



Tourism Village Development Based on Participatory Planning

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Abstract

The Bandung Regency Government plans to develop 100 tourist villages to accelerate the economic growth of the surrounding community. One of the potential tourist villages in Bandung Regency is Baros Village. Baros village has good potential to be developed, but there is no tourism planning for the village. This study uses a participatory approach to tourism, better known as community-based tourism development. The analyses used in this study are the 4A and SWOT analyses. The results of the analysis show that Baros Village has strengths in terms of various natural conditions and cultural values. The development of the tourism area is divided into 3 zones: the core zone, the buffer zone, and the service zone.

Keywords : Tourism; Village Development; Participatory.

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Introduction

The village faces many challenges in maintaining its existence. This emphasizes the importance of the village to maximize its potential and improve the economy along with the community. One of the efforts that can be made to improve the standard of living in rural communities is to establish a tourist village (Saud *et al.*, 2021). A tourist village is a form of accommodation and supporting facilities that are presented in an integrated manner with applicable procedures and traditions. Tourist villages usually tend to be rural areas that have their own characteristics and appeal as tourist destinations. A tourist village is a form of integration between attractions, accommodations, and supporting facilities presented in a community structure that is integrated with the prevailing procedures and traditions (Nuryanti, 1993). One of the key factors in tourism is the local value; it must be explored or highlighted by the village to attract tourists to visit (Agustina, 2020). In developing tourism, the aspects of a green economy and green infrastructure are two factors that must be considered since both concepts will make the environment more sustainable (Aji & Faniza, 2021). Tourism villages are currently predicted to become tourism opportunities in the future because the potential that can be developed is extraordinary. So now the government has begun to look at the

existence of tourist villages and is planning various strategies to establish tourist villages in Indonesia (Andari, 2022). One of the problems in developing tourism in a village is the need to equalize the perceptions among the stakeholders (Indratno *et al.*, 2022). To realize good and directed village planning, every village should have a village master plan. This master plan must be well-prepared and involve the role of village officials and the community in its preparation, so that the village spatial plan can be the right direction in making decisions in developing the village.

Research Method

This research took place in Baros Village, Arjasari District, Bandung Regency. It was chosen as the research location since it has many potential aspects of tourism. One of the awards they get is the Top 75 Indonesian Tourism Village Award in 2023. Data in this study were collected by interviewing some stakeholders and local heroes to get real information that describes the condition of Baros Village.

This research was carried out in five stages, namely preparation, survey, FGD, 4A analysis, SWOT analysis, and conclusions, which can be seen in Figure 1. In the preparation stage, researchers collected secondary data in the form of village potential data, village profiles, and information about Baros as a tourist village. At the survey stage, a direct site visit was conducted to collect data that had not been covered in secondary data. The third stage was the Focus Group Discussion (FGD), where several stakeholders and community figures were gathered for direct discussion regarding the existing conditions and the hopes of the Baros village community to develop a tourist village.



Figure 1. Research Stages

The next stage was a 4A analysis (Attractions, Accessibility, Amenities, and Achievements) and a SWOT analysis. At the 4A analysis, the researchers explored the conditions of the existing tourist objects, the accessibility of each tourist attraction, and the supporting facilities and institutions in Baros village. Meanwhile, at the SWOT analysis stage, the researchers determined every strength, weakness, opportunity and threat of developing the Baros tourist village. The results of the analyses were summarized in several strategies. The final stage was concluding the development of the Baros tourist village.

Results and Discussion

Focus Group Discussion

Focus Group Discussion (FGD) is a method of collecting data that is carried out with the help of participation from stakeholders, one of which is the community (Fardani *et al.*, 2023). FGD activities in PKM aim to:

- a. Explore information related to the potential problems in Baros Village in general and potential tourism problems in particular;
- b. Verify the data that has been collected during initial observation and desk study activities;
- c. Capture the perceptions and aspirations of the Baros Village community regarding the direction, strategy, and policy of tourism development in Baros Village.

FGD activities for the development of the Baros Tourism Village Masterplan are divided into two activities: oral discussions and participatory mapping (Cochrane & Corbett, 2020; Fardani, 2018; Hossen, 2016). Participants in this activity are represented by representatives of each element in the village, such as the village head, village secretary, community leaders, and POKDARWIS. During the FGD, the participants were divided into two groups, namely the general aspects group and the tourism aspects group. The implementation of the FGD activities is guided by the moderator and assisted by the facilitator so that the data collected from the FGD participants can be on target and support the analysis activities that will be carried out next. Meanwhile, participatory mapping was carried out to identify various regional potentials and problems spatially by involving community participation, for example, getting information about locations with natural, artificial, or cultural tourism potential, areas prone to disasters, areas prone to criminal incidents, and so on, which was adjusted to general and tourism aspects. In Figure 2, it can be seen that the community gives an insight into the potential, problems, and aspirations of tourism in Baros Village. The result of this insight can be seen in Table 1.



Figure 2. FGD Activities
Source: Research Documentation



Figure 3. Participatory Mapping
Source: Research Documentation

The methodology of FGD was not only conducted through a discussion. In this activity, the people of the village can draw the location of the village's potential tourism on the top of the map, which can be seen in Figure 3. The community can also write on the paper and then stick the paper on the top of the map. Based on this information, the researchers go to the location to confirm it. Based on the FGD with the community, the results were obtained as follows:

Table 1
Potential, Problems, and Aspirations as the Results of FGD with the Community

Potential	Problems	Aspirations
<ul style="list-style-type: none"> Apart from the potential for natural and artificial tourism as the main tourist attraction of Baros Village (Mega Tutupan Pine Forest Agrotourism, Citalutug Tourism, and Sampalan Indah Swimming Pool), there is also the potential for cultural attractions in the form of sheep fighting and village celebrations; There is potential for agricultural commodities that can be processed, such as Cilembu sweet potatoes, cassava, corn and coffee; 	<ul style="list-style-type: none"> There is a threat of flash flooding for Citalutug tourism around the river; Threat of landslides and drought; Public street lighting is very minimal; you can count it with your fingers. This causes community activities to be limited at night; Prone to juvenile delinquency (drunk, etc.); Several community houses are ready to become tourist homestays but are hampered by clean water. Several RWs have not been served with clean piped water. PAMSIMAS 	<ul style="list-style-type: none"> Construction of Communal MCK; The community needs help with cultural legality; Assistance in creating group legality; Routilahu improvements; There is a development of tourist attractions in the presence of agricultural land so that it can increase farmers' income as well.

Potential	Problems	Aspirations
<ul style="list-style-type: none"> There is potential for MSME products that can be used as souvenirs, including bamboo musical instruments, Sundanese pangsi clothes and headbands, egg roll culinary delights, and purple sweet potato flour. 	<p>(Provision of Community-Based Water Supply and Sanitation Facilities) only exists in 4 RWs out of 17 RWs;</p> <ul style="list-style-type: none"> Lack of waste management facilities from transportation to TPS; Accessibility to Mega Agrotourism. The road is narrow (can only be passed by one vehicle) and is not paved (rocky), so that it slows down the speed of vehicles; At some points, there are still blank spots. 	

Source: FGD Activities, 2023

From the table of the FGD, there are two important potential things for tourism in Baros Village, which are natural and artificial tourism and the potential of agriculture. The main problem is the hazards that threaten the village. The aspiration from the community is that they want a development of the tourist attraction.

4A Analysis

According to Cooper *et al.* (1995: 81), there are four components that a tourist attraction must have: attraction, accessibility, amenities, and ancillary.

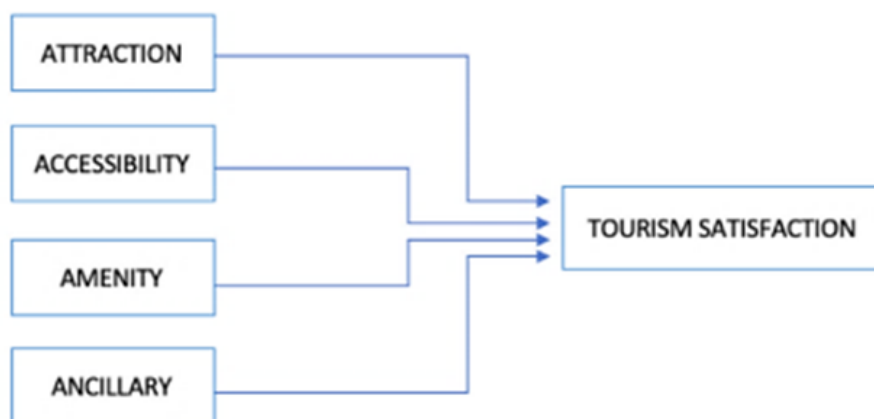


Figure 4. Components of Tourist Attractions According to Cooper

From the theoretical framework that can be seen in Figure 4, researchers specialize in exploring the four attributes of tourism activities. Each tourism attribute has its strengths and weaknesses. These attributes will later become the basis for developing tourism in Baros Village.

Accessibility is the most important thing in tourism activities (Darcy & Dickson, 2009). All kinds of access to transportation or transportation services are important for tourism. On the other hand, this access is identified as the ease of moving from one area to another. In the case of Baros Village, external accessibility can be reached via the Soroja Toll route. The distance from the toll road exit to Baros Village that can be seen in Figure 5 is around 18 kilometers, with a travel time of around 1 hour. This route can be traversed by four-wheeled vehicles. Another alternative route to Baros Village Tourism is to Ciparay via Jelesong Art Village for 15 km or a 30-minute normal road trip, but this route can only be passed by MPV-type cars and 2-wheeled motorbikes. Another alternative route can be reached via Majalaya as far as 19 km or a 45-minute normal road trip.



Figure 5. Road Conditions to Tourist Attractions in Baros Village
Source: Research Documentation

Meanwhile, internal access within Baros Village is still limited by the road width, which is only around 4-5 m, and cannot be passed by large vehicles such as buses that carry large-scale tourists. On a large scale, buses will usually park in a large area, and then tourists will be transported using tourist vehicles, as shown in Figure 6. On the route to Mega Tutupan Pine Forest Agrotourism, even the road conditions can only be passed by one vehicle, and the condition of the rocky pavement slows down the vehicle's speed.



Figure 6. Baros Village Tourist Vehicle
Source: Research Documentation

The attraction component is significant in attracting tourists (Damayanti *et al.*, 2020; Richards, 2002). An area can become a tourist destination if the surrounding conditions support its development into a tourist attraction. What is developed into a tourist attraction is called tourism capital or resources. There are three things to be developed to become a good tourist destination: something to see (which is interesting), something to buy (everything that is unique or has specific characteristics to buy), and something to do (an activity that can be done at that place).

Mega Tutupan Pine Forest Agrotourism is one of the potentials of Baros Tourism Village with an area of around 2.2 hectares, which offers a variety of interesting activities for family tourism. This pine forest is located in Legok Sura Village, Baros Village, Arjasari District, Bandung Regency, West Java.



Figure 7. Mega Tutupan Pine Forest Agrotourism
Source: Research Documentation

This agrotourism is managed by Karang Taruna and the Forest Village Community Institution (LMDH). In this area, tourists can enjoy the natural beauty of the pine forest with cool temperatures (something to see). Apart from that, tourists can also enjoy a variety of interesting natural activities (something to do) in the Mega Tutupan Pine Forest.

Citalutug Nature Tourism is one of the tourist attractions in Baros Village, which presents natural tourist attractions in the form of the Citalutug River and rice fields. The condition of Citalutug can be seen in Figure 8. Citalutug natural tourism is managed by Pokdarwis. In this area, tourists can enjoy the beauty of rice fields and river flows whose banks have been arranged in such a way (something to see). Locations in the area are connected by pedestrian paths made of colorful wood and bamboo.



Figure 8. Citalutug Nature Tourism
Source: Research Documentation

Apart from that, tourists can also enjoy various interesting natural activities (something to do) in Citalutug, including:

- Water recreation

The most famous tourist attraction in Citalutug Nature Tourism is water tourism in the form of a clean river flow, which is arranged so that it becomes a water ride. In one place the river flow is dammed, so it becomes a swimming pool suitable for children. Apart from that, the management also provides tire rental and rafting facilities along the river. These activities will continue to be monitored by a special team to ensure tourist safety.

- Educational tourism (arts, agriculture, and culinary)

Not only does Citalutug Nature Tourism pamper the eyes with natural beauty, but it also offers three educational tour packages, namely arts education tours, agricultural education tours, and culinary education tours. Educational tours are offered on how to plant rice, plow fields using buffalo, learn to make traditional food, and learn the art of dance and gamelan.

The picture of Pesona Sampalan Indah Swimming Pool in Pakusorok Village, Baros, Arjasari, Bandung Regency, is shown in Figure 9. The Pesona Sampalan Indah Swimming Pool area is managed by Bumdes (village-owned enterprises). Most of the attractions at this swimming pool are artificial, in the form of two main pools. Apart from swimming, visitors can also do various other activities, such as taking photos or selfies, since this tourist spot is also equipped with several selfie spots made from bamboo. This tourist spot is also framed by beautiful natural scenery and a natural rural feel, as well as comfortable air and atmosphere.

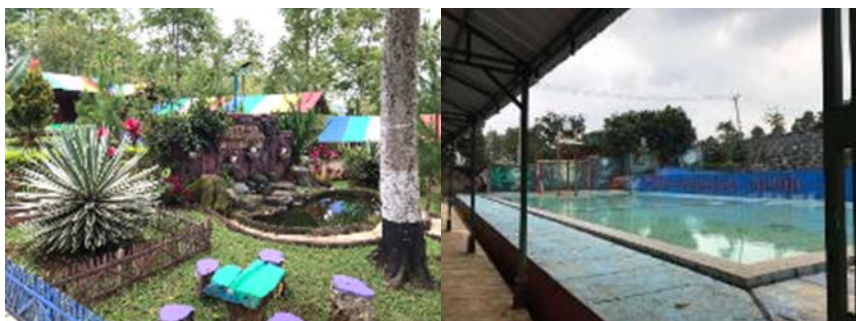


Figure 9. The Pesona Sampalan Indah Swimming Pool Area
Source: Research Documentation

Apart from the attractions of the Mega Tutupan Pine Forest Agrotourism, Citalutug Nature Tourism, and the Pesona Sampalan Indah Swimming Pool, Baros Village also has the potential for cultural attractions, one of which is the Tangkas Sheep Fighting, which is already famous in West Java Province. This activity is usually carried out at Pamidangan Pakusorok, which is located next to the Pesona Sampalan Indah Swimming Pool. Pamidangan is a place to demonstrate the specialties and advantages of Garut sheep to every hermitage, breeder, and sheep lover from various regions. The location of Pamidangan Pakusorok can be seen in Figure 10. This sheep-fighting event is routinely held every third week, with participants coming from regencies and cities in West Java.



Figure 10. Location of the Sheep-Fighting Event in Pamidangan Pakusorok
Source: Research Documentation

Amenities are all kinds of facilities and infrastructure needed by tourists while visiting a tourist destination (Bernini *et al.*, 2020; Salasa & Ismail, 2018). The facilities and infrastructure in question include accommodation, restaurants, transportation, and travel agents. Using suitable infrastructure, tourism facilities such as hotels, tourist attractions, marinas, theaters, and so on are built. The infrastructure that is much needed for the development of tourism facilities is roads, water supplies, electricity, landfills, airports, ports, telephones, and others. Considering the relationship between facilities and infrastructure, it is clear that infrastructure development must generally precede facilities.

Facilities at the Citalutug tourist attraction include a parking area, toilet, prayer room, restaurant, playground, selfie spots, rafting, gazebo or bamboo hut, a jungle track, and a meeting hall.



Figure 11. Gazebo or Bamboo Hut and Meeting Hall in Citalutug
Source: Research Documentation

Facilities provided in the Pesona Sampalan Indah Swimming Pool tourist attraction include vehicle parking, toilets, huts/gazebos, a management office, selfie areas, a meeting hall, and a coffee shop, which can be seen in figure 11 and figure 12.



Figure 12. A Meeting Hall and Stalls at the Pesona Sampalan Indah Swimming Pool
Source: Research Documentation

Ancillaries also support tourism, such as people at management institutions, tourist information, travel agents, and stakeholders who play a role in tourism.

SWOT Analysis

SWOT is a very important analysis carried out in tourism development (Reihanian *et al.*, 2012; Zhang, 2012). Based on the results of the study and FGD findings, the internal key factors (strength and weakness) and external key factors (opportunity and threats) used in formulating the Baros Tourism Village development strategy are described in the following Table 2.

Table 2
SWOT Analysis of Baros Village Development

<p>IFAS Strategy</p>	<p><u>Strength</u></p> <ul style="list-style-type: none"> • Wide rice field • 20 ha of land in Baros village is intended for tourism • There is a socio-cultural tourism potential, such as the .sheep contest. • There is potency from agriculture, such as Cilembu sweet potatoes, cassava, corn, and coffee. 	<p><u>Weakness</u></p> <ul style="list-style-type: none"> • Disaster threat: flood, landslide, and drought • Street lighting is very minimal. • Prone to juvenile delinquency • Lack of waste management facilities • Lack of accessibility
	<p>EFAS Strategy</p> <ul style="list-style-type: none"> • Central Government support through the Ministry of Tourism and Creative Economy 	<p><u>SO Strategy</u></p> <ul style="list-style-type: none"> • Increase the diversity and choice of attractions. • Conduct training for community groups on improvement. • Improving the economy through the development of nature-based tourism and agriculture.

Threats	ST Strategy
<ul style="list-style-type: none"> • Competition from similar tourist attractions in other districts that are better known to the public 	<ul style="list-style-type: none"> • Conduct promotions related to tourism villages to attract tourists.

Source: Researcher, 2023

The SWOT analysis shows that socio-cultural tourism is one of the potential activities. An example of sociocultural tourism is the sheep contest, which gathers many communities from outside the village. One thing that becomes a concern in Baros tourism development is the weakness of the area, where Baros Village often experiences disasters such as floods or landslides. When the tourism concept is developed in Baros Village, it must have a mechanism for hazard prevention to save all the people involved and the environment.

Formulation of the Tourism Village Concept

If we look at the results of previous identification and analysis, it can be concluded that Baros Village is a tourist village based on a unique combination of cultural and natural resources as its main attraction. Baros village has cultural resources in terms of traditional customs and community life patterns and natural tourism resources in terms of the beauty of its natural landscapes. Based on this, the concept proposed for developing Baros Tourism Village is Agro-Eco Culture (a combination of natural, cultural, and agricultural tourism).

The development program priorities are shown in Figure 13 below:

1. Increased diversity and choice of attractions;
2. Improved accessibility and connectivity;
3. Increased amenities to support long stays, such as guest houses, culinary delights, and souvenir shops;
4. Strengthening ancillary/management by involving the community;
5. Improving the quality of tourist attractions with more attractive designs (land use, building layout, signage, entrance gates, circulation, pedestrians, green lanes, parking, supporting activities);
6. The need to increase the value of Baros Tourism Village by creating a tour package that covers all the potential tourist attractions in Baros Village;



Figure 13. Tour Package Development

Tourist Object and Activity Plan

Tourism is said to be advanced if tourists are satisfied with the attractions offered. Tourist objects that can be offered to tourists are grouped into three categories: commodity objects, ecosystem objects, and activity objects. Commodity objects consist of biological potential and non-biological materials that have tourist attractions. Ecosystem objects consist of ecosystems that have habitats and environmental attractions. Meanwhile, activity objects are activities that are integrated with areas that have tourist attractions, as can be seen in Table 3 and Figure 14.

Table 3
Potential Tourist Attractions in Baros Village

Comodity Objects	Ecosystem Objects	Activity Objects
1. Special food preparations	1. Pine Forest	1. Socio-Culture
2. Crafts	2. River	2. Artificial attraction
	3. Rice Field	

Source: Researcher, 2023

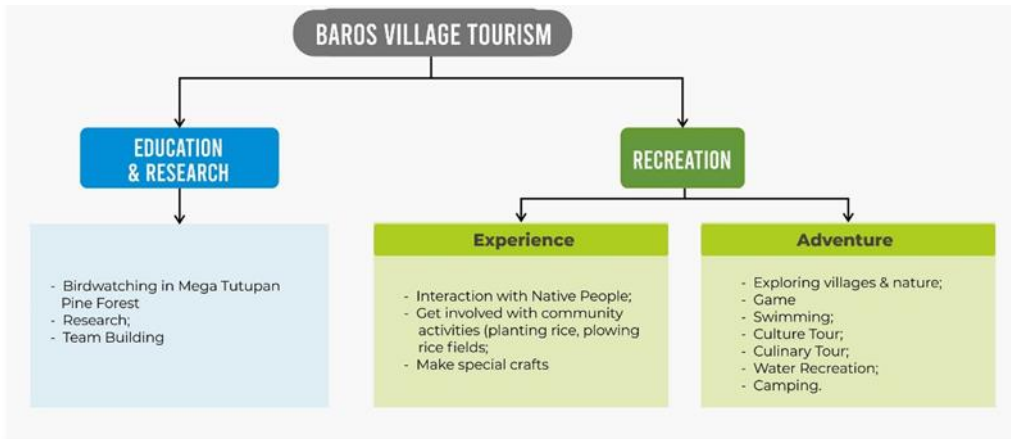


Figure 14. Diagram of Baros Village Tourism Development

Regional Zone Plan

Zoning is a system of grouping elements that have the same functional role (Yiu & Cheung, 2021). This system will guide the determination of the physical location of the mass of the building. The zoning system in the Pesona Sampalan Indah Tourism Area uses the Tripartite Concept, which consists of three main zones that can be seen in Figure 15 as follows:

The Main Zone/Core Zone is the core zone where the main attractions are located. The Pesona Sampalan Indah Swimming Pool Tourism Area is included in the Core Zone because, since its establishment, the main attraction of this area is the artificial attraction in the form of a swimming pool.

The Buffer Zone is an area that separates the main attraction from groups of activities and supporting facilities. Its main function is to separate the activities between the two other zones that are not commensurate with the image of the main attraction. Areas included in the buffer zone are playing areas and camping areas.

The Service Zone/Public Zone is an area where all activities and supporting facilities are placed or grouped. It includes basic infrastructure, network centers, access facilities, and visitor services. This zone can also be referred to as the Transition Zone, which is the outermost area that surrounds or adjoins the Buffer Zone. The areas included in the Service Zone are the MSME Center Area, parking area, and gazebo area.

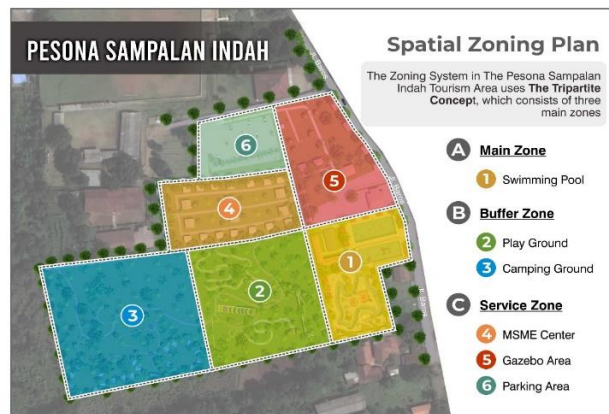


Figure 15. Zoning Plan for the Pesona Sampalan Indah Tourism Area

The arrangement of land use is necessary to realize the harmony of land use, as without proper regulation of space use activities, conflicts can occur between one another. Therefore, the use of space needs to be arranged in such a way that it can avoid conflicts over its usage, and the form of land use becomes harmonious and attractive. Land use arrangements are carried out following the needs of the development of the Pesona Sampalan Indah Tourism Area. The land use plan in Pesona Sampalan Indah can be seen in Table 4 and Figure 16.

Table 4
Pesona Sampalan Indah Tourism Land use Plan

No.	Zone	Area	Land use Plan
A.	Main	Pool Area	Adult Pool Children's Swimming Pool Changing Room
		Play ground	Tree House Golesat Playground ATV Playground
B.	Buffer	Camping Area	Rainbow Slide Camping Area Toilet Amphitheater
		MSME Center	MSME area (kiosks)
C.	Service Area	Gazebo Area	Gazebo Area
		Parking Area	Parking Area

Source: Researcher, 2023



Figure 16. Land Use Plan for Pesona Sampalan Indah Tourism

Circulation and Pedestrian Path Plan

Circulation and pedestrian paths in tourist areas need to be arranged by land use patterns and building masses. Well-arranged circulation and pedestrian paths in tourist areas will increase accessibility, comfort, and safety for tourists. Circulation in the Pesona Sampalan Indah Area, which can be seen in Figure 17, is divided into:

- a. Human Circulation, which includes visitors, managers, and traders
- b. Vehicle Circulation: things to be considered in vehicle circulation are:

- a. Vehicle circulation is implemented in two directions (in and out of the same door).
- b. For circulation to the parking lot, the road width is larger to avoid traffic jams if there is a queue for parking.
- c. The width of the road is 3.5-4 meters.
- d. Vehicle circulation uses natural stone pavement.

Pedestrian paths that support the achievement of accessibility in circulation require a good and correct accessibility system to ensure safe physical comfort.

- The pedestrian path is beside the road;
- Pedestrian paths must be suitable for wheelchair users;
- Avoid stairs so that they can be used by people with disabilities. The stairs should have a ramp of a maximum degree of 30°.



Figure 17. Pedestrian Circulation
Source: Research Documentation

Green Open Space Plan

The green open space and landscape arrangement of the area will be an attraction for tourists. Generally, tourists like green arrangements and good landscapes because both can provide a comfortable and pleasant mood. The concept of vegetation arrangement in the Pesona Sampalan Indah area uses the following pattern:

- Vegetation as a guide/reinforce towards the facility;
- Vegetation forms soft space, a barrier to the outer space/environment, a barrier both visually and physically, but the view is not closed. It is placed in outdoor facilities;
- Vegetation as heat and wind protection, placed in a building that is directly exposed to sunlight and wind (outdoor facilities);
- Vegetation as aesthetics, placed in parks and area gates.

Program Indication

One of the important things to develop about the tourism concept in this location is the program indication. The program will be conducted in the village to develop the tourism concept. The priorities for the Baros Tourism Village development program, as mentioned earlier, are as follows:

- Increased diversity and choice of attractions.
- Improved accessibility and connectivity.
- Increased amenities to support long stays, such as guest houses, culinary delights, and souvenir shops.
- Strengthening ancillary/management by involving the community.
- Improving the quality of tourist attractions with more attractive designs (land use, building layout, signage, entrance gates, circulation, pedestrians, green lanes, parking, and supporting activities).
- Increasing the value of Baros Tourism Village by creating a tour package that covers all the potential tourist attractions in Baros Village.

Conclusions

According to the results of the research conducted, Baros Village has tourism strengths in various natural conditions and cultural values. Several strategies need to be implemented in the development of Baros village tourism, such as promotion, infrastructure, and institutional improvements. In the development of the Baros village tourism area, the concept of dividing three zones is used, namely the core zone, buffer zone, and service zone. The development of the tourism concept must consider two important things: the circulation of tourism and the green open space concept.

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