving by following tourism village standards, implementing a 1-door management system, and create a clear pattern of cooperation. Meanwhile, other respondents mentioned that Mount Purba tourism has existed for a long time and is supported by cadet coral managers, the tourism awareness community (POKDARWIS), BUMDes who synergize and disseminate it through social media. Meanwhile, in the case of Janti Village because of the lack of support from the Village Government, BUMDes Janti Jaya asked for support from the Regency government to support the establishment of BUMDes businesses. The stage is carried out by BUMDes Janti Jaya to convert the village cash land into a place of tourism. Considering this thing, the way the stages of managing Janti Jaya BUMDes are slightly different from other village developments. The respondents also wrote down the things done by BUMDes Janti Jaya in its management, including, growing awareness of tourism villages in the Village Government so that they can be in line with BUMDes, collaborating with academics, promoting on social media, and developing village assets. Meanwhile, in the stages of management at BUMDes Tirta Mandiri, some respondents responded by strengthening planning and a legal aspect, forming a super team with one thought and one goal, creating innovations, supporting village leaders who support tourism village programs, and doing promotion using social media. Because as is known that BUMDes Tirta Mandiri started its business with water tourism managed by BUMDes and Pokdarwis with the assistance of academics so it progressed as can be seen.

Therefore, to minimize the occurrence of this, Cipamekar Village can apply the methods that have been carried out by the three villages, namely making decrees, and stipulating that there are no differences in regulations, making a clear and strong legal aspect for the management of BUMDes, issuing a Village Regulation on tourism village rules, and forming a super team that has the same thoughts and goals. The management approach that makes the development of tourist destinations successful in theory takes a contemporary management approach in dealing with a variety of different situations but still follows the existing system, then carries out socialization by discussing between the management and the local community as well as all elements that are bound and connected and change the mindset of the community.

According to Cipamekar Village, the innovation that can be seen from the attractions that are displaying the processing process of a product, underwater photos/videos with various supporting facilities available, natural beauty, and characteristics that are highlighted by each tourist attraction. Aspects that can be an inspiration for the development of destinations in Cipamekar Village are the conflict management, innovation of tourist attractions, services, souvenirs/tourist souvenirs, environmental cleanliness and destination arrangement, distinctive attractions, a synergy between BUMDes and the community, and views towards continuing to strive to be better. According to Cipamekar Village, the strength/advantage possessed by BUMDes Tirta Mekar to manage tourist destinations is the potential possessed by the village, support from the village government, support from outside parties (academics), support facilities, and the desire to develop. Meanwhile, the weakness factors faced by BUMDes Tirta Mekar are inadequate human resources, lack of public trust

and awareness, lack of knowledge about tourism that is still lacking, and there is no synergy between the community, the village, and institutions in Cipamekar Village.

The establishment and management of BUMDes is a form of productive village economic management that is carried out in a participatory, cooperative, open and sustainable manner. For this reason, seriousness in the management of BUMDes is needed so that it can work effectively and professionally. So with the establishment of regulation no. 6/2014 concerning Villages, which is substantively expected to be able to build villages through a structural and cultural approach and is supported by the existence of government regulation (*Peraturan Pemerintah*) no. 11/2021 concerning BUMDes makes it an important role in developing village potential. Looking at the legal basis, the management of BUMDes Tirta Mandiri, Janti Jaya, Tunas Mandiri and the advantages and disadvantages of BUMDes Tirta Mekar which are still in the stage of reaching a wider consumer market, it is necessary to create long-term connections or engagements with consumers through relationship marketing that can be defined as attractive, maintain, and in multi-service organizations improve customer relationships (Chadhiq, 2014). Considering that *Sirah Cai Cipelang* consumers are still community-oriented around Sumedang Regency if it is supported by the addition of interesting attractions and proper spatial planning, it would be an opportunity because the visitors keep coming back or even visit once. Maintaining a good long-term relationship will pay off with a recommendation for positive feedback made by visitors (Melati & Nurwulandari, 2019). Customers will show positive comments if the tour provides comfort and satisfaction.

Sirah Cai Cipelang presents the beauty of nature and amazingly soothing gurgling water. However, these two things certainly cannot be one of the reasons for visitors to come back, renewal and development are needed to retain the consumers. All of this begins in the internal context of the Tirta Mekar BUMDes which synergizes with the village government in its development, then the management of tourist attractions must also be supported by Pokdarwis, PKK, and other communities. Human resources are the key to the success of tourist destinations, due to the diverse perceptions of the local community about the *Sirah Cai Cipelang*, an approach is taken from the beginning by socializing about the potential of the *Sirah Cai Cipelang* first before explaining the program, then designing the training concept by paying attention to what kind of role the local community will play in, be it being a tour guide, culinary manager, or arrange the management of tourist attractions. Socialization is inseparable from the role of all stakeholders which include village governments, district governments, public works ministries, and district planning agencies. Then after being grouped according to the roles that will be supported by each community, a group is formed which is then carried out socialization about the program. Meanwhile, marketing techniques can take advantage of the younger generation who act as actors in marketing innovation for tourist destinations. Cipamekar village is not only blessed with clear springs, but the wealth of other natural resources such as salak fruit and wood trees is the capital for MSMEs to innovate in utilizing the surroundings. The Small and Medium Enterprise (SME) management approach can be carried out by BUMDes while gaining trust to support the development of tourist destinations in the culinary sector. Even in wood craftsmen, training can be carried out such as making souvenirs, tools, to cooking utensils that can become typical of Cipamekar village. Before that, an in-depth research is needed related to attraction innovations that pay attention to attractions, accessibility, amenity, and axillary.

Tourism Innovation

In realizing tourism, it is necessary to pay attention to attractions, accessibility, amenities, and axillary (4A). First, an attraction, after the results of field studies on BUMDes who have managed tourist attractions, it is necessary to strengthen the knowledge and experience of experts. Based on the expert assessment, Cipamekar village has had a very extraordinary capital, but the development approach taken so far still uses pavement and is not integrated with nature. There is no communication/correlation between spaces that occurs. Therefore, it is necessary to revitalize *Sirah Cai Cipelang* tourism so that it has a greater attractiveness compared to other similar tourist attractions. The concept offered is the creation of a terraced swimming pool with a splashing water design that exists at many points. In addition, to maintain clear water quality, especially for villages that depend on clean water sources from *Sirah Cai Cipelang* springs, it is necessary to separate the area between areas accessed by the tourist public and those specifically for clean water physical objects such as swimming pools and concrete buildings, it is more interesting if the swimming pool is made not like that. The use of hard materials, for example, ceramics and concrete, is not very suitable for nature. With the existence of such a swimming pool, it reduces the quality and uniqueness of the spring tourist spot. Terraced pools can often be the main source of water sound production, so what is enjoyed is not limited to the view of springs to rocky rice fields but also the sound of water that

can calm the mind. Such an atmosphere can create an interesting and memorable space experience for those who visit there.

Second, accessibility is the initial capital of the tourist entrance. In current conditions, access to the tourist location only fits for one car so that can only be optimal when it is used as one direction so that there needs to be an alternative road that needs to be passed. Through an agreement with the near of another village. Cipamekar village has freed up several plots of land that will be used as tourist entrances including the use of village cash land plots.

Third, amenities, one of the things that are not considered yet in *Sirah Cai Cipelang* is parking and sanitation facilities that are still not feasible. This encourages BUMDEs to plan more carefully all the facilities needed to support tourism. By developing certain amenities, it will create a more satisfying experience for tourists who visit.

Four, an axillary, is a tourist driving group. Many social groups and local actors can take part in the process of developing this regional tourist destination. The involvement of cadets, POKDARWIS, PKK, LPMDes, and others must be harmonized so that it does not become a trigger for conflict in the future. Village leaders' role in activating and involving society through managerial and entrepreneurial skills can accelerate rural development (Muhardi, 2022).

Value chain of Sirah Cai Cipelang Tourism Flows

Figure 4 shows The appeal of *Sirah Cai Cipelang*, which is in the form of rushing springs producing the pleasant sound of running water. This unique feature is an advantage that cannot be experienced elsewhere. This attraction is expected to increase the number of tourist arrivals to the village of Cipamekar. The opportunity for an increasing number of tourists to *Sirah Cai Cipelang* needs to be responded to responsively by tourism managers (BUMDEs). Who will play and be responsible as a travel agent? How can massive information about tourism be continuously disseminated? these activities can productively generate added value to increase the economic income of the community. In addition, managers can seize other value-added opportunities from the need for transportation, both transportation from outside the village and local transportation that has been specifically designed to enter tourist areas. Besides that, tour guides are indispensable in order to able to convey story narratives well to tourists.

One thing to improve the village economy is extending the tourists' stay in the village (Istriyani, 2021). It needs to be carefully planned for how the lodging design will be offered. whether in the form of hotels, cottages, or even homestays. This is in line with the need for supporting facilities such as restaurants whose food is typical in the village, both on a small and large scale (community/group visits). All of these activities need to be regulated so that economically added value for the community can be utilized optimally.

In addition, with the many local cultures of the people of Cipamekar Village or Conggeang District, it provides a great opportunity to be featured on the main stage of *Sirah Cai Cipelang*. The uniqueness of local culture is the main attraction because apart from pleasing the eyes of visitors, this activity is also expected to provide an educational side for the community. Cipamekar village has an art gallery including the Kuda Renggong (dance horse). At the end of the activity, visitors are directed to buy various local handicraft products. Souvenir tenants need to be provided so that there are more alternative souvenirs to be purchased by visitors. Not only souvenirs in the form of goods, but local food such as Sumedang tofu, Cilembu sweet potato, or others can also be a choice of souvenirs for tourists.

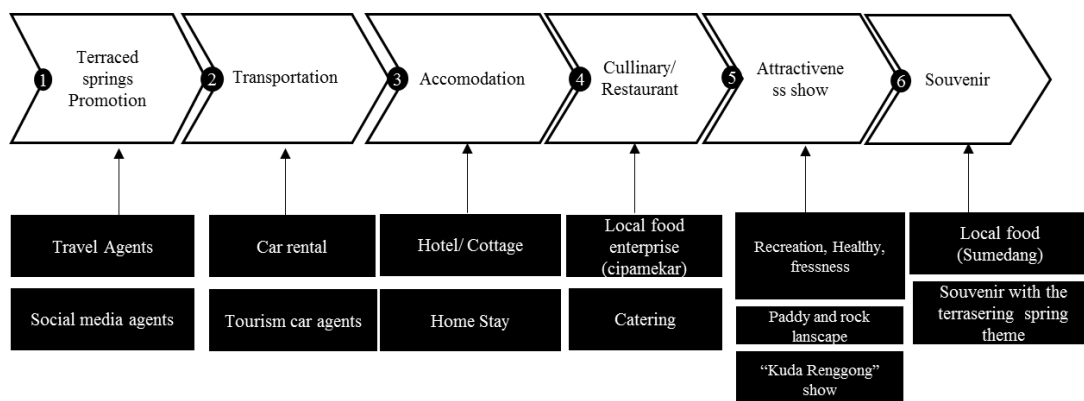


Figure 4 Value Chain Flows Plan of Sirah Cai Cipelang

Conclusions

Cipamekar Village has accelerated to become an advanced village in the building village index, in addition to that the village government and BUMDes Tirtamekar have the goal of turning Cipamekar village into a tourist village, through its natural grace capital, namely the *Sirah Cai Cipelang* tourist destination. The management of tourist destinations is reviewed quite well, but it turns out that in essence making tourist villages cannot be immediate without development. Therefore, an academic approach is needed to develop *Sirah Cai Cipelang*. It started by conducting a review of three BUMDes, namely BUMDes Janti Jaya, Tirta Mandiri, and Tunas Mandiri. The results of the review are stated in questions that can be a provision for the development of tourist destinations.

Considering the results of these observations, the next step to develop the *Sirah Cai Cipelang* tourist destination based on the village's enterprise is to approach it with experts in the field of tourism spatial planning to further review how the concept is suitable for *Sirah Cai Cipelang* before doing the development, all stakeholder elements must synergize with the same goal, especially the commitment of the local community which is the key to the success of developing tourist destinations. The community is encouraged to be more sensitive to the potential that exists around them through the socialization of the introduction of tourist destinations then are guided through social groups based on the tasks that will be supported by the community. Meanwhile, in the culinary realm, Small and Medium Enterprise (SME) are empowered and guided by BUMDes Tirta Mekar, as well as wood craftsmen who are given training and guidance in processing wood into something that can be used as a characteristic of Cipamekar village. Relationship marketing is needed to establish long-term relationships with consumers, adding new attractions that have been well conceptualized will create positive comments that will bring in new consumers.

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